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VARIETY

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1939 . 1940

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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.

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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 hodgepodge 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).

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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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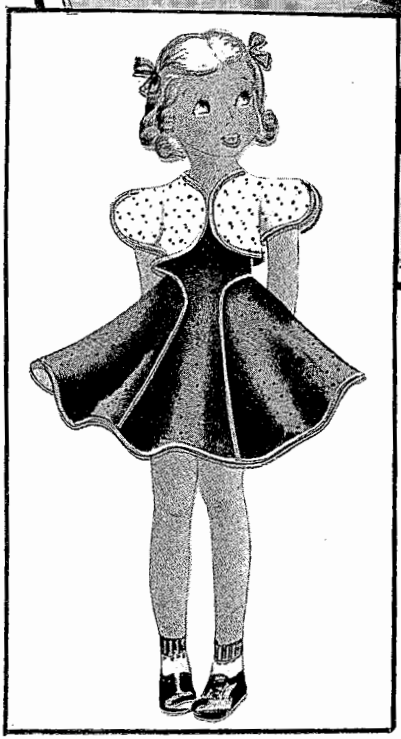

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AND

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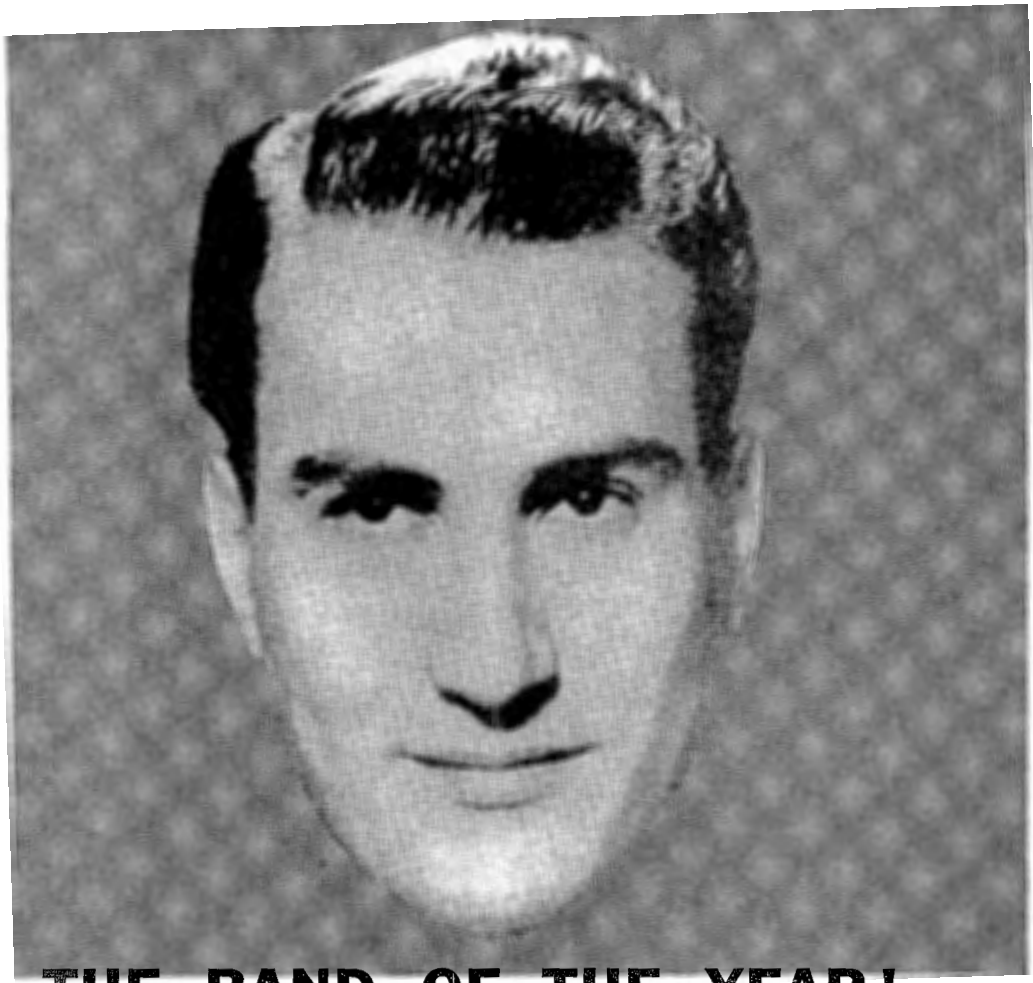

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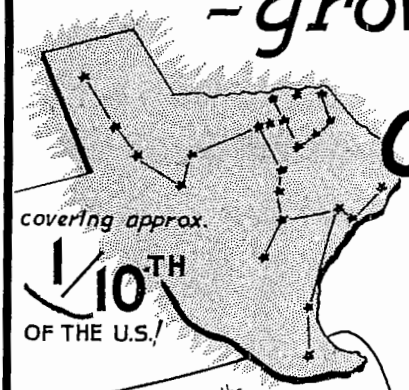

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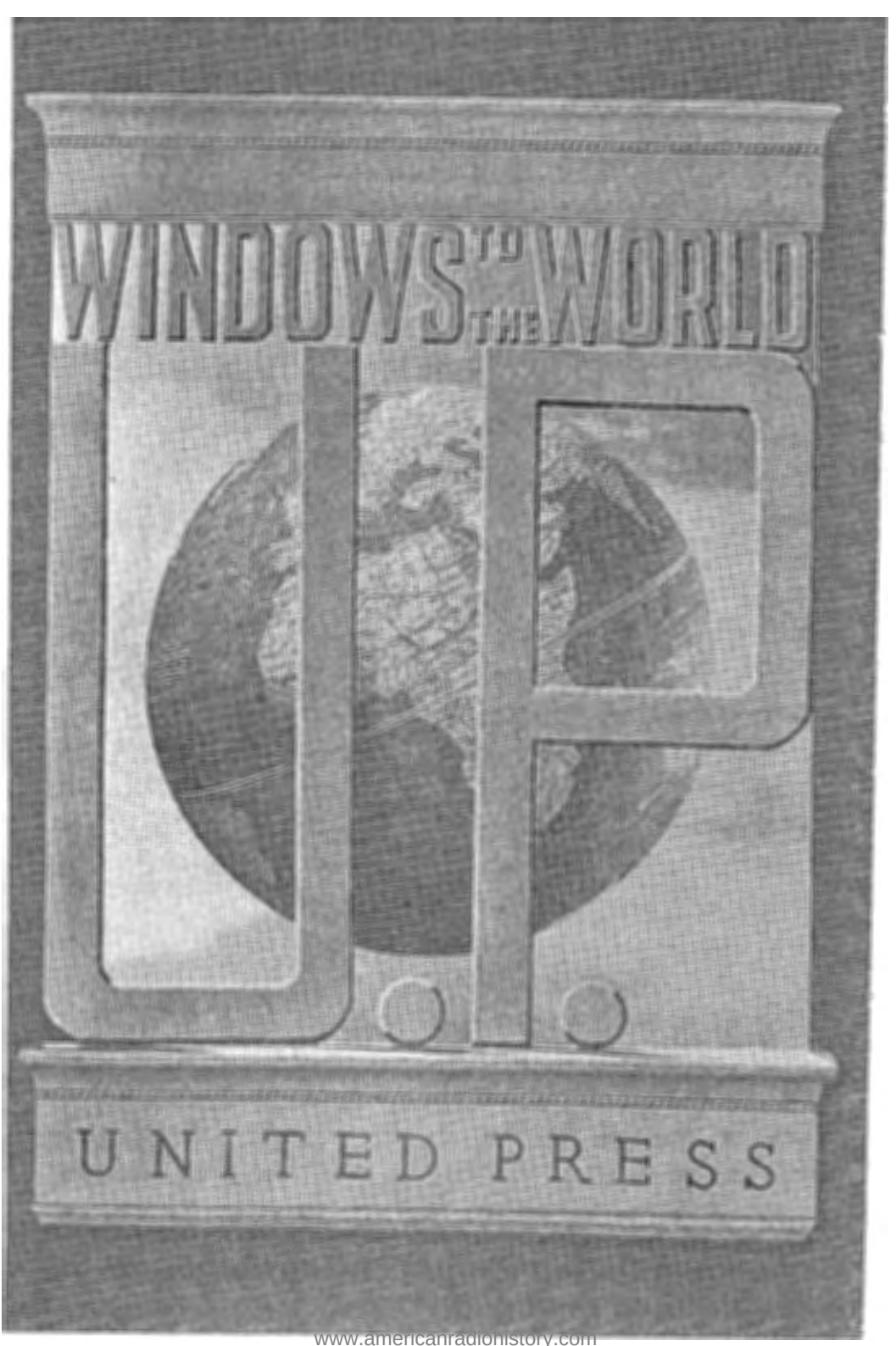

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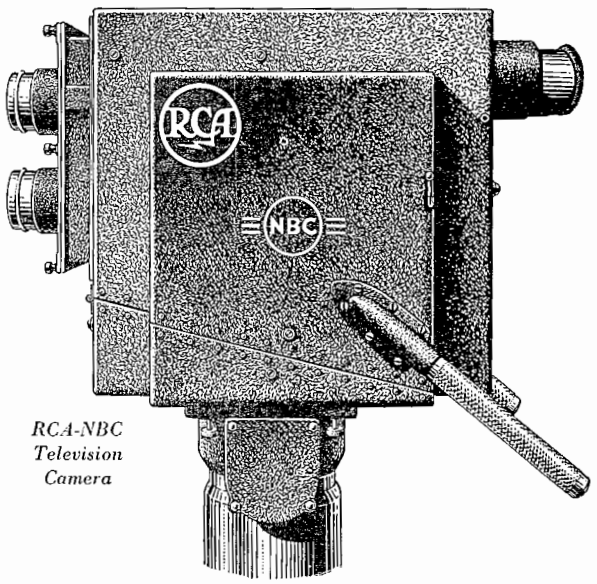

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C. A. B. INTRODUCTION

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 subscribes 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 progam 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 oganization, 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.

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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-

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chestra, the Cavaliers 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
Interwoven 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.*

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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

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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, Mobiloil, 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.

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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 Jettick 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

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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 mail 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).*

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SECOND FULL YEAR

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-

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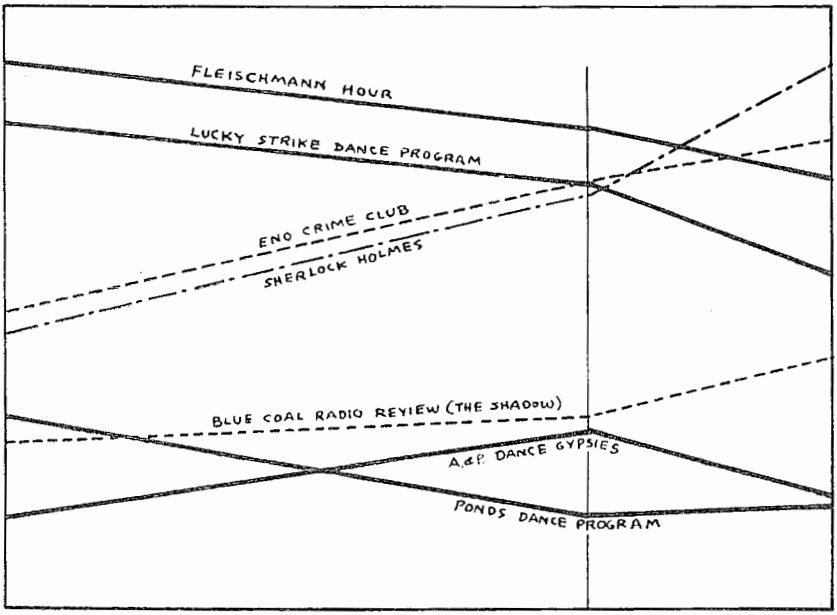
tion of Burns and Allen gave the rating a real boost. *But it was pointed out that the addition of names does not always send a program skyrocketing.* Several instances had attested to this fact. Changes in time had had important influence on some ratings. Sinclair Minstrels had benefited by changing 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.

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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.*

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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 Jettick, 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.

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JULY TO OCTOBER 1932

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 wise-cracking 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

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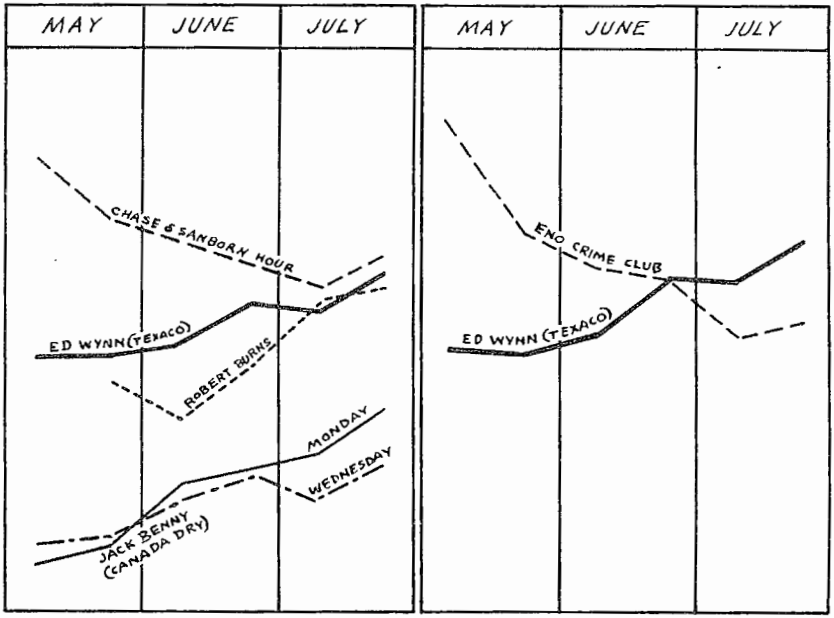
before 9 P.M. But despite that come-back, we find only 46.8 of set owners using their sets at that time in the past winter. The winter season has shown an increase throughout the day except a very slight decline (weekday 0.7; Saturday 0.7; Sunday 0.9) before 9 A.M., Sunday afternoon, has shown a return 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



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.

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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 kidnaping, the California earthquake, the bank crisis and

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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 any 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.*

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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 sustainers. 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**

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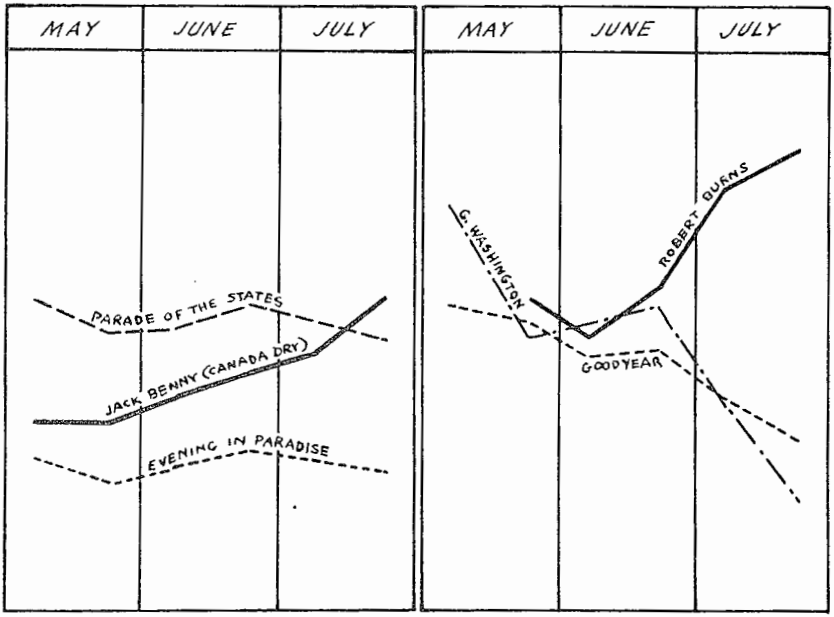
Arthur Brisbane, who did not reach a high rating, while Jack Benny, then relatively unknown, had been reaching a good audience; Maxwell House Show Boat, with no outstanding stars at the time, was among the leaders. The Socony-Vacuum program with Edwin C. Hill rated about the same as Hill's sustaining 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



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.

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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

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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, Eno 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, Eno 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.

Ratings 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.

Among the new programs were Best Foods Musical Grocery, Don Carney Dog Chats for Spratt's, Ltd.; Everett Marshall for Westinghouse, Solly Ward for Standard Oil's Five Star Theatre, George Rector's Cooking School for A & P, Jack Dempsey's Gym for Jad Salts, Lives at Stake for General Tire & Rubber, Manhattan Merry-Go-Round for Dr. Lyon's Toothpowder, Phil Cook & His Ingram Shavers, Richfield Country Club, Saturday Night Dancing Party for Hudson-Essex (B. A. Rolfe), Street Singer for Non-Spi, and Voice of Experience for Wasey Products.

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

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** 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.*

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House Show Boat, Fleischmann Hour and the White Owl program (Guy Lombardo-Burns and Allen) appealed most to the higher income brackets; while Amos 'n' Andy, Sinclair Minstrels, Myrt & Marge, First Nighter and The Goldbergs appealed more to the lower brackets. Lucky Strike (Tuesday night drama show), Chase & Sanborn, Sherlock Holmes, Chevrolet and the Marx Brothers showed no particular trend by income classes.

JULY TO OCTOBER 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

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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-

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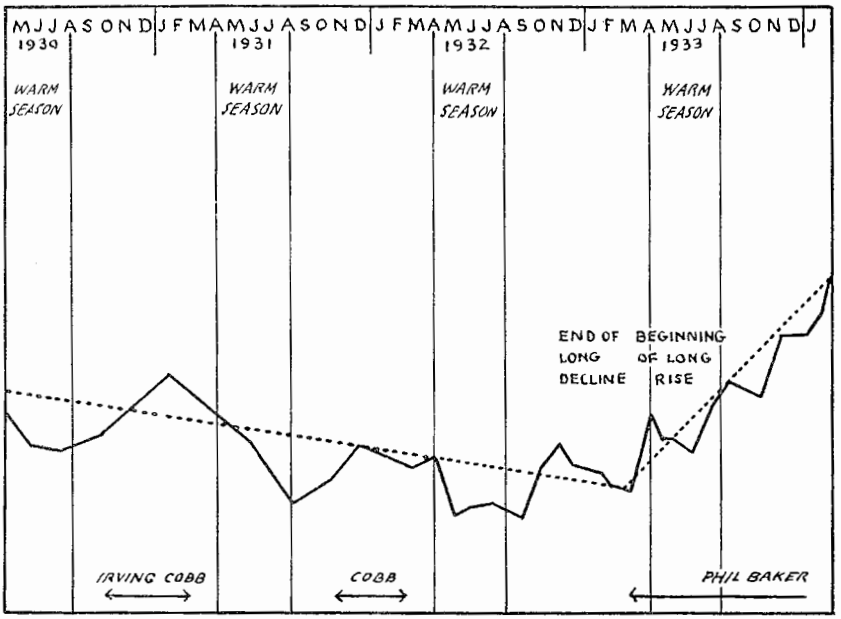
sistently in the past year and the Fleischmann Hour had risen sensationally. Gulf Headliners with Will Rogers rated ahead of Ed Wynn. John McCormack and Lowell Thomas rated equally at a highly respectable figure. Lucky Strike's Magic Carpet climbed substantially and ranked well up among the leaders. 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-



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.

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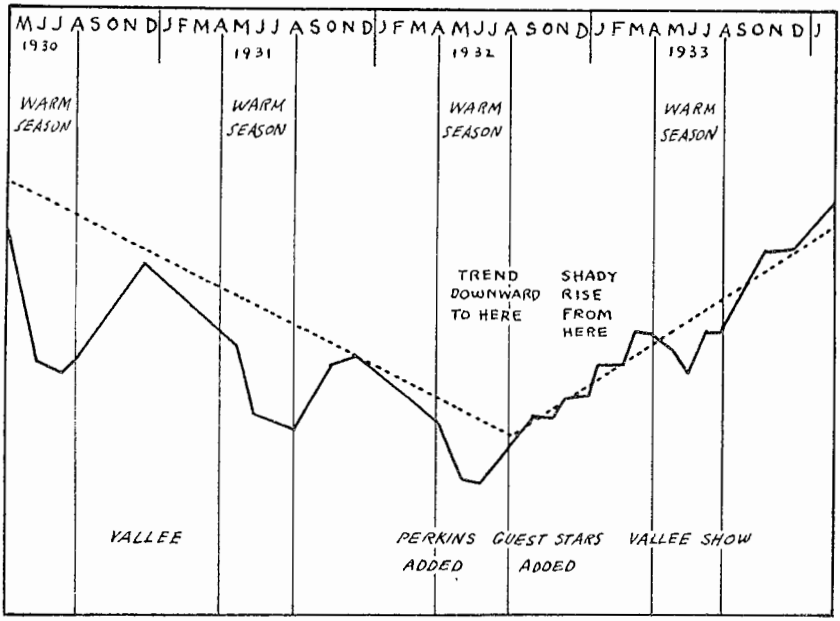
lowed by Lady Esther Serenade. Little Orphan Annie led for the rest of the week.

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.

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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:

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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

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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 Whiteman'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.

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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.

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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

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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.

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MARCH TO JUNE 1935

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 outranked 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 competitnon 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.*

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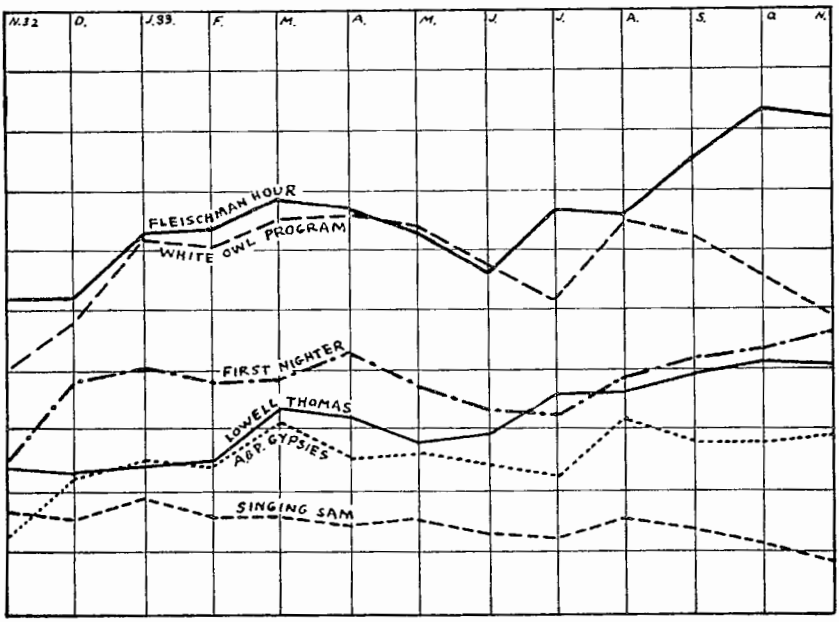
idea of the effect upon rankings caused by such a wholesale departure, the True Story program rose from 47th place in March to 25th in June accompanied by a rise of but slightly more than two points in rating. Death Valley Days rose five places during the same period with a slight decline in rating. 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).

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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 sensationally. 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

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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

* *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.*

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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 Whiteman'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

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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-

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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

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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.

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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 Charioteers 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,

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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.*

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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

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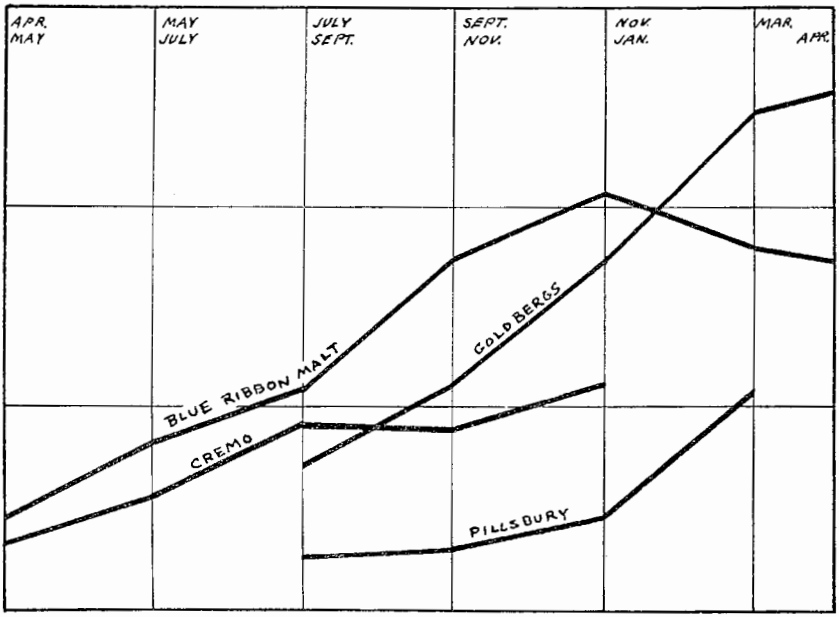
serial, went on the air for Atlantic Refining. Pretty Kitty Kelly for Continental Baking augmented the evening strip shows. Jack Pearl returned, this time for Raleigh and Kool cigarettes. Jimmie Fidler changed from Luden's to Procter & Gamble. Philip Morris changed from Leo Reisman to Russ Morgan's orchestra 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

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).

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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;

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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

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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

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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-

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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,

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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, 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

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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 fell far below its over-all average.

There were, as usual, a number of program changes during the period October 1937 to April 1938. Wrigley tried a new show called Double Everything. The Sealtest Sunday Night Party was changed to Rising Musical Stars. Rippling Rhythm was succeeded by Woodbury's Hollywood Playhouse-Tyrone Power. After nearly 10 years, Amos 'n' Andy and the Pepsodent Co. parted company and Campbell's Soup took over the sponsorship of the famous pair. Wasey Products sponsored Arthur Godfrey. Lucky Strike tried a new show called Melody Puzzles. The Brewers Association embarked upon a cooperative campaign with the Monday Night Show. Wrigley's Poetic Melodies became Just Entertainment. Campbell's Vanity Fair became Grand Hotel. Larus & Brother Co. had Alias Jimmy Valentine. Lever Brothers introduced Big Town with Edw. G. Robinson (it rose almost meteorically). Colgate-Palmolive-Peet sponsored Dale Carnegie. Packard's series was Hollywood Mardi Gras with Walter O'Keefe, Lanny Ross and Charles Butterworth. Lamont, Corliss' "Husbands and Wives" became "Those We Love." American Home Products introduced Mr. Keen, Tracer of Lost Persons. Sidewalk Interviews became Vox Pop. U. S. Rubber sponsored Ben Bernie and All the Lads. Toward the end of the season Cantor changed from Texaco to Camels. Chesterfield Presents became Chesterfield Presents Lawrence Tibbett, then Chesterfield Presents Grace Moore. In April, Your Hollywood Parade for Lucky Strike became Kay Kyser's Musical Klass. Lum and Abner changed from Horlick's to General Foods. Maxwell House gave up its well-worn Show Boat for Good News of 1938 (produced in conjunction with Metro-Goldwyn-Mayer). Chesterfield changed its Music from Hollywood to Paul Whiteman's Program. Pepperell Manufacturing Company had Dr. Karl Reiland. Royal Crown Cola started the Royal Crown Revue in April.

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-

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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, 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; Lehn & 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. During

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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).

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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'Neills (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 (Babbitt) 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).

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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.

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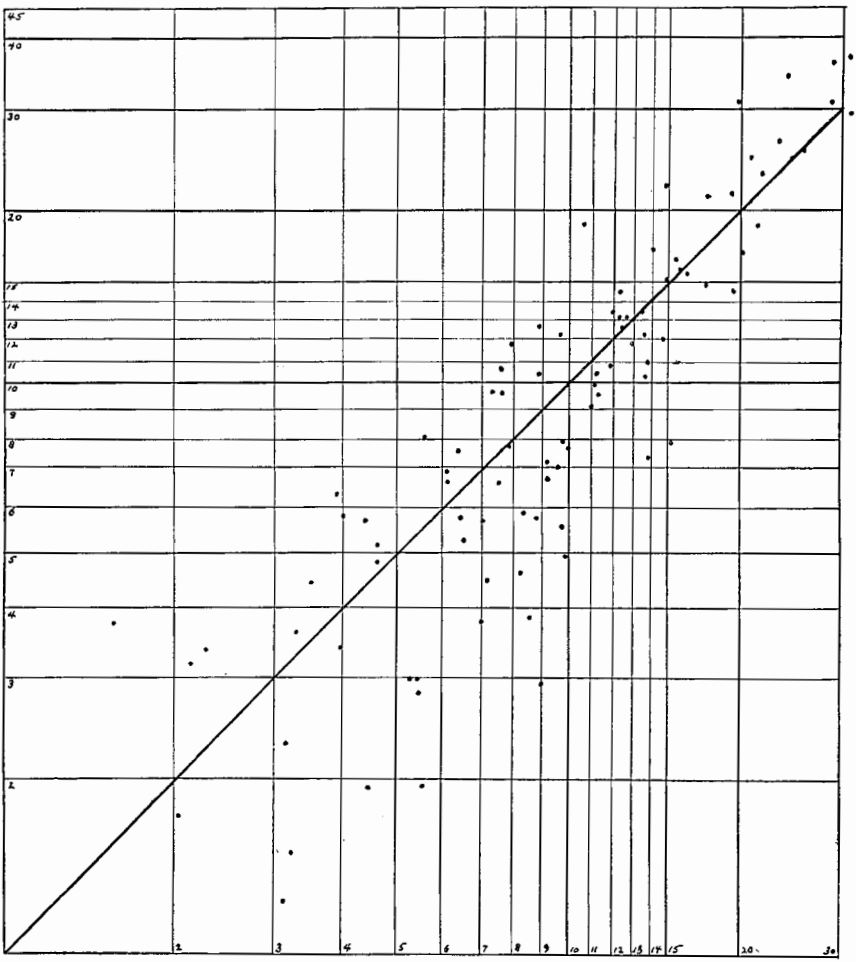
CHART I

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)



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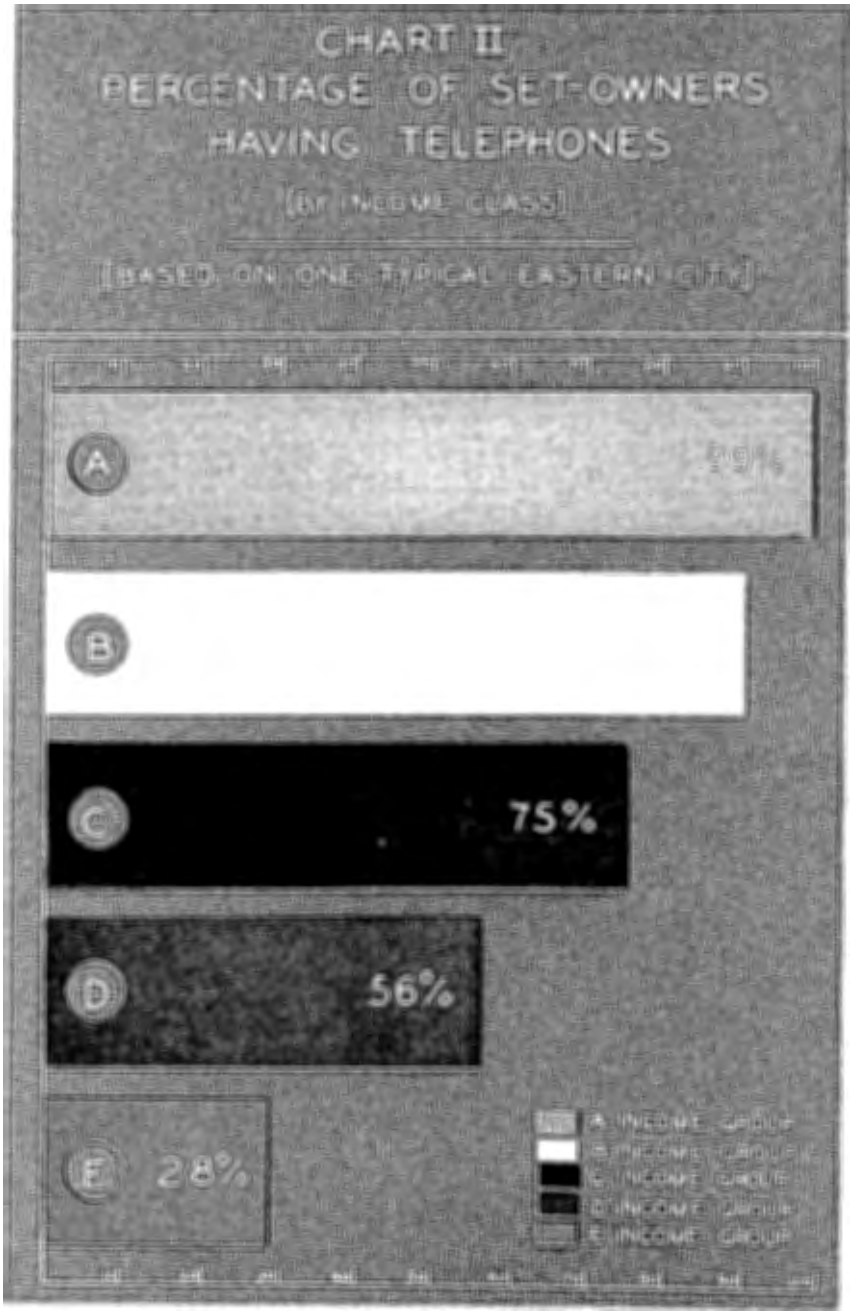

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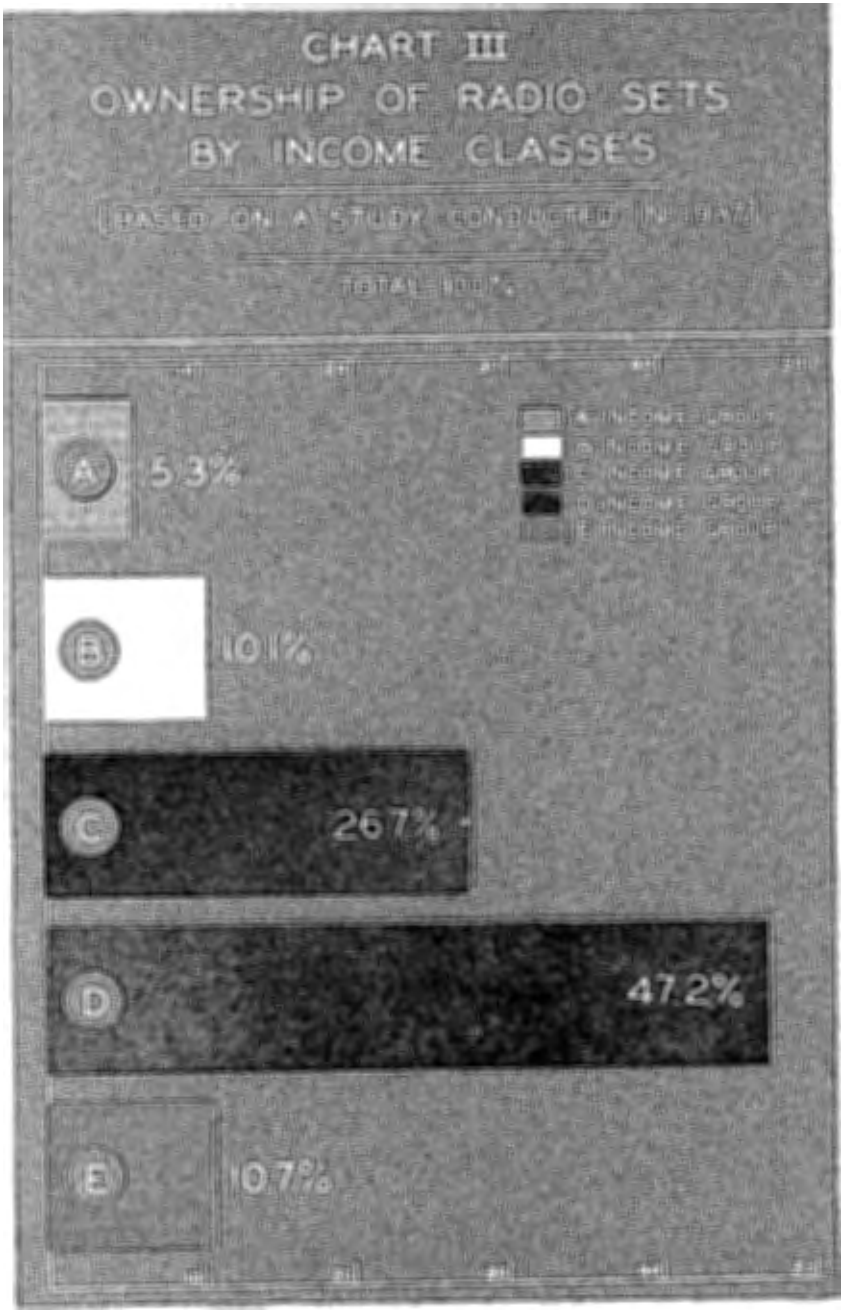

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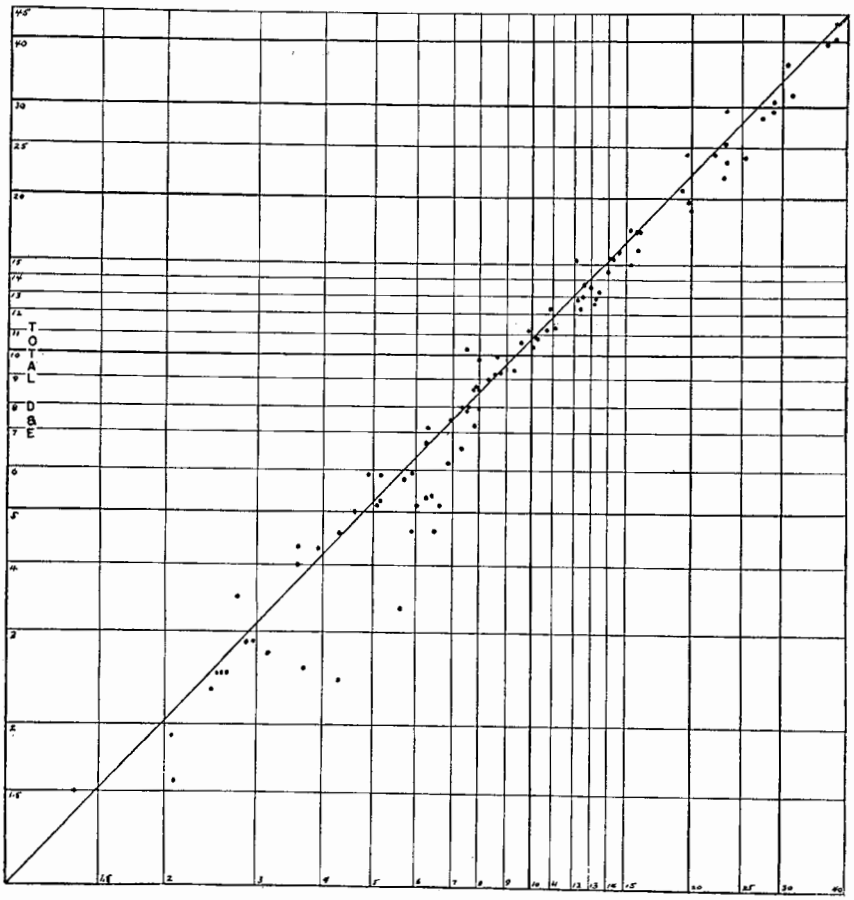
CHART IV

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)



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TWENTY-FIVE LEADING EVENING PROGRAMS
OCTOBER 1938—APRIL 1939

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.		Average.	High Month.	High Rating.	Low Month.	Low Rating.	Months on air during period.
1.	Chase & Sanborn	42.3	Jan.	46.8	Apr.	37.9	7
2.	Jack Benny (Jell-O)	35.7	Jan.	40.1	Apr.	30.6	7
3.	Lux Radio Theatre	28.2	Mar.	32.5	Apr.	25.9	7
4.	Kraft Music Hall (Bing Crosby)	26.4	Feb.	29.1	Oct.	23.8	7
5.	Major Bowes (Chrysler)	21.2	Mar.	23.1	Oct.	17.9	7
6.	Town Hall Tonight (Fred Allen)	20.7	Feb.	25.3	Apr.	16.9	7
7.	Burns & Allen (Chesterfield)	20.6	Mar.	21.6	Apr.	19.0	7
8.	Good News (Metro-Maxwell)	20.5	Feb.	23.4	Dec.	18.3	7
9.	Rudy Vallee (Standard Brands)	20.3	Nov.	22.4	Apr.	17.1	7
10.	Big Town (Edw. G. Robinson)	20.2	Feb.	22.5	Oct.	16.5	7
10.	Al Jolson (Rinso)	20.2	Nov.	21.2	Apr.	14.3	7
12.	Eddie Cantor (Camel)	20.1	Mar.	21.6	Apr.	18.8	7
13.	Kate Smith Hour (Gen. Foods)	19.9	Mar.	23.5	Dec.	16.5	7
14.	Campbell Playhouse	19.1	Jan.	20.2	Apr.	17.8	6½
15.	Fibber McGee & Co. (Johnson)	18.4	Feb.	20.5	Nov.	16.9	7
16.	Kay Kyser (Lucky Strike)	18.2	Feb.	23.2	Oct.	13.0	7
17.	One Man's Family (Stan. Brands)	17.2	Mar.	18.6	Apr.	14.7	7
18.	Gang Busters (Colgate)	17.0	Dec.	18.2	Nov.	14.9	7
19.	Fitch Bandwagon	16.5	Dec.	18.3	Oct.	15.0	7
20.	Al Pearce & His Gang (Gen. F'ds)	15.7	Oct.	16.7	Dec.	14.4	7
21.	First Nighter (Campana)	15.5	Mar.	17.2	Oct.	14.4	7
22.	Prof. Quiz (Noxzema)	15.2	Feb.	16.4	Oct.	13.2	7
23.	Pepsodent Program (Bob Hope)	14.4	Feb.	17.0	Oct.	12.2	7
24.	Pick & Pat (U. S. Tobacco)	13.6	Oct.	15.4	Mar.	11.2	7
25.	Your Hit Parade (Lucky Strike)	13.2	Mar.	16.3	Oct.	11.6	7
25.	Joe Penner (Gen. Foods)	13.2	Mar.	14.2	Oct.	11.5	6
25.	We, The People (Gen. Foods)	13.2	Jan.	15.0	Oct.	11.9	7

TEN LEADING DAYTIME PROGRAMS
OCTOBER 1938—APRIL 1939

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.		Average.	High Month.	High Rating.	Low Month.	Low Rating.	Months on air during period.
1.	Ben Bernie (Am. Tobacco)	8.6	Mar.	10.1	Nov.	7.1	7
2.	Guiding Light (P&G)	8.0	Mar.	9.1	Oct.	7.1	7
3.	Ma Perkins (Red) (P&G)	7.8	Mar.	9.3	Oct.	6.8	7
4.	Magic Key of RCA	7.7	Jan.	9.3	Apr.	6.5	6½
5.	Pepper Young (Red) (P&G)	7.5	Mar.	8.4	Oct.	6.4	7
6.	Mary Marlin (P&G)	7.2	Mar.	8.1	Oct.	6.3	7
7.	Woman in White (Pillsbury)	6.8	Oct.	7.2	Nov., Feb., Apr.	6.6	7
8.	Big Sister (Rinso)	6.5	Mar.	7.3	Oct., Dec.	6.1	7
9.	Goldbergs (P&G)	6.1	Apr.	7.3	Oct., Nov.	5.3	7
9.	Stella Dallas (Phillips Chem.)	6.1	Mar.	7.5	Oct.	4.6	7

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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%

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(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%
6. Blackstone (Crumit-Sanderson) 12%
6. 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%
5. Lucky Strike (Jack Pearl) 17%
7. Rudy Vallee (Fleischmann) 16%
8. Sherlock Holmes (G. Washington Coffee) 13%
8. Myrt & Marge (Wrigley) 13%
8. Sinclair Wiener Minstrels 13%

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(Evening Leaders—Continued)

MARCH 1933—FEBRUARY 1934

1. Lucky Strike Hour (Walter O'Keefe; drama, etc.) . . 25%
1. Ed Wynn (Texaco) 25%
1. 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%
7. Amos 'n' Andy (Pepsodent) 18%
7. 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%
4. 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%
8. Amos 'n' Andy (Pepsodent) 15%
10. Ben Bernie (Pabst Blue Ribbon) 14%

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(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%

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(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%

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(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%
6. Kraft Music Hall (Bing Crosby; Bob Burns, etc.) ... 16%
8. Rudy Vallee (Royal Gelatin) 15%
8. 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%
6. Major Bowes Amateur Hour (Chrysler) 23%
6. Rudy Vallee (Royal Gelatin) 23%
6. Town Hall Tonight (Fred Allen) 23%
10. Al Jolson (Rinso) 21%

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(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%
7. 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%
5. Town Hall Tonight (Fred Allen) 21%
5. Burns & Allen (Chesterfield) 21%
6. Good News (Metro-Maxwell) 20%
6. Rudy Vallee (Standard Brands) 20%
6. Big Town (Edw. G. Robinson) (Rinso) 20%

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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. Ochs** (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: 3,237), 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, KVOO, 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,R,C.** 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.** 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.

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Log runs 3 columns by 9½ inches weekdays, 3 columns by 16½ inches Sunday, with 2 columns by 3½ 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: 169,073), New Orleans, La. **Mercia Margaret Mateu** (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: 62,341), New Orleans, La. **Augustus (Gus) N. Koorie** (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 5½ 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, WLBZ, WCSH, 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, WSAL, WTBO, 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, WFBR, 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 WFBR, WBAL, WCAO, WCBM, WEAF, WJZ, WABC, WOR. Rate: 50 cents per agate line.

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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 shorts on stars, accurate program information. Lists WEEI, WNAC, WBZ, WAAB, WHDH, WMEX, WCOP, WORL, WLLH, WLAW, WCSH, 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 WEAF, WJZ, WABC, WNAC, WAAB, WBZ, WEEI, 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** (e; 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 with 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 pictures 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 agate 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 Kelcer Billings** (also theatre page editor, librarian). Uses a column or less according to available space, with additional news items in column "Whimsies"—**N,C.** Log runs from 1½ to 2 columns in Courier-Citizen, one to 1½ 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

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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, WNBH, 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 TRANSCRIPT (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: 85 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, WTIC, 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, WMAQ, WLW, WBBM, WENR, WGN. Rate: 8½ cents per line.

BATTLE CREEK MOON-JOURNAL (e, except Saturday: 12,957; Saturday: 11,035; S: 12,424), Battle Creek, Mich.

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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.

***DETROIT 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.

***DETROIT 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, WTAM, WTMJ, WGY, WLW, WSM, WMAQ, WWJ, WJZ, 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 "straightforward" 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, WBBM, 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,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.

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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 log. 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, 36 cents Sunday.

ST. PAUL DISPATCH (e: 122,624) & **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 writeups on outstanding programs. Lists WMC, WSMB, WLW, WMPS, WSM, WREC, WBBM, WJDX. Rate: 4 cents per line.

MISSOURI

JEFFERSON CITY CAPITAL 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 Fitzer.** 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**

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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, KWK, KMOX, KXOK, WEW, WIL, WTNV, KFUO; NBC, CBS and Mutual. Rate: 52 cents per line.

NEBRASKA

FREMONT DAILY TRIBUNE (e: 6,381), Fremont, Nebr. **Lynn Fenstermacher** (also feature writer). Uses 25-inch log daily, with 5 inches of "best bets". Also uses as much art work as space permits; accepts mats. Prefers up-to-the-minute information on guest artists and special features, correct listings on late evening dance orchestras. Lists WOW, KOIL, KFAB. Rate: 70 cents per column inch.

NEBRASKA JOURNAL (m: 31,717), **LINCOLN STAR** (e: 24,947), **EVENING JOURNAL** (15,455) & **SUNDAY STAR-JOURNAL** (55,283), Lincoln, Nebr. **Bruce Nicoll** (also assistant city editor). Uses full page Sunday—**N,R,C.** Log appears daily and runs to 24 inches, with 10 inches of "best bets" in evening edition, 5 inches in morning edition. Also uses 2 to 4 columns of art work weekly; accepts mats only. Prefers program news, features, mats (particularly 2-column), gossip. Lists NBC, CBS, Mutual, KFAB, KFOR, WOW, KOIL. Rates: 23 cents per line in daily Star and Journal, 23 cents in Sunday Star-Journal.

OMAHA WORLD-HERALD (m: 82,492; e: 88,850; S: 170,364), Omaha, Nebr. **Keith L. Wilson** (also drama editor). Uses daily log running 13 to 16 inches, with 3 inches of highlights. No art work. Prefers short news stories announcing guests stars. Lists KFAB, KOIL, KOWH, WOW. Rate: 38 cents per line, daily and Sunday.

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, WLNH, 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,

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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, WCAM. 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 (27,540), 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, WFAS, WNEW, WFAB, WBBR, WEVD, WBNX, WBBC, WARD, WVFW, 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 a 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, free lance 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;

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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 WEAF, WJZ, WABC, WOR, WMCA, WHN. 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 WEAF, 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 WEAF, 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 WEAF, 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 Sunday—**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, WEAF, WJZ, WGY, WNBF. 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, WSVS, WBNY, CBL, WHAM and WLW daily; highlights of WEAF, 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;

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radio pages are supervised by Joe Haeffner, also in charge of publicity for WBEN-WEBR, owned by the paper).

BUFFALO TIMES (e: 60,494; S: 67,829), Buffalo, N. Y. **Tim Keady** (also reporter). Uses 45 to 120 inches on full page Sunday—**N,C,R.** Log appears daily and runs 36 inches weekdays, with 8 to 12 inches of "best bets"; 39 inches Sunday, with 36 to 40 inches of "best bets". Also uses 2 one-column and one 2-column cuts on Sunday; accepts glossy prints. Prefers straight news on program content with a feature slant; feature material. Lists WGR, WKBW, WBNY, WBEN, WEBR. Rate: 20 cents per line daily, 24 cents Sunday.

GLENS FALLS POST-STAR (m; 9,989), Glens Falls, N. Y. **Florence Webster** (also society, theatre, church and general writing). Uses 15-inch log daily, with 2 inches of program highlights. No art work. Lists WEAF, WJZ, WABC, WOR, WGY. Rate: 8 cents per line.

NASSAU DAILY REVIEW-STAR (e; 28,042), Hempstead, N. Y. No radio editor. Carries daily log only, running one column with 2-column box featuring "best bets". Lists "Metropolitan stations only"; more specific information not given. Rate: 13 cents per line.

ASSOCIATED PRESS, New York, N. Y. **Charles E. Butterfield.** Uses morning and afternoon columns—**N,C,R;** spot developments; weekly advance programs. Amount of material used varies; does not include art work. Prefers general all-round information on programs, news and developments affecting radio. Lists NBC, CBS and Mutual.

BROOKLYN CITIZEN (e; 30,148), Brooklyn, N. Y. **Murray Rosenberg** (also general reporting, city desk work and rewrite). No regular column or art work. Uses 12-inch log daily, listing WEAF, WJZ, WABC, WOR, WMCA, WHN, WNYC. Rate: 15 cents per line.

BROOKLYN EAGLE (e: 101,616; S; 92,122), Brooklyn, N. Y. **Jo Ranson** (also has weekly travel program over WMCA under auspices of the paper). Uses 2 columns about 8 inches deep weekdays—**N,C,R.** Log runs about 40 inches, with 7 inches of "best bets". Rarely uses art. Prefers straight news stories of program changes, bookings, anecdotes, feature stories. Lists WEAF, WJZ, WABC, WOR, WMCA, WHN, WQXR, WNEW, WEVD, WNYC. Rate: 35 cents per line, daily and Sunday.

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, WFAS, WNEW, WFAB, WBBR, WEVD, WBNX, WBBC, WARD, WLTH, WVFW, 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**

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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.

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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%**

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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; accepts 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, WEVD, WFAB, WHN, WINS, WLTH, WMBQ, WMCA, WNEW, WNYC, WOV, WQXR, WVFW, WWRL, WFAS, WHBI, WHOM. Rate: $1.75 per agate line daily, $2.00 Sunday.

NEW YORK JOURNAL-AMERICAN (e: 623,318; S: 1,032,182), **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 WBIL, WQXR, WOV, WARD, WLTH, WVFW, WCNW, WBBC, WBNX, WHOM, WAAT, WWRL. Rate: $1 per line daily for "requested" position on radio page, $1.10 for "purchased" position; $1.25 Sunday.

NEW YORK JOURNAL-AMERICAN (e: 623,318; S; 1,032,182), New York, N. Y. **Joseph Edward Doyle** (by-line "Dinty Doyle"). Uses three-quarter to full column weekdays and Sunday, with three classifications given equal space—**N,C,R.** Log runs about 45 inches, with 3 inches of "best bets". No art work. Prefers news and features. Lists WEAF, WJZ, WABC, WOR, WNEW, WINS, WMCA, WHN, WNYC, WOV, WBNX, WWRL, WAAT, WARD, WHOM, WCNW, WQXR, WLTH. 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 TELEGRAPH (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 POST (e, except Saturday: 252,962; Saturday: 205,463), New York, N. Y. **Leonard Carlton** (also writes Sunday feature for Philadelphia Record). Uses 10 to 12 inches daily—**N,R,C.** Log runs about 2 columns, with 4 to 6 inches of "best bets." No art work. Lists WEAF, WJZ, WABC, WOR, WMCA, WNYC, WHN, WBIL, WNEW, WOV, WEVD, WQXR. Rate: 45 cents per line.

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: 813,972), 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,R,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: 9[illegible] 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 2½ columns Monday through Friday, 4 columns Saturday, including logs and 8 or 10 inches of "best bets." Also uses single or double-column cuts on Saturday; accepts glossy prints. Prefers memoranda for filling out listings in high spot box. Lists WEAF, WJZ, WABC WOR, WMCA, WNYC, WHN, WQXR. Rate: 75 cents per line.

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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. J.) 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. **Erie C. Vossmeyer** (also general work). Uses daily log, running from 41 to about 82 inches. Apparently uses no art work, but accepts mats. Lists WHAM, WHEC, WSAY 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, WSAY, WBEN, CBL. (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,C,R.** 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, WSAY, WBEN, WJZ, WABC, CBL. Rate: 15 cents per line.

ROCHESTER TIMES-UNION (e: 94,777) and **DEMOCRAT & CHRONICLE** (m: 78,034; S: 105,267), Rochester, N. Y. **Waldon N. Yerger** (also fraternal and church editor). No regular column; uses occasional items. Log runs 38 inches, with 4 inches of "best bets." Accepts glossy prints, but art is used infrequently. Prefers program highlights. Lists WEAF, WJZ, WABC, CBL, WBEN, WHEC, WHAM, WSAY. 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." 35% 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

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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 8½ 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. deRoulhac 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, e: 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,

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straight news, gossip. Lists CBS, WLW, WTAM, WJR, WHKC. Rate: 50 cents per inch.

CANTON REPOSITORY (e: 44,328; S: 45,917), 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 Ortman** (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 "RadiOpinions" 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. Fashbaugh** (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, WCOL, WHKC, WGN, WOSU. Rate: 22 cents per line; no advertisements accepted Sunday.

COLUMBUS DISPATCH (e: 164,455; S: 133,680), Columbus, O. **Herschel G.**

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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 and intimate gossip. Rate: 18 cents per line.

OHIO STATE JOURNAL (m: 50,800; S: not available), Columbus, O. **Harrold 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, 49½ 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.

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SPRINGFIELD DAILY NEWS (e: 18,027) & **NEWS-SUN** (S: 23,446). Springfield, O. **J. Richard Wolbert** (also reporter). Uses 15 to 20 inches 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; 10½ 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, WJR. 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, WTOL, WJR, CKLW. 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, WJR, 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 WEAF, WJZ, WABC, WOR, WTOL, WLW, WGN, WWJ, WJR, 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: 3½ cents per line.

YOUNGSTOWN VINDICATOR (e: 63,862; S: 64,231). Youngstown, O. **Caroline MacDonald** (also librarian). Uses 14½-inch by 2-column log weekdays, 20-inch by 2-column Sunday. "Best bets" and highlights run 8½ 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, WJR, WLW, WCLE, WKBN, WPIC, WKST. Rate: 18 cents per line.

OKLAHOMA

DAILY ARDMOREITE (e, except Saturday: 7,867; S: 7,898). 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 KVSO (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 linage 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 KBIX (owned by the papers) and Mutual; plus such programs as KVOO or KTUL may carry

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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, KWJJ, 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, KWJJ, KXL, KBPS, KOAC. No art work. Rate: 18 cents per line.

PENNSYLVANIA

ALLENTOWN EVENING CHRONICLE (16,052), Allentown, Pa. **T. L. Wirts** (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, WFIL, 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

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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 WEAF, WJZ, WABC, WOR, KYW, WFIL, 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 WEAF, 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 averages 2[illegible] inches weekdays, full page of week's programs with 12 inches of "best bets" on Sunday. Also uses about 4 single-column cuts 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 24 inches, with [illegible] 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 a 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 18 inches. Also uses a single-column cut Monday through Friday; accepts mats. Prefers releases giving program detail. Lists KDKA, WCAE. WWSW, WJAS, KQV. 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, WKBN, 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, WFIL, WDAS. Rate: 12 cents per line.

PHILADELPHIA DAILY NEWS (e; 124,958), Philadelphia, Pa. **Raymond Gathrid** (also handles promotion). Uses full column daily—**C,N,R.** Also uses 2-column log. Art work is run occasionally;

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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 predate 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 predate 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.

RADIO PRESS (w; not available), Philadelphia, Pa. **Milton J. Feldman** (also associated with Sunday Herald, Tap & Tavern, Philadelphia Shopping Guide). Entire weekly paper of 12 to 28 pages devoted to radio; writes local column under by-line "Micky Fields"—**N,R,C.** Uses 4 tabloid pages for logs, full page for "best bets." Also uses 4 pages of art work: accepts glossy prints and mats. Prefers news, pictures, gossip. Lists NBC, CBS, Mutual, WFIL, WIP, WPEN, KYW, WCAU, WDAS. Rate: 15 cents per agate line.

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 (m: 817) 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

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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, WBAX, 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.

PROVIDENCE JOURNAL (m: 36,778), **EVENING BULLETIN** (109,209) & **SUNDAY JOURNAL** (110,335), Providence, R. I. **Ben Kaplan.** Uses one column daily, full page Sunday—**N,C,R.** Log runs one and a half columns daily, 2 columns Sunday; 2 columns by 4 inches devoted to "best bets." Also uses single-column cut daily, layouts and singles Sunday; accepts glossy prints. Prefers short news items, feature material, biographies of radio personalities, band leaders and bandsmen. Lists NBC, CBS, Mutual and Yankee. Rates: Morning Journal, 12 cents per line; Sunday Journal or Evening Bulletin, 25 cents; combination, 32 cents.

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) & **PIEDMONT** (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. Hipple** (also desk work). Uses 10 to 20 inches daily—**R,C,N.** Log runs 8 inches and lists KGFX, KOBH, WNAX, KSOO. Art work is used infrequently; accepts mats. Prefers chatter with factual background. Rate: 35 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 Sanders** (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

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(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%
4. 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%

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orchestra numbers, song titles, etc.; briefs for fillers. Lists NBC, CBS, WDOD, WAPO, WSM, WHAS, WLW, WSB. Rate: 12 cents per line.

CHATTANOOGA NEWS (e: 32,385), Chattanooga, Tenn. **Quentin 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, WDOD, 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).

TEXAS

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

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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, every day if possible; accepts mats, 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. **Hal Middlesworth** (also copy reader). No regular column; uses occasional items. Log appears daily and runs 10 to 15 inches. No art work. Lists KFI, KMOX, KNX, KOB, KOA, KOMA, KRLD, KSL, KTSM, 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, KTAT, 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 (m: 9,845; S: 13,896) **& 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 KLUF, KPRC, KTRH, KXYZ. Rate: 11 cents per line, weekday combination; 12 cents Sunday.

HOUSTON CHRONICLE (e: 100,788; S: 108,600), Houston, Tex. **Mildred Stockard** (also theatre editor). Uses half to full column daily—**N.** Log runs to a column and a half, with AP 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.**

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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." Accept 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 KTSA, WOAI, KABC, KMAC, KONO. Rate: Information not received.

SAN ANTONIO NEWS (e: 53,586), San Antonio, Tex. **Mary Louise Walliser** (also film editor, feature writer). Uses an average of 2 columns daily (including log, which runs about 40 inches)—**N,C,R.** Amount of art work varies; accepts glossy print and mats. Prefers human interest and feature stories. Lists WOAI, KTSA, KABC, KMAC, KONO and all shortwave stations furnished by American Radio Manufacturers Association. Rate: 15 cents per line; no extra charge for position.

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, WENR, 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. Ricker.** 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. Hoofnagle** (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 WEAF, WJZ, WABC, WOR, WRVA, WMBG, WRNL, WRTD. Rate: 20 cents per line.

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RICHMOND TIMES-DISPATCH (m: 79,064; S: 84,322), Richmond, Va. **Norman Rowe** (also special features editor). Uses 9 to 15 inches weekdays, about 100 inches Sunday—**N,C,R.** Log runs about 30 inches. Usually runs half or full-column cut weekdays, 2 or 3-column cut Sunday with several half-column cuts; accepts glossy prints. Prefers straight news and gossip, short feature stories with suitable art. Lists NBC, CBS, Mutual, WRVA, WRTD, WMBG, WRNL. Rate: Information not received.

ROANOKE WORLD-NEWS (e: 21,905), Roanoke, Va. **Shields Johnson** (also general reporter). Uses 30 to 35 inches daily—**N,C,R.** Log runs 22 inches, with 6 to 8 inches of "best bets." Art work is used occasionally; accepts glossy prints. Prefers straight news. Lists WEAF, WJZ, WABC, WDBJ. Rate: $1.40 per inch.

WASHINGTON

ABERDEEN DAILY WORLD (e: 11,321), Aberdeen, Wash. **Harland L. Plumb** (also business and political writer). Devotes 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: 69,875), 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 Spokesman-Review and Spokane Daily Chronicle, 28 cents per agate line; Sunday Spokesman-Review, 23 cents; combination of Sunday Spokesman-Review and Spokane Daily Chronicle, 31 cents.

TACOMA NEWS TRIBUNE (e: 38,892; 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.

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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

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Screen & Radio Section—**N,R,C.** Log runs about 30 inches daily, full tabloid page Sunday. No art work daily, 6 pages Sunday; accepts glossy prints. Prefers news notes, including announcements of new shows and cancellations; guest star rosters; feature stories; photos suitable for color. Lists NBC, CBS, Mutual, WTMJ, WIND, WMAQ, WLW, WGN, WBBM, WLS, WENR, WIBA, WCCO, WISN, WEMP; on Sunday, also gives complete schedules for all Wisconsin and Upper Michigan stations. Rate: 40 cents per line daily, 45 cents Sunday.

MILWAUKEE SENTINEL (m: 123,521; S: 196,449), Milwaukee, Wis. **Howard ("Buck") Herzog** (also film editor). Uses 8 inches weekdays, 35 inches Sunday—**N.** Log runs 20 inches weekdays, 40 inches Sunday. Also uses 5 inches of art work weekdays, 20 inches Sunday; accepts glossy prints. Prefers photos of actresses for Sunday page, human interest features on personalities, straight news. Lists WISN, WBBM, WTMJ, WGN, WMAQ, WLS, WEMP, WENR. Rate: Information not received.

RACINE JOURNAL-TIMES (e; 19,017) & **SUNDAY BULLETIN** (15,556), Racine, Wis. **Paul A. Freye.** Uses logs only, 30 inches daily and Sunday. No art work. Lists NBC, CBS, Mutual; WRJN, WBBM, WMAQ, WGN, WTMJ, WIND, WCFL, WENR, WLS. Rate: 10 cents per line.

WISCONSIN RAPIDS DAILY TRIBUNE (e; 6,559), Wisconsin Rapids, Wis. **George T. Frechette** (also advertising and business manager). Uses 3 to 4 inch log daily, listing WTMJ, WMAQ, WGN, WLS, WLW, WCCO, WIBA. No art work. Rate: 5½ cents per line.

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 3-1616. **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.

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The Internationally Circulated Weekly VARIETY also Publishes a *Daily Newspaper* in Hollywood for the American Film Colony . . . .

VARIETY

NEWS OF THE SHOW WORLD

Vol. 24 No. 26 Hollywood, California, Thursday, July 6, 1939 5 Cents

AX HITS FILM STARS RADIO PAY

TORRES ENDS SUIT VERSUS WARNERS—

Miguel C. Torres, Mexican producer filed a dismissal of his $1,000,000 Federal suit against Warners yesterday, and on superior court was granted $16,000 judgment against Gabriel Pascal, British producer, for breach of contract.

Dismissal of Warners action brings to an end settlements negotiations which have been on for past two weeks between Torres and Jack L. ♦ Continued on page 3 ♦

Jolson Does 'Jazz' Role For 20th's 'Cavalcade'—

Al Jolson is slated to don cork at 20th-Fox today for 'Hollywood Cavalcade.' Sequence calls for exact duplication of Flegra spiritual in 'The Jazz Singer,' which Jolson made for Warners in 1927. Noah Beery, Jr., has been signed for spot in film.

Regan's Finale at Rep

Phil Regan reports at Republic Friday for start of his last picture on contract. Title has been switched from 'Flight at Midnight' to 'Midnight Flight.'

Big Elitch Opening

Denver, July 5.—Elitch summer stock theatre got under way to big opening week. Donald Woods and Jane Wyatt play leads. Season will run 10 weeks.

Simon Winds 'Glamour'

Director Sylvan Simon today winds up filming on Metro's 'These Glamour Girls' and next week starts pilfering 'Dancing Co-Ed' on same lot.

Raye Teething

Martha Raye contend yesterday with infected throat while Paramount's '51,000 a Touchdown' was shot around her.

Previewed

MILLION DOLLAR LEGS (Par)

Preview on page 3

UNITED TECHNICIANS FILE PLEA FOR 12,000

United Studio Technicians Guild of North America yesterday filed petition with National Labor Relations Board asking certification as exclusive bargaining representative for approximately 12,000 film workers. Organization claims to represent a majority of studio cameramen, soundmen, laboratory workers, grips, arms makers, electricians, technicians and lamp operators.

Charles J. Katz, who drafted petition as attorney for USTG, stated complaint also will be filed with NLRB charging studio locals of International Alliance Theatrical Stage ♣ Continued on page 5 ♣

100 ACTOR COMPLAINTS SPEED SAG DEMAND FOR AMG PACT

With more than 100 contract complaints already filed by actors, tops in Screen Actors Guild are readying demand for early decision by Artists Managers Guild on proposed agreement to license all film agents. Action on many of complaints has been postponed in belief licensing program soon would become operative.

AMG committee headed by Preny bl. C. Lewis meets tonight to discuss changes SAG will be asked to make in licensing pact. SAG has agreed to give careful consideration ♣ Continued on page 6 ♣

PAR TESTING NEW LOT FOR NOISES—

Thousand ear maps of area surrounding site of new Paramount studio in Westwood were sent out to plane pilots requesting them to steer clear of the site while sound tests are in progress today and tomorrow.

Surface traffic interference noises will be tested by sound units installed at 150-acre plant location on Pico by Loren L. Ryder, Paramount sound director

GOLDEN ENDS U CONTRACT—

Max Golden is terminating his associate producer contract with Universal after making eight pictures during year he has been on lot. His final, 'Monsieur Mignits,' went into cutting-room yesterday, and he leaves as soon as it is ready for preview. Golden plans vacation, after which he will announce new affiliation.

Ted Reed Hoisted

Ted Reed has had his directorial option hoisted by Paramount for another term.

FRISCO FAIR BREAKS RECORD WITH 169,794 GUESTS IN DAY

San Francisco, July 5.—Despite misty weather, all attendance records at the Golden Gate Exposition were shattered yesterday when 169,794 paid their way in. This figure was nearly 30,000 above the opening day.

Approximately 111,000 vehicles crossed the Bay bridge during the four-day holiday, while approximately 50,000 used the Golden Gate ... soon. Total paid attendance at the fair for the four-day holiday was around 300,000.

Exclusive of fair admissions visi- ★ Continued on page 7 ★

HOLLYWOOD GOES 'B' ON AIR—

What is believed indicative of heavily pruned budgets for fall radio is the current rush of auditions of so-called cheap shows. Agency crew layout for the new season's programs to originate here is also said to have already been mapped as much as one-third of last year's output. Hardest hit will be 'name' shows, who are reported being overlooked in the 139-40 setups.

Network and agency producers ♦ Continued on page 4 ♦

Thomson Goes East Sat. For AFA Hearing—

Kenneth Thomson, executive secretary of Screen Actors Guild, checks out Saturday (8) for New York to attend hearing on charges preferred against American Federation of Actors, its vice-president of Associated Actors & Artistes of America, parent body which filed charges.

Levy In From London To Lamp Disney Pix—

Roy Disney and William Levy, in charge of London office for Walt Disney Productions, arrived over the weekend from New York. Levy will look over shorts product and nearly completed feature-length cartoon, 'Pinocchio,' during two-week stay before returning to England.

DOC BAKER

1st RACE—Gold Wave
Don't Bluffy
Sweet Second
Sure Play
Bring Me
Hot Sixpence
Lucky Colt
Dance
Exam

2d RACE—Sweet Stuff
Lucky Lottery
Lady Cutie
Royal Final
Dr. Quack
Chic Lass

3d RACE—Fine Eastman
Bandolier
Rumbator

4th RACE—REVELERS ENTRY
Bob Draper
Gallantry
Lucky
Flaming Eagles
Jarvis

CHANCE BET—(Exclusive (5), Classmate of Individuals Next ♣

(ACTUAL PAGE SIZE IS 9"x12")

$10.00 PER YEAR

$2 Additional for Foreign Postage

Published at
1708 North Vine St.
Hollywood, Calif.

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Amount of space devoted to radio: 25% of Indoor Departments.

BOXOFFICE, 9 Rockefeller Plaza, New York, N. Y. **Phone:** Columbus 5-6370-1-2. **Publisher:** Ben Shlyen. **Editor-in-Chief:** Maurice Kann. **Advertising manager:** Louis Rydell. **Staff:** William G. Formby, editor; Jesse Shlyen, managing editor; William Ornstein, eastern editor; Ivan Spear, western editor; J. Harry Toler, Modern Theatre editor. **Type of radio material accepted:** News concerning national network operations, motion picture producers' radio activities, motion picture personalities and their radio work. **Type of pictures accepted:** News photographs on above subjects. **Amount of space devoted to radio:** Approximately 5%.

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:** 1509 N. Vine St. (Gladstone 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. Addelston, 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 tieups 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. Addelston, 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.

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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%.

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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.

Editor: Page Taylor. **Broadcast editor:** Ray La Rocque. **Technical editor:** B. Francis Dashiell.

Type of material accepted: Largely compilations of data anent 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.

General manager: George d'Utassy. **Editorial director:** Curtis Mitchell. **Western editorial representative:** Carl Schroeder. **Eastern editorial representative:** Wilson Brown.

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 personalities 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.

Executive editor: Ernest V. Heyn. **Editor:** Fred R. Sammis. **Assistant editor:** Belle Landesman. **Art editor:** Heyworth Campbell. **Hollywood correspondent:** George Fisher.

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.

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(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%
3.	Story of Mary Marlin (Kleenex)	5.1%
4.	Betty and Bob (General Mills-Bisquick)	4.8%
4.	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%

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The Power of Persuasion

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Dan Seymour

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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 asterik (*) *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.

ABBEY, JEAN (Kay Titus). Radio shopper. (R) Shopping with Jean Abbey, 1932-39 (Crowell Publishing Co. for Woman's Home Companion, WOR, New York). (This program has been off the air for only short intervals since 1932.)

ABBOTT & COSTELLO. (Buddy Abbott, Lou Costello). Comedians. (R) Kate

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Smith Hour, 1938-39 (General Foods for Swans Down Cake Flour and Calumet Baking Powder, CBS). (L) Streets of Paris, 1939. (V) Many years: Hole in Wall, Baseball, Lemon Table; theatre appearances.

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 Sothern in Life of Mary Sothern, 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 (**Vaughan 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.

HILDEGARDE

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Lucky Strike Hit Parade
Show Boat
Vitalis—For Men Only
Star of
99 Men and a Girl
Singing Star
Bob Ripley's Believe-It-Or-Not

ANNA SOSENKO
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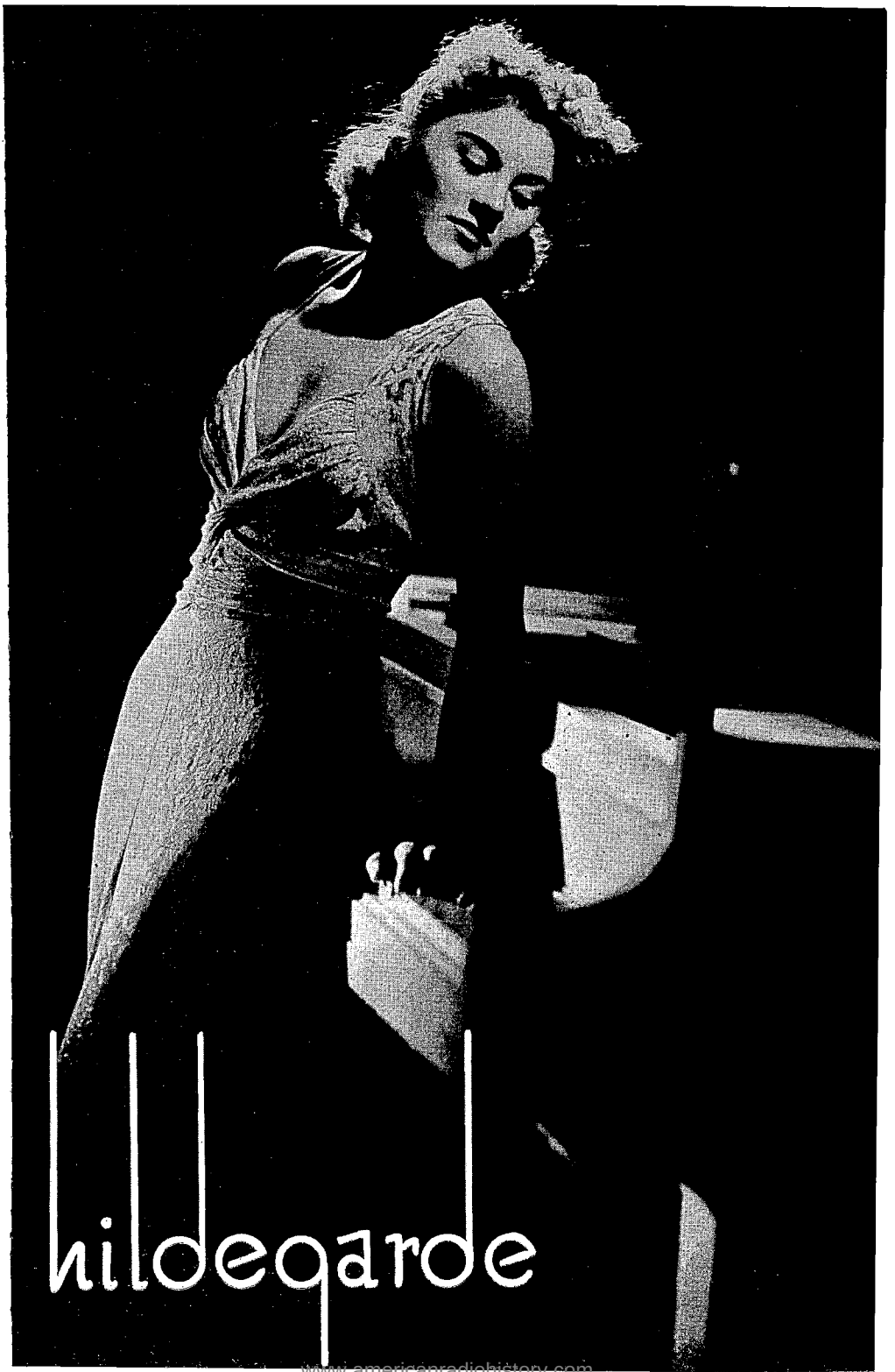

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Announcer ● *Master of Ceremonies* ● *Actor*

MAJOR BOWES' AMATEUR HOUR—CHRYSLER

Vic and Sade—Crisco
Life Can Be Beautiful—Ivory
Gospel Singer—Ivory
Howie Wing—Kellogg

Horn & Hardart's Children's Hour

NINETY-NINE MEN AND A GIRL—U. S. RUBBER

Direction: COLUMBIA ARTISTS, INC.

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1936-37 (American Rolling Mills, NBC Blue); other NBC and Mutual shows.

ACE, GOODMAN. Comedian, writer. (R) Easy Aces, 1935-39. (Anacin, NBC Blue). (F) RKO shorts.

ACE, JANE. Comedienne. (R) Easy Aces, 1935-39 (Anacin, NBC Blue). (F) RKO shorts.

ACKLEY, WAYNE H. Announcer, newscaster, KSO-KRNT, Des Moines. (R) Local shows including programs for Montgomery Ward, 1936-39.

ACREE, CHUCK. Special events announcer, writer, M.C., WLS, Chicago. (R) We, the Wives, Quiz, 1939 (Quaker Oats Co., Mutual); also WJBC, Bloomington, Ill. (V) Jasper & Jeremiah.

***ADAIR, FRANCES.** Singer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS and NBC Red).

ADAMS, BILL. Commercial and sports announcer, KGW-KEX, Portland. (R) Baseball games for General Mills and B. F. Goodrich Co., 1937-38.

ADAMS, CEDRIC. News and special events commentator, WCCO, Minneapolis-St. Paul. (R) Local shows for George Hormel & Co., others.

ADAMS, EDITH. Actress. (R) Girl Alone, 1936-38 (Kellogg Co., NBC Red); Ma Perkins, 1936-37 (Procter & Gamble, CBS); Today's Children, 1936-37 (Pillsbury Flour Co., NBC Red); Betty & Bob, 1937 (General Mills, CBS); Grand Hotel, 1937 (Campana Sales Corp., NBC Blue); Betty Crocker, 1937 (General Mills, CBS); Those Happy Gilmans, 1938-39 (General Mills, NBC Red and Blue).

ADAMS, FELIX D., JR. Producer, WLW, Cincinnati. (R) Shows for Grove Laboratories, Inc., Pinex Co., others.

ADAMS, FRANKLIN P. Quiz program. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co., since Nov. 15; previously sustaining; NBC Blue). (Columnist, New York Post; byline, F.P.A.)

ADAMS, GUILA. Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS).

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; KFBI, Abilene. (V) 1936. (See Lee and the Lads and the Song Stylists).

ADAMS, MRS. MART. See Aunt Susan.

ADAMS, PHILIP G. (Stuart Wayne). Actor, announcer, WBRY, Waterbury. (V) Theatre appearances.

ADAMS, ROGER. Announcer, singer, M. C., WADC, Akron.

ADAMS, WILLIAM P. Character actor, announcer. (R) March of Time, 1931 to 1938 (Time, Inc., 1931-1937, CBS; Remington-Rand, 1933-36, CBS; Time, Inc., 1937-38, NBC Blue; Servel, Inc., 1938, NBC Red); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); Heinz Magazine of the Air, 1936-38 (H. J. Heinz Co., CBS); General Electric Hour of Charm, 1936-38 (General Electric Co., NBC Red); Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red); Saturday Night Serenade, 1938-39 (Pet Milk Sales Corp., CBS). (L) Sothern & Marlowe; Arthur Hopkins; Morris Gest; the Shuberts; London appearances with John Barrymore; others.

ADAMSON, NORAH E. Conductor of children's programs, WSPR, Springfield.

ADDINGTON, DOC (Doc & Carl). Guitarist, singer. WHAS, Louisville. (R) Also WHAM, Rochester.

ADELMAN, PAT. Program director, announcer, M. C., KNOW, Austin. (R) Programs for U. S. Rubber, B. F. Goodrich and others.

ADKINS, MAX. Musician, arranger, WCAE, Pittsburgh. (R) Gulf Oil program, 1937; others. (V) Cadet Saxtette, 1928-30.

ADLER, LUTHER. (R) Scene from Golden Boy on Royal Gelatin Hour for Rudy Vallee, Dec. 16, 1937 (Standard Brands for Royal Gelatin, NBC Red). (F) 20th Century-Fox (f). (L) Katharine Cornell, Lee Shubert, Max Gordon, Al Lewis, Sam Harris, Provincetown and Group Theatre productions; Golden Boy, 1938 (f).

ADRIAN, LOUIS. Conductor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).

AFFLICK, MARY. Producer, writer. (R) We Are Four, 1937 (Libby, McNeil & Libby, Mutual). (LS) WGN, Chicago.

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FRED WARING AND HIS PENNSYLVANIANS

"The Song Is the Thing"

Personal Management JOHN O'CONNOR, 1697 Broadway, New York City

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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, LaScala; Palermo, Genoa, Trieste, London, Berne, Budapest, etc. (PR) Columbia (Italy).

AINLEY, JOSEPH T. Producer. (R) Story of Mary Marlin, 1934 (International Cellucotton for Kleenex. NBC Red); Hoover Sentinels, 1935 (Hoover Vacuum Cleaners, NBC Red); Madame Schumann-Heink, 1935 (Gerber & Co., NBC Blue); Contented 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).

ALBERTI, OLIVER P. Musical director, violinist, M. C., KMPC, Beverly Hills. (F) Fox, United Artists. (L) Stock, 1918. (V) 1925-32. Conductor, Salt Lake Symphony, 1928. (PR) Brunswick.

ALBURTY, BOB. Sports announcer, WHBQ, Memphis.

ALBUS, 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, WFAA, Dallas. (R) Also WLW, Cincinnati. (F) Shorts.

***ALESHIRE, EDWARD.** Director. (R) Dale Carnegie (Colgate-Palmolive-Peet Co., NBC Red); Stepmother (Colgate-Palmolive-Peet Co., CBS); We, the Wives (Quaker Oats Co., Mutual).

ALEXANDER, A. L. Commentator. (R) A. L. Alexander's Good Will Court, 1936-37 (Standard Brands for Chase & Sanborn Coffee, NBC Red); A. L. Alexander's True Stories, 1937-38 (Macfadden Publications for True Story Magazine, NBC Red); A. L. Alexander's Arbitration Board, 1939 (WHN, New York). (GA) Royal Gelatin Program, 1937 (Standard Brands for Royal Gelatin, NBC Red); Shell Show with Joe Cook, 1937 (Shell Union Oil Corp., NBC Red); Radio Guide Court of Honor, 1937 (Radio Guide Magazine, NBC Blue). (F) Educational Pictures, 20th Century-Fox and Paramount shorts, as writer and narrator. (Also author, magazine articles).

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-

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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.

ALLBEE, 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, 1935-39); 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. Babbitt 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) Linit Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Hellmann'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 &

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(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%
4.	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%
2.	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%

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Bowles, joint radio director of J. Walter Thompson, Chicago).

ALLEN, GRACIE. See Burns & Allen.

ALLEN, HERB. Announcer. (R) Pull Over, Neighbor, 1938-39 (Wilshire Oil, NBC Pacific Red).

ALLEN, IDA BAILEY. Home economist, writer, women's programs. (R) Mrs. Allen and the National Radio Homemakers 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 Cellucotton for Kleenex, CBS); Model Minstrels, since Feb. 27, 1939 (U.S. Tobacco Co., CBS); Grand Central Station, 1938-39 (Lambert Pharmacal 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, REGINALD. Announcer, WJSV, Washington. (R) Local shows for Standard Oil, Loose-Wiles Biscuit.

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, STUART. Singer. (R) Your Hit Parade, July to Sept., 1937 (Lucky Strike Cigarettes, NBC Blue, CBS); Your Unseen Friend, 1937-38 (Personal Finance Co., CBS); Holland House Coffee, Feb. to July, 1937 (Mutual); Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS); Eddy Duchin and Orchestra, 1937-38 (Elizabeth Arden, NBC Blue); Melody Puzzles, 1937-38 (Lucky Strike Cigarettes, Mutual); Monday Night Show, Sept. to Nov., 1938 (Brewers' Radio Show Ass'n., CBS). (GA) Hammerstein Music Hall, Magic Key of RCA, R. H. Macy's Morning Matinee. (F) Paramount shorts. (V) Theatre appearances with Richard Himber.

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*).

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ALLMAN, LEE. Actor, WXYZ, Detroit. (R) Green Hornet and Lone Ranger (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.

ALLMAND, JOYCE. Singer, WTIC, Hartford.

ALLYN, RITA. Actress. (R) Crime Clues (Harold F. Ritchie for Eno 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'Neills (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.

ALPERT, PAULINE. "Whirlwind" pianist. (R) Programs for Aspirub, 1937; National Silver, 1938; Maidenform, 1938 (all WOR, New York). (GA) Paul Whiteman, Fred Allen, Walter O'Keefe, Lanny Ross, Rudy Vallee, Major Bowes' Capitol Hour and other network programs. (F) Shorts. (V) Theatre and club appearances, 1938. (PR) RCA Victor.

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.

AMAULI, GUILIO. Director of Italian programs, WHOM, Jersey City. (F) Wrote, directed, and acted in an Italian film.

AMBASSADORS, THE (Mart Spersel, Jack Smith, Marshall Hall). Singers. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).

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, 1935 (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 Sunbrite Cleanser, NBC Blue).

***AMSTERDAM CHORUS (Crane Calder, director).** (R) American Album of Familiar Music (Bayer Aspirin, NBC Red).

***ANDELIN, JIM.** Actor. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).

ANDERSEN, BOB. News commentator, KGO-KPO, San Francisco. (R) Local programs for Bathasweet, 1938-39; North American Accident Insurance, 1938-39; Manhattan Soap Co., 1939.

ANDERSON, BOB. Announcer, writer, producer, KFPY, Spokane.

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*ANDERSON, CHARLES. Musical arranger. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

ANDERSON, CHARLES. Announcer, producer, writer, KOA, Denver. (R) Sustaining NBC Red show; local shows including Roi-Tan program. (L) 1932-33.

*ANDERSON, EDDIE (Rochester). Comedian. (R) Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount.

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, WRJN, Racine.

ANDRE, PIERRE. Announcer. (R) Surprise Party (Willys 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, AL. Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.

ANGEL, PETER. Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.

ANGEL, WILSON. 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.

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ANGELL, J. HERBERT. Announcer, actor, M.C., KQV, Pittsburgh. (V) Theatre appearances.

***ANGLIN, MARGARET.** Actress. (R) Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue).

***ANGLIN, MARY LOUISE.** Director, writer. (R) Gospel Singer (P & G successively NBC Blue and Red, CBS). (Associated with Compton Adv., 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, 1938-39 (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.** Actor. (R) The Road of Life, 1937-38 (P & G, CBS and NBC Red).

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.

ANTONINI, ALFREDO. Musical director. (R) Ali d'Italia, 1933-34 (Planters Nut & Chocolate Co. for Planters Cooking Oil, N. Y. State Network); Gioia, 1936-38 (Gioia Macaroni, N. Y. State Network); Balbo, 1937-39 (Balbo Cooking Oil transcriptions). (LS) La Rosa, 1938-39 (La Rosa Macaroni Products, WOR, N. Y.). (F) Adapted music for M-G-M film. (Musical director, New York World's Fair Folk Festival, 1939).

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 Tonite (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). (LS) 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

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Program, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (V) Theatre appearances with George Jessel.

ARNOLD, BUDDY. See Betty & Buddy.

ARNOLD, CLAIRE. Singer, KSFO, San Francisco. (L) Stock, 1929-30. (V) Theatre appearances.

ARNOLD, EDWARD. Character actor. (R) Master of Ceremonies of the Chase & Sanborn Program, summer of 1938 (Standard Brands for Chase & Sanborn Coffee, NBC Red). (F) M-G-M, Paramount, Universal, RKO, United Artists, Columbia (s,f). (L) Productions by the New York Theatre Guild, Dwight Wiman, Charles Frohman, William A. Brady, George Broadhurst, Sam H. Harris, Lewis & Gordon. (V) The Storm, 1922-24; appearances with Viola Dana, 1930.

ARNOLD, RHODA. Singer. (R) As member of the Moonbeams Trio: Moonbeams. 1938 (Gambarelli & Davitto, Mutual); also various programs with Howard Barlow, Andre Kostelanetz and Mark Warnow. (GA) Waltz Time, Evening in Paris, Hammerstein Music Hall, Buick Hour and many others for Chrysler, Swift, Firestone, Consolidated Edison.

ARNOLD, TED. Announcer, actor, WHBF, Rock Island.

ARNOLD, WADE. Writer. (R) Maxwell House Show Boat, 1936-37 (General Foods Corp., NBC Red); Real Silk Program with Edwin C. Hill, 1936-37 (Real Silk Hosiery Mills, Inc., NBC Blue); also wrote material for Henry Fonda and Montague Love for Rudy Vallee Program; several NBC sustaining shows and recordings.

ARONSON, MILTON (The WSPR Concert Trio). Violinist, WSPR, Springfield.

ARQUETTE, CLIFF. Actor. (R) The Silver Theatre (International Silver Co., CBS); Candid Lady, 1938-39 (Pepsodent Co., NBC Red).

ARRES, DON. Singer. (R) Mutual sustaining programs, 1938-39. (F) Paramount shorts. (L) European productions. (V) Single act, Paris, London, Italy. (PR) RCA Victor.

ARTHUR, DOUGLAS. Program director, chief announcer, WIBG, Glenside. (R) Also programs for Tastyeast and Sears Roebuck, 1936 (WTNJ, Trenton); football for Shell Oil, baseball for Wheaties and Socony-Vacuum, 1937 (WNEW, New York); others.

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 WBBM, 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 (Barnsdall 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, RANDALL. Singer, guitarist, WHAS, Louisville. (V) 1933-39; Uncle Henry's Kentucky Mountaineers, Bob Atcher's Mountaineers, Country Cousins.

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 Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (GA)

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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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Kate Smith, Joe Cook, Rudy Vallee and other programs. (F) Warner Bros. (f); Universal short. (L) Productions by the Shuberts, C. B. Dillingham, Comstock & Gest, Charles Frohman and others (f). (V) Single act. (PR) Columbia.

*ATWOOD, RUDY. Musical arranger, KHJ, Los Angeles. (R) Old Fashioned Revival (Gospel Broadcasting Assn., Mutual).

*AUCHINCLOSS, GORDAN. Script writer. (R) Kay Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red); Cities Service Concert (Cities Service Co., NBC Red); Sophie Tucker & Her Show (American Tobacco Co., CBS).

AUERBACH, ARNOLD. Script writer. (R) Town Hall Tonight (Bristol-Myers Co., NBC Red) with Herman Wouk and Fred Allen.

AUERBACH, ARTIE. Comedian (dialect, character). (R) Real Folks, 1932 (General Foods, CBS); The Goldbergs, 1933-35 (Pepsodent Co., CBS); Armour Hour, 1935-36 (Armour & Co., NBC Blue); House of Glass, 1936 (Colgate-Palmolive-Peet, NBC Blue); Tony & Gus, 1936 (General Foods, NBC Blue); Phil Baker, 1936-37 (Gulf Oil Corp., CBS); Log Cabin Jamboree, 1938 (General Foods for Log Cabin Syrup, NBC Red); Wonder Show—Jack Haley, 1939 (Continental Baking for Wonder Bread, CBS). (F) Shorts. (L) Calling All Stars, 1935 (f). (V) Appearances with Phil Baker, Eddie Cantor; Mark Hellinger's Revue, Ed Sullivan's Revues.

AUGUSTINE, JOHNNY. Violinist, conductor. (R) Beauty Program, 1935 (Wm. Wrigley, Jr., Co., CBS); transcriptions, 1935-37 (P & G for Drene); Johnny Augustine's Orchestra, 1936 (Fain Mfg. Co., CBS); transcriptions, 1938-39 (P & G for Teel).

AUNT SUSAN (Mrs. Mart Adams). Home economist, WKY, Oklahoma City.

AURANDT, PAUL H. Special events director, KOMA, Oklahoma City. (R) Also KVOO and KTUL, Tulsa; KFBI, Abilene; KOMA, Oklahoma City. (L) Stock (s). (V) Theatre appearances.

AURANDT, RICHARD. Pianist, organist, musical director, KSFO, San Francisco. (R) Shows for General Mills, 1932; others, including transcriptions.

AUSTIN, DON (Ken Kyrbie). Announcer, producer, writer, KFVD, Los Angeles. (R) Amateur Search, 1937 (General Motors, KOMO, Seattle); also KEX, KGW, Portland; KJR, 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, WSPR, 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.

*AVERY, KATHARINE. (R) Backstage Wife, 1938-39 (R. L. Watkins Co., NBC Red).

*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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B

BABBITT, HARRY. Singer. (R) Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Kay Kyser's Orchestra, 1938-39 (sustaining, Mutual). (V) Theatre appearances. (PR) Brunswick.

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 1938" 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.

BACKUS, JAMES G. Actor, announcer. (R) Town Hall Tonight, 1938 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Big Sister, 1938-39 (Lever Bros. for Rinso, CBS); Aunt Jenny's Real Life Stories, 1938-39 (Lever Bros. for Spry, CBS); Gang Busters, 1938-39 (Colgate-Palmolive-Peet, CBS). (LS) WTAM, Cleveland. (F) Commercials. (L) Hitch Your Wagon; Too Many Heroes, 1937 (f). (V) Theatre appearances, 1938-39.

***BADGER, WHITIN.** Script writer. (R) Hollywood News 1938 (Emerson Drug Co., NBC Blue).

BADOLATI, MARIO. Dramatic actor, WOV, New York. (R) Album of Love, 1937-38 (Procter & Gamble, New York Broadcasting System). (F) Shorts. (L) Lacconi's Dramatic Co., 1919; La Perla Dramatic Co.; stage work in Italy.

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, BEE. Pianist, organist, WCCO, Minneapolis-St. Paul. (R) Local shows for Fels & Co., others. (V) "Twenty Flying Fingers" act.

***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, GRACE LOCKWOOD. Actress. (R) Attorney-at-Law, 1938 (S. C. Johnson & Son, Inc., NBC Blue).

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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Lady, summer show, 1938 (Andrew Jergens Co., NBC Blue); Woman in White, 1938-39 (Pillsbury Flour Mills Co., NBC Red). (F) Shorts. (L) Adding Machine, 1928; Wedding, With All My Love, 1936; stock.

BAILEY, W. H. (Bill). Commercial and public events announcer, M.C., KWTO-KGBX, Springfield. (R) Also KFEQ, St. Joseph. (V) Theatre appearances.

BAINBRIDGE, HATTIE. Actress, FTRD. (R) Sustaining programs. (F) Paramount, Selznick, 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).

BAIRD, JANET. Commentator, interviewer, script writer, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1937-39 (participating, NBC Red).

BAKER, ART (also known as **Art Shank**). M.C., philosopher, commentator. (R) Pull 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, EUGENE.** Announcer. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).

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, WLS, 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).

BAKER, SAMM S. Writer, program supervisor. (R) Famous Jury Trials, 1937-38 (Mennen Co., 1937-38, local sponsors, 1938-39; Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red); People's Rally & Fun Quiz, 1938-39 (Mennen Co., Mutual); The People's Vote, 1938-39 (Mennen Co., Mutual). (Staff of H. M. Kiesewetter Advertising Agency).

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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.

BALL, LUCILLE. Actress. (R) Phil Baker, 1937-38 (Gulf Oil Corp., CBS); Wonder Show—Jack Haley, 1938-39 (Continental Baking Co., CBS). (F) RKO (f). (L) Hey Diddle Diddle, 1937 (f).

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 WPAD, 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.

BARBIROLLI, JOHN. Musical conductor. (R) New York Philharmonic Symphony Orchestra (CBS).

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 Stilts, Dirty Hands and others.

***BARKER, BRADLEY.** Actor, animal imitator. (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Dog Heroes, intermittently (Modern Food Process for Thrivo Dog Food, NBC Blue).

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, HOWARD G. Producer, director, WHN, New York. (R) Arden Hour of Charm, 1937-38 (Elizabeth Arden, Mutual); Melody Puzzles, 1937-38 (American Tobacco Co., Mutual); Kay Kyser's Musical Klass & Dance, 1938 (successively Mutual, NBC Red); also WOR, New York.

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 Dreft, 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 Sharon; 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.

BARNEY, 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.

BARNYARD PETE. See Oliver Burkhart.

***BARON, 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 & Cunneen, 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

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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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27, 1937 (RCA, NBC Blue); Ben Bernie and All the Lads, Aug. 24, 1937 (American Can Co., NBC Blue); Summer Stars, Sept. 19, 1937 (Gulf Oil Corp., CBS); Heinz Magazine of the Air, Dec. 2 and Dec. 9, 1937 (H. J. Heinz Co., CBS); others. (F) Time Prod.-Associated British, 1935. (V).

*BARRIE, BOB. (R) Radio Newsreel (Cummer Products, NBC Red).

BARRIE, ELAINE. Actress. (R) Shakespeare Series, 1937 (NBC Blue). (GA) Hollywood Hotel, Royal Gelatin Hour. (F) M-G-M, Paramount (f). (Mrs. John Barrymore in private life; nee Elaine Jacobs (Barrie).

BARRIE, GRACE. Blues singer. (R) Programs for Pabst Blue Ribbon Beer, 1935; Bromo-Seltzer, 1935; American Can, 1936; Hammerstein's Music Hall, 1936. (L) Strike Me Pink, 1933; George White's Scandals, 1935 and 1936; The Show Is On. (V) Coast to coast, 1933-37.

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.P. (s,f). (L) Wonder Bar (London production).

BARRINGTON, BRUCE. Commentator, news editor, KXOX, St. Louis.

BARRISON, PHILIP S. Program director, WMCA, New York. (R) Also NBC, 1928-32. (L) Productions by John Golden and others (f). (V) Zila, 1928-29.

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).

BARROWS, RICHARD. Actor (character, dialect). (R) Death Valley Days. 1934-39 (Pacific Coast Borax Co., successively NBC Blue and Red); Echoes of New York Town, 1935-36 (Consolidated Edison Co., WEAF); 20,000 Years in Sing Sing, 1937 (William R. Warner Co. for Sloan's Liniment, NBC Blue); Pretty Kitty Kelly, 1937 (Continental Baking Co. for Wonder Bread, CBS); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Vitaphone shorts. (L) Broadway shows including An American Tragedy, Silence, The Bat, An American Ace, and others; stock and road companies. (V) Lewis & Gordon sketches, 1916-18.

*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.

BARRYMORE, JOHN. Actor. (R) Shakespeare Series, 1937 (NBC Blue); M. C., Texaco Star Theatre, Nov. 9, 1938-Jan. 11, 1939 (Texas Co., CBS). (GA) Kraft Music Hall, April 1, 1937; Baker's Broadcast, Oct. 10, 1937; Royal Gelatin Hour, Nov. 25, 1937; Hollywood Hotel, Dec. 17, 1937. (F) M-G-M, Paramount (s,f). (L) Magda, The Affairs of Anatol, Peter Ibbetson, Redemption, The Jest, Richard the Third, The Fortune Hunter; others (s,f).

*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, KOBH, 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).

BARTHOLOMEW, FREDDIE. Juvenile actor. (GA) Good News of 1938 (General Foods Corp., NBC Red, Dec. 2, 1937; Dec. 9, 1937; Dec. 16, 1937, and April 14, 1938); Lux. (F) M-G-M (s). (V) Personal appearances.

BARTLETT, JANE. Musician, singer, WBT, Charlotte. (R) Programs for Philco, Quaker Oats, Avalon Cigarettes and others, since 1935.

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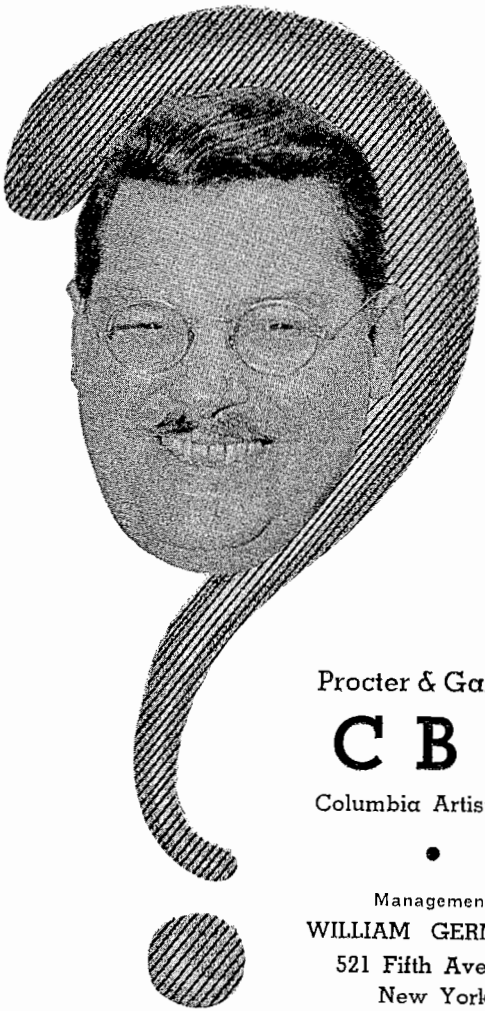

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*BARTLETT, MARJORIE. Script writer. (R) Big Sister (Lever Bros., CBS).

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, ALLEN. Actor. (R) Road of Life, 1938-39 (P & G, CBS).

BARUCH, ANDRE. Announcer. (R) Your Hit Parade, 1935-39 (American Tobacco for Lucky Strike Cigarettes, CBS); Your News Parade, 1937-38 (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, HURBERT. 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) Zanzal, 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 Molasses '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.

BAUKHAGE, HILMAR. News commentator, WRC-WMAL, Washington. (R) Also NBC sustaining shows. (L) Stock. Previously, special writer for the *United States News.*

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.

BEASLEY, 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-

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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 Sothern, 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.

***BEHLKE, HELEN J.** Actress. (R) Tom Mix Straight Shooters (Ralston Purina Co., NBC Red).

***BEHMILLER, HELEN.** Actress. (R) Story of Mary Marlin (P & G, NBC Red and Blue); Midstream (P & G, NBC Red).

***BEHRENS, FRANK.** Actor. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red); Guiding Light (P & G, NBC Red).

***BEHRENS, JERRY.** (Member of Range Riders). (R) Plantation Party, 1938-39 (Brown & Williamson, NBC Blue); Neighbor Boys, 1938-39 (Brown & Williamson, NBC Red).

BELANGER, E. Accordionist, CHRC, Quebec.

BELANGER, CAMILLE. Soprano, CHRC, Quebec.

BELCHER, FINLEY D. (Red Slim). Hillbilly singer, musician (guitar, banjo), WDZ, Tuscola.

***BELCHER, JERRY.** Interviewer. (R) Interesting Neighbors 1937-38 (F. W. Fitch Co., NBC Red).

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, LUCILLE. Singer. (R) Musical Steelmakers. 1938-39 (Wheeling Steel Corp., Mutual). (V) Tour with Horace Heidt.

BELL, MARTHA. Actress, CJRC, Winnipeg. (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 (BiSoDol, NBC Blue); We the People, 1938 (Sanka Coffee, CBS); Death Valley Days, 1939 (Pacific Coast Borax, NBC

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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.

BELOIN, ED. Script writer. (R) Jell-O Program Starring Jack Benny, 1936-39 (General Foods Corp., NBC Red). (F) Paramount. Writes in cooperation with Bill Morrow.

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).

BENCHLEY, ROBERT. Writer, actor. (R) Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, successively CBS and NBC Blue). (F) M-G-M, RKO, Paramount, Universal; shorts. (L) Music Box Revue, 1923-24. (V) Treasurer's Report, 1924-25. (In the past, managing editor of Vanity Fair; columnist, New York World; drama editor, Life Magazine; currently theatre critic, New Yorker Magazine).

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.

BENNELL, JULIE. Actress (leads, comedy dialects), announcer. (R) John's Other Wife, 1937-39 (Louis Philippe for Angelus Rouge, NBC Red); Stella Dallas, 1938-39 (Phillips Milk of Magnesia, NBC Red). (F) Commercial shorts.

BENNETT, BERTON. Announcer, KGO-KPO, San Francisco. (R) Richfield Reporter, 1931-37 (Richfield Oil Corp., NBC Red); Shell Chateau, 1935-36 (Shell Union Oil, NBC Red); Prof. Puzzlewit, 1937-39 (Gallenkamp Shoe Co., NBC Red); Standard Symphony, 1939 (Standard Oil of California, NBC Red). (F) Shorts. (PR) RCA Victor, Columbia, Edison.

BENNETT, HAL. Singer, announcer, M.C., WHIO, Dayton. (R) Kellogg program, 1938. (V) Theatre appearances.

BENNETT, O. E. Musician, KGNC, Amarillo. (F) Shorts. (V) With Buddy Rogers' band act, 1936.

BENNETT, REESE E. Musician, KHQ-KGA, Spokane.

BENNETTE, BING. Announcer, WSTP, Salisbury.

BENNY, JACK. Actor, comedian. (R) Jack Benny Program (successively sponsored by Canada Dry Ginger Ale, 1932-33, NBC Blue; Chevrolet Motor Co., 1933-34, NBC Red; General Tire & Rubber Co., 1934, NBC Red); Jell-O Program Starring Jack Benny, 1934-39 (General Foods for Jell-O, NBC Red). (F) M-G-M, 1935; Paramount, since 1936 (s). (L) Productions by Sam Harris, Earl Carroll, and the Shuberts (s). (V) Single act and Jack Benny Unit, 25 years; personal appearances.

***BENOSS, 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). (LS) Canova Coffee Hour, 1930-31, Woodbury Hour, 1932-33, Marlboro Curtain Calls, 1934-35 (all WLW, Cincinnati).

BENSON, NORMAN. Singer, actor, announcer, WFIL, Philadelphia. (R) Also Atlantic Refining program, CBS, 1936; WCAU and KYW, Philadelphia. (L) 1934-39. (V) Minstrel shows. (PR) RCA Victor, Decca.

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

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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

Oct. 1	24.3
Oct. 8	26.2
Oct. 22	34.8
Nov. 5	38.1
Nov. 19	42.4
Dec. 3	44.0

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

Average 15.9

Oct. 5	4.6
Oct. 19	19.8
Nov. 9	20.7
Nov. 23	18.5

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.)
Dedication of NBC Hollywood Studios, Dec. 7, 1935..... 12.0
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

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& 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.

BERG, GERTRUDE. Writer, producer, actress. (R) The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1938-39 (Procter & Gamble for Oxydol, CBS; also WHN in 1938, NBC Red in 1937). (F) in capacity of author. (V) Theatre appearances, New York to Chicago, 1934.

BERGEN, EDGAR. Ventriloquist. (R) Chase & Sanborn Program, 1937-39 (Standard Brands, Inc., NBC Red). (GA) Several appearances on the Rudy Vallee Show. (F) Universal, Warner Bros., M-G-M; shorts. (V) Many years.

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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 Winners (Penn Tobacco Co.), 1937.

BERGMAN, TEDDY. Actor (comedy, character, dialect). (R) Joe Palooka, 1932 (H. J. Heinz Co., CBS); Musical Grocery Store, 1933 (Best Foods, NBC Red); Van Heusen Program, 1934 (Phillips-Jones Corp., NBC Red; WOR, New York City); Harv & Esther, 1935-36 (Consolidated Cigar Corp., (CBS); Fun in Swingtime, 1937-38 (Admiracion Shampoo, Mutual); Royal Crown Revue, 1938 (Royal Crown Cola, NBC Blue); Big Sister, 1938-39 (Lever Bros. for Rinso, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue). (GA) Fleischmann Hour with Rudy Vallee, 10 times, 1936-37. (F) Shorts. (L) Double Dummy, 1936-37; House in the Country, 1937. (V) Teddy Bergman, Blubber Bergman; 5 years.

BERIGAN, BUNNY. Swing band leader. (R) Fun in Swingtime, 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.

***BERMINGHAM, ARCH.** Director. (R) Time to Shine, 1938 (Griffin Mfg. Co., CBS). (President, Bermingham, Castleman & Pierce).

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); Molle Merrie Minstrels, 1934-35 (Cummer Products Co. for Molle 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 Whiteman's Painters (Allied Paint Groups, NBC Blue); Studebaker Champions (Studebaker Sales Corp., NBC Red); Palmolive Hour (Colgate-Palmolive-Peet Co., NBC Red); Pennzoil Parade (Penzoil 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) Pabst Blue Ribbon Malt Program (Pabst 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).

BERWIN, BERNICE. Dramatic actress. (R) Roads to Romance, 1928-32 (Associated Oil Co., NBC); Memory Lane, 1929-34 (General Petroleum, NBC); Death Valley Days, 1935-38 (Pacific Coast Borax Co., NBC Blue); One Man's Family, 1932-39 (Wesson Oil & Snowdrift, 1932-34; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red). (L) Stock (f), 1928-31.

BEST, LILLIAN. Organist, KGDM, Stockton.

BETTS, HAROLD ("Clark"). Singer, orchestra leader, M. C., producer, announcer, continuity writer. (LS) KSTP, WTCN, WCCO, St. Paul; WTAM, Cleveland; WMCA, WHN, WINS, New York; WJR, Detroit; WLW, WSAI, Cincinnati; WSPD, Toledo; KYW, Philadelphia; WBBM, WGN, WENR, Chicago. (L) Bainbridge Players; C. W. Svobey Rep. Co. (V) Theatres and hotel appearances.

BETTY & BUDDY (Betty Barton, Buddy Arnold). Harmony team. (R) Betty & Buddy, 1939 (sustaining, WMCA, New York, and Mutual Network).

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BETTY & JEAN. See Grenadier Double Quartet.

BEZOFF, 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).

BIERACH, 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.

BILL, EMIL. Announcer, WMBD, Peoria. (L) 1912-14, 1919-31. (V) 1906-31.

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.

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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.

BISHOP, PAT. Newscaster, KFI-KECA, Los Angeles. (R) News for North American Accident Insurance, Sweetheart Soap and others; also KMPC, Beverly Hills. (L) Stock (f).

***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 Contented 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 WGAR, 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'Neills, 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'Neills 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 Cellucotton for Kleenex, NBC Red); Valiant Lady, 1938-39 (General Mills for Wheaties, Bisquick, successively CBS and NBC Red and Blue); numerous others, not current.

BLAIR, FRANK. Announcer, WOL, Washington. (L) Stock, 1934-35 (f). (V) All Star Juvenile Minstrels.

BLAKE, BARRY. Announcer, continuity, WFBR, Baltimore.

BLAKE, DUANE E. Musician, WKY, Oklahoma City. (R) NBC sustaining show.

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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.

BLANE, RALPH. Juvenile singer, actor, arranger, composer. (R) Feen-A-Mint program, 1936 (Health Products, CBS and Mutual); Royal Crown Revue, 1938 (Royal Crown Cola, NBC Blue). (LS) Around New York, 1939 (Consolidated Edison, WJZ, New York). (F) Shorts. (L) Municipal Opera; Music Hath Charms, 1936; New Faces, 1937; Hurray for What, 1938; others (f).

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)

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Shorts. (L) 1897-1930. (V) More Sinned Against Than Usual; The Redskin, 1907.

BLEDROE, SAMUEL E. (Bud & Spud). Guitarist, hillbilly singer, KMBC, Kansas City. (V) Theatre appearances.

BLENDER, MORTON. Announcer, musical director, WCOP, Boston.

BLISS, HOMER J. Announcer, WHAM, Rochester. (R) I Love a Mystery, 1939 (Standard Brands, Inc., NBC Red).

***BLISS, TED.** Announcer. (R) Lone Ranger (Weber Baking Co., Mutual).

***BLIZARD, MARIE.** Script writer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).

BLOCH, RAY. Conductor, arranger. (R) Johnny Presents What's My Name?, 1938-39 (Philip Morris & Co., Ltd., Mutual); Pick & Pat, 1938 to Feb., 1939 (U. S. Tobacco for Model Tobacco, CBS); Model Minstrels, since Feb. 27, 1939 (U. S. Tobacco, CBS); director of Beverly & Her Bel-Airs on Breezing Along, 1939 (Philip Morris & Co., Mutual). Also network and local shows, not current, for Consolidated Edison, H. J. Heinz Co., Noxzema Chemical Co., Krueger Brewing, Borden, and others. (F) Shorts. (V) Ray Bloch & Orchestra, Eton Boys; others. (PR) American Record Corp.

BLOCK, HAL. Script writer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS); special scripts for Hollywood Mardi Gras (Packard), Palmolive, Grape Nuts Program, Studebaker Champions.

BLOCK, HAZEL. Shopping newscaster, KGDM, Stockton.

BLOCK, MARTIN. M. C., announcer. (R) Make Believe Ballroom (numerous sponsors in past four and a half years, WNEW, New York); transcriptions for Axton-Fisher Tobacco (Twenty Grand Cigarettes). (Has collaborated with various song writers, including Irving Berlin, Victor Selsman, J. Russell Robinson; author of I Won't Believe It Till I Hear It From You).

BLOCK VIVIENNE. Dramatic actress, comedienne, dialectician, singer. (R) Maude & Bill (Great A & P Tea Co., NBC Blue); Socony Land Sketches (Standard Oil of New York, NBC Red); Maxwell House Show Boat (General Foods Corp., NBC Red); Wheatenaville (Wheatena Corp., NBC Red); True Story Court of Human Relations (Macfadden Publications, NBC Red); Death Valley Days (Pacific Coast Borax Co., NBC Blue); A & P Gypsies (Great A & P Tea Co., NBC Red); 20,000 Years in Sing Sing (William Warner Co., NBC Red). (L) Second Hurricane Opera, 1937.

BLOCKI, FRITZ. Producer, script writer. (R) Court of Missing Heirs, 1937-38 (Skelly Oil, CBS); scripts for Backstage Wife (Dr. Lyon's Toothpowder, NBC Red), Betty & Bob (General Mills, NBC Red and Blue) and others; Capt. Midnight, 1938-39 (Skelly Oil transcriptions). (Drama critic for Chicago *American*, 6 years; currently producer for Blackett-Sample-Hummert, Chicago).

BLONDEAU, JOSEPH. Accordionist, CHRC, Quebec.

***BLOODWORTH, JAMES.** Script writer. (R) Benny Goodman's Orchestra, 1937-39 (R. J. Reynolds Tobacco Co., CBS).

BLUE, 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, WDRC, 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.

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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.)

BOLEN, MURRAY. Producer. (R) Jell-O Program Starring Jack Benny, 1938 (General Foods, NBC Red); Lum and Abner, 1938-39 (General Foods for Postum, CBS). (V) Murray & Harris, 1932-37. (Associated with Young & Rubicam, Hollywood).

***BOLES, JAMES.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).

***BOLEY, ANN.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).

BOLLEY, LEO. Sports and commercial announcer, singer, WFBL, Syracuse. (R) Also WGY, Schenectady; WESG, Binghamton.

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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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 BiSoDol, 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. Babbitt 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); News with Ford Bond, 1939 (Axton-Fisher Tobacco Co., WEAF, N. Y.). (F) Columbia Pictures (f); shorts. (V) Theatre appearances.

BONDHILL, GERTRUDE. Actress. (R) Jenny Peabody (F. & F. Laboratories, Inc., CBS); Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue).

BONELLI, RICHARD. Operatic singer. (R) Universal Rhythm, 1937 (Ford Motor Co., CBS). (GA) For General Motors, Kraft-Phenix Cheese Corp., Nash-Kelvinator Corp., Ford Motor Co., Standard Oil Co., Vick Chemical Co., Firestone Tire & Rubber Co.; others. (F) Paramount (f); shorts. Member Metropolitan and Chicago operas; appearances with symphony orchestras.

BONHAM, GUY. Singer, musician, actor. (Member of the Three Jesters). (R) Tastyeast Jesters, 1930-34 (Tastyeast, NBC Blue); 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 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.

BONIME, JOSEF. Conductor, musical director. (R) Death Valley Days, 1930-39 (Pacific Coast Borax, NBC Blue); Five Star Theatre, 1932-33 (Standard Oil Co., NBC Blue, Red); Let's Dance, 1934-35 (National Biscuit Co., NBC Red); One Night Stands with Pick & Pat, 1935 (U.S. Tobacco Co., CBS); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); others. (F) Shorts. Concert tours.

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.

***BOOTH, SHIRLEY.** Actress. (R) Johnny Presents "Guess Where," March-May, 1939 (Philip Morris & Co., Ltd., Mutual). (L) Philadelphia Story with Katharine Hepburn.

BOOTHBY, JOHN D. Announcer, WSAY, Rochester. (R) Also WGY, Schenectady.

BOOTS. See Clifford Douglass.

BORAN, ARTHUR. Mimic, comedian, M.C. (R) Gus Haenschen's 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); Rubinoff 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 Fleisher 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).

BOROWSKI, JOHN. Musician, KWTO-KGBX, Springfield. (R) Also Michigan and Texas Quality Networks. (V) 7 years. (PR) Decca, Brunswick.

BORRELLI, RAFFAELE. Announcer.

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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 mariage).

BOTTLE. See Harry McNaughton.

BOUCHEY, BILL. Actor. (R) The Woman in White, 1938-39 (Pillsbury, NBC Red); Those Happy Gilmans, 1938-39 (NBC Red & Blue); Kitty Keene, Inc. (P & G, NBC Red); Midstream, 1939 (P & G, NBC Red).

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.

***BOURBON, DIANA.** Director. (R) Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS). (Associated with Ward Wheelock.)

BOURDON, ROSARIO. Musical director, arranger. (R) Cities Service Concert, 1927-38 (Cities Service Co., NBC Red); Maxwell House Concert, 1929-30 (Gen-

DAVID
BROEKMAN

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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.

BOVARD, BOB. Announcer, KGMB-KHBC, Honolulu-Hilo.

BOVAY, DON. Singer, guitarist, WCAU, Philadelphia. (R) Also NBC; WTAM, Cleveland; Mutual; WLW, Cincinnati. (V) 1932-37.

BOVERO, PHIL. Saxophonist. (R) Signal Carnival (Signal Oil Co., NBC Red); My Secret Ambition (Durkee Famous Foods, Inc., CBS); Toast to the Town (Roma Wine Co., CBS). (V) Appearances with Horace Heidt. Currently staff musician, KSFO, San Francisco.

BOWDERY, JACK H. Writer, producer, CKWX, Vancouver. (R) Also CJOR, Vancouver.

BOWE, MORTON. Tenor. (R) Five Star Revue, 1937 (Corn Products Refining Co., CBS); Tommy Dorsey's Orchestra, 1937 (Brown & Williamson Tobacco Co., NBC Blue); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); Watch the Fun Go By, 1938 (Ford Motor Co., CBS). (V) Personal appearances.

BOWERS, ELEANOR. Contralto. (R) General Electric Program, 1936 (General Electric, NBC Red); Sparton 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.

BOWES, MAJOR EDWARD. (R) Major Bowes' Original Amateur Hour on WHN. New York; since 1935 (Standard Brands for Chase & Sanborn Coffee, 1935-36, NBC Red; Chrysler Corp., 1936-39, CBS); Major Bowes' Capitol Family for 14 years (originally NBC, now CBS, sustaining). (F) Shorts (RKO). Vice-president and managing director of Capitol Theatre, N. Y., since its inception.

BOWIN, MARTIN O. Announcer, KWK, St. Louis.

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, CHARLES.** Actor. (R) Woodbury's Hollywood Playhouse, 1938-39 (Jergens-Woodbury Sales Corp., NBC Blue). (F) Paramount, 20th Century-Fox, RKO, French companies (s).

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, JOSEPH. Musician, WMPS, Memphis. (R) Also WMC, Memphis.

BRADFORD, ELOISE. Singer. (R) Town Hall Tonight, 1937 (Bristol-Myers for Ipana Tooth Paste and Sal Hepatica, NBC Red); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, 1936-37; hotels and night clubs.

***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).

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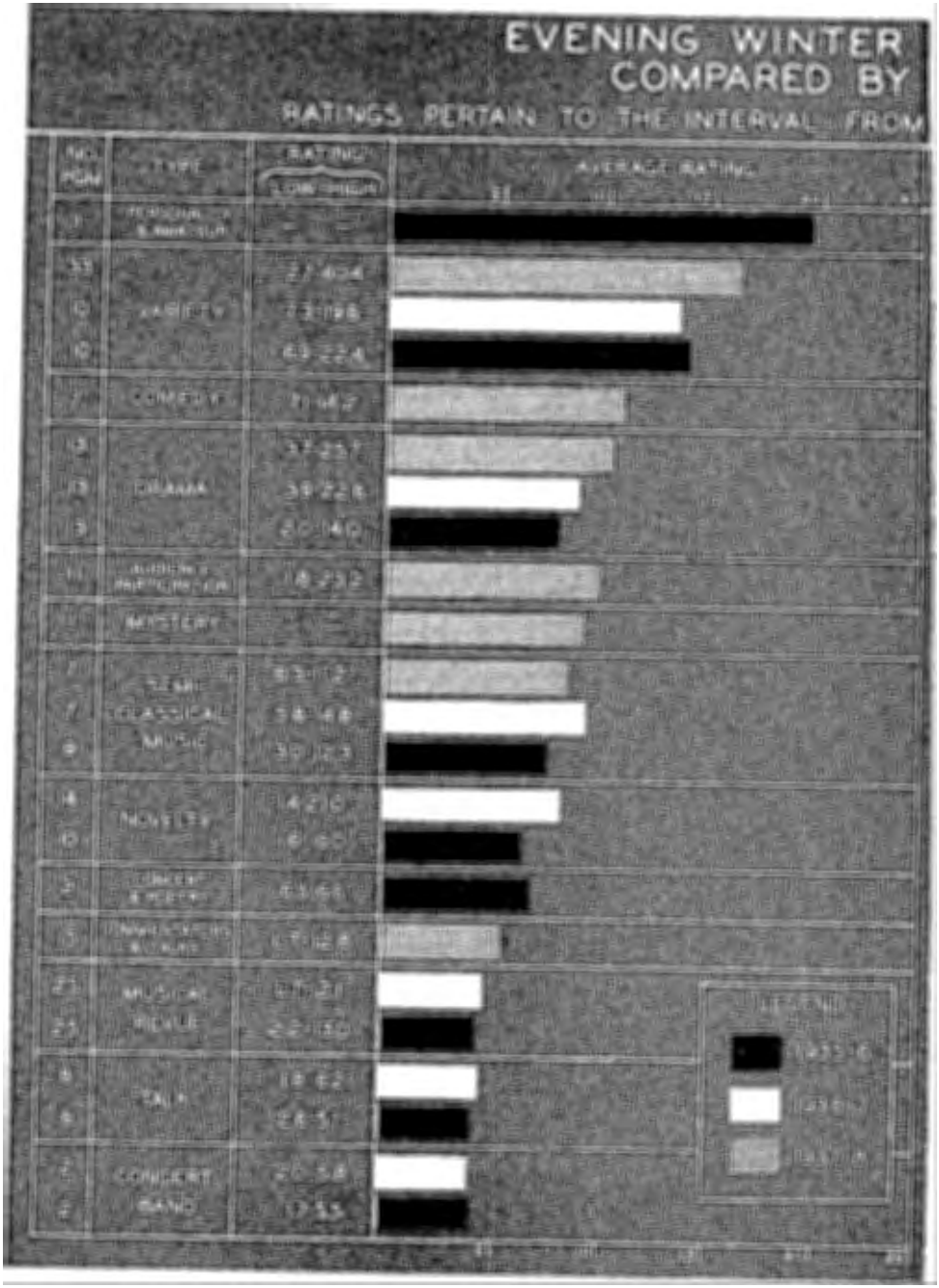

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BRADLEY, LEE. Director, Chuck Wagon Opera (cowboy-hillbilly string orchestra), KROY, Sacramento. (V).

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, Whoopee, 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.

BRAKKE, LARRY. Trumpeter, WCCO, Minneapolis-St. Paul, Minn.

BRAMHALL, ART. Sports announcer, WHBL, Sheboygan.

BRAMLEY, RAYMOND. Actor (heavy, character, comedy). (R) Just Plain Bill, 1938-39 (Kolynos Toothpaste, NBC Red); David Harum, 1938-39 (B. T. Babbitt for Bab-O, NBC Red); Big Sister, 1938-39 (Lever Bros. for Rinso, CBS); Mr. Keen, Tracer of Lost Persons, 1938-39 (BiSoDol, NBC Blue); Second Husband, 1938-39 (Bayer Aspirin, CBS); Pretty Kitty Kelly, 1938-39 (Continental Baking, CBS); Howie Wing, 1938-39 (Kellogg Co., CBS); Your Family and Mine, 1939 (Sealtest Laboratories, NBC Red); Life Can Be Beautiful, 1939 (P & G for Ivory Soap, CBS); Her Honor, Nancy James, 1939 (International Cellucotton for Kleenex, CBS). (F) Paramount. (L) House Unguarded, 1928; Three and One, 1933; Judgment Day, 1934; Golden Journey, 1936; others.

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BRANCATO, ROSEMARIE. Soprano (grand and light opera). (R) Twin Stars, 1937 (National Biscuit Co., NBC Blue); operatic productions, Radio City Music Hall, 1936-38 (sustaining, NBC). (LS) Echoes of New York Town, 1935-37 (Consolidated Edison Co., WEAF and WJZ, New York). (GA) Voice of Firestone, 1934, '37 (Firestone Tire & Rubber Co., NBC Red); Death Valley Days, 1937, '38 (Pacific Coast Borax Co., NBC Blue); Dr. Christian, 1937-39 (Chesebrough Mfg. Co. for Vaseline products, CBS); Around New York, 1939, Consolidated Edison Co., WJZ, New York.) (L) Chicago Civic Opera Co., 1935-37; San Carlo Opera Co.; Cincinnati Opera Co., 1935-37; Hollywood Bowl Operas, 1938-39; soloist with Rochester Symphony Orchestra, 1933, '37, Kansas City Philharmonic, 1936, Philadelphia Orchestra, 1937, Eukrainian Symphony, 1939, Radio City Symphony, 1939; concert tours, 1935-39.

***BRANDON, BEULAH.** Actress. (R) Kitty Keene, Inc. (Procter & Gamble, NBC Red).

BRANDON, ORIN. Character actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue); Jack Armstrong (General Mills, Inc., NBC Red). (LS) WLS, WMAQ, WGN, Chicago. (L) Stock and repertory, 20 years. Currently with WGN, Chicago.

***BRANDT, LYNN.** Announcer. (R) Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue).

BRANNEN, 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 (Pinex); The Extra Inning, 1938 (Penn Tobacco); News, 1938-39 (Loose-Wiles Biscuit Co.); Homefolks 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, KFPY, 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 Doublemint Gum, CBS). (L) Musical comedies on Pacific Coast, 1926-30 (s,f). (V) Theatre appearances.

BREECE, GEORGE. Musical director, KFBK, Sacramento. (R) California Radio System. (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-

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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, GRACE R. Actress, character impersonations, soprano, WICC, Bridgeport. (L) Theatre in the Woods, 1935-38; others (f). (V) 1939.

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).

***BREITENSTEIN, G. K.** Director. (R) Richfield Reporter, since 1932 (Richfield Oil Corp., NBC Red). (Associated with Hixson-O'Donnell).

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 Beeliner, 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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ger and Green Hornet, 1939 (participating, Mutual); others; also KNX, Los Angeles; KSTP, WCCO, Minneapolis-St. Paul; WJJD, Chicago.

BREWER, HARRIET H. Singer (R) Hymns of all Churches, 1936-39 (General Mills, CBS 1936-38; NBC Red and Blue 1938-39). (L) Concert and opera appearances.

***BREWSTER, RALPH.** Singer. (Member of the Modernaires). (R) Chesterfield Program (Liggett & Myers Tobacco Co. CBS).

***BREWSTER, ROBERT.** Director. (R) Those We Love, 1938-39 (Lamont Corliss & Co., NBC Blue). (Associated with J. Walter Thompson).

BRICE, DON. M. C., actor, announcer KSAL, Salina. (L) Ray Bash Players 1939 (s).

BRICE, FANNIE. Singer, comedienne. (R) Revue de Paree (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Blue); Good News of 1938 and '39 (General Foods Corp., NBC Red). (GA) Rudy Vallee Program. (F) M-G-M. (L) George M. Cohan Productions; Follies, 1910-11, '14, '24; Music Box Revue, 1925-26; The Show Is On; others. (V).

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.

***BRIERLY, 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.

BRINEY, MARY M. Operatic soprano. (R) Festival of Music 1938-39 (sustaining, NBC Blue). (LS) Tap Time, 1938-39 (Pitt Brewing Co., KDKA, Pittsburgh).

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).

BRISCOE, HELEN MARIE. Singer, KOA, Denver. (R) Pontiac Campus Show, 1937 (Pontiac Motor Co., NBC Red). (V) Theatre appearances.

BRISSETTE, ADOLPHUS ("Dol"). Musical director, WTAG, Worcester. (V) Orchestra leader, M. C.

***BRITO, 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.

BROEKHOVEN, LUCIAN W. Cornet player, WSMB, New Orleans. (V) Theatre appearances.

BROEKMAN, 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.

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BROOKS, GEORGE (John Jaeger). Announcer, WNEW, New York. (R) Johnny Presents, 1937 (Philip Morris & Co., Ltd., CBS); Smilin' Jack, 1939 (Sweets Co. of America, Mutual).

BROOKS, HELEN. Actress. (R) Mister Fortune series, 1937-38 (NBC); Arch Oboler's Plays, 1939 (NBC); John's Other Wife, 1939 (Old English Wax, BiSoDol, NBC Red). (L) Jonesy, Jennie, The Long Road, The Vinegar Tree, Life Begins, Black Sheep, The Sophistocrats, I Was Waiting for You, Oliver Oliver, The Perfumed Lady, But Not for Love, Cross Ruff, First Lady, Lightnin' (revival).

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).

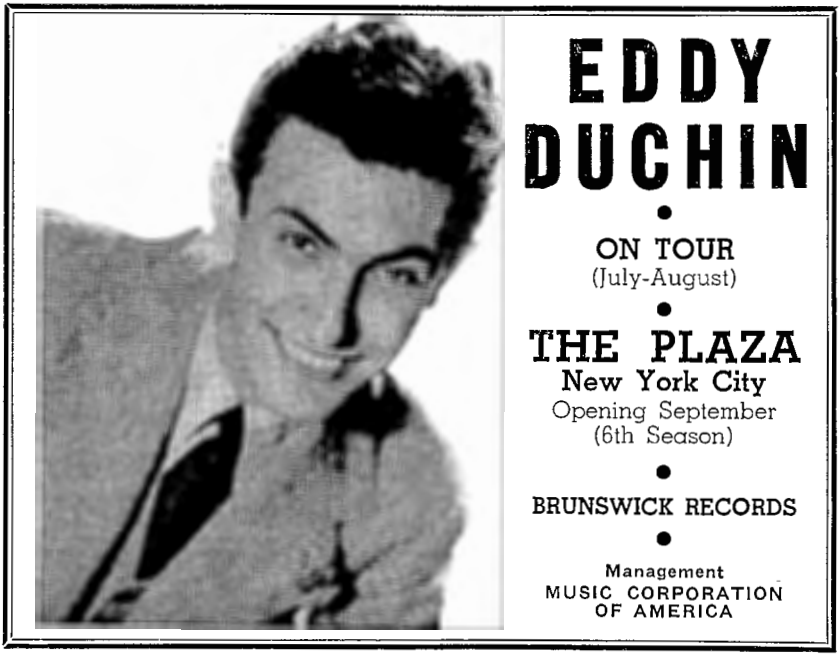
***BROWER, ROY.** Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).

BROWN, ART. Announcer, organist, pianist, WOL, Washington. (R) Also WRVA, Richmond; WTAR, Norfolk. (V) Adams and Brown, 1921-24.

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).



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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 COUNTRY REVELERS. Entertainers. (R) Renfro Barn Dance (Allis Chalmers Mfg. Co., Mutual).

BROWN, DICK. Announcer, continuity writer, producer, WHAM, Rochester. (Also transcription librarian).

BROWN, EDDY. Violinist, musical director, WQXR, New York. (R) Also Remington program, CBS, 1934; Interstate Broadcasting Co.; Mutual. (PR) Columbia.

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 Haenschen, 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 Energine, 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, JESSIE M. Women's program, shopper's service, WFBL, Syracuse. (R) Local shows for John Morrell & Co., R. B. Davis Baking Powder, Swift & Co., others.

BROWN, JOE E. Comedian. (R) Joe E. Brown, 1938-39 (General Foods for Post Toasties, CBS). (F) United Artists, First National, Warner Bros., David L. Loew Productions, Columbia (s, f). (L) Listen Lester, Jim Jam Jems, Greenwich Village Follies, Captain Jinks, Twinkle Twinkle (f). (V) Toured with Five Marvellous Ashtons.

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 (Packer's 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

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Insurance, North Dakota State Mill & Elevator, Gluck Brewing.

BROWN, ROBERT A. Announcer, entertainer, producer. (R) Local programs as station and free lance announcer and entertainer. Currently associated with Universal Radio Interests, Inc., producers, artists bureau, etc., as teacher of voice, dramatics, radio technique, m.c., announcer. (L) Dramatic stock, 1927-28. (V) The Juvenile Rube of Vaudeville, 1927-29.

BROWN, RUSSELL. Singer, KNX, Los Angeles. (R) Also KMOX, St. Louis. (F) Paramount short. (L) Municipal Opera (f). (V) Debut in 1930; tours with Jan Garber. (PR) Decca, Brunswick.

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, TED. Organist, pianist, band director, KONO, San Antonio. (V) Night club engagements. (PR) Columbia, Brunswick.

BROWN, TONY. Orchestra leader, WLAW, Lawrence. (R) Also Inter-City and Mutual Networks. (V) Theatre appearances.

BROWN, WILLIAM J., JR. Announcer, sports commentator, CFCY, Charlottetown. (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 Palina 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 Armco 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,

Ed East

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WJZ—American Beverage Corp.

Mutual Network—Hotel Roosevelt.

WHN—Daily Participation.

Variety, June 7, 1939: 'A near classic example of a performer putting his heart into the job.'

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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 KTSA, San Antonio.

BROWNING, DOUGLAS. Announcer, sports commentator. (R) True Detective Mysteries, 1937 (Macfadden Publications, Mutual); Armco Band Concerts, 1938-39 (American Rolling Mill Co., NBC Blue). (LS) Shows for various sponsors, including football broadcasts for Kellogg Co., in capacity as staff announcer of WLW, Cincinnati. (V) Theatre appearances with WLW Radio Revels; M.C. for Tommy Riggs and Betty Lou.

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).

BRUNTLETT, GEORGE E. Director, KOBH, Rapid City. (Also commercial manager).

BRUSILOFF, NAT. Conductor. (R) Just Between Us (Rabin Cosmetic Co., Mutual); Mary Jane Walsh (The Barbasol Co., Mutual); Court of Human Relations, 1938-39 (Vadsco Sales Corp., Mutual). (Formerly musical director, WMCA, New York.)

BRYAN, ARTHUR Q. Comedian, writer. (R) The Grouch Club, as "The Little Man," 1938-39 (General Mills for Corn Kix, NBC Red); also Bill and Ginger, CBS; Raising Your Parents, NBC. (GA) Texaco Star Theatre, 1939 (Texas Co., CBS). (F) M-G-M, Universal (f).

BRYAN, WILLIAM C. (R) Program manager, KTSA, 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 Jettick Shoes, WABC, New York).

BRYSON, LYMAN. Director. (R) The People's Platform, 1938-39 (sustaining, CBS). (Chairman, Adult Education Board, CBS).

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 Follies with Carson Robison, 1933-36 (CBS); Carson Robison and His Buckaroos, 1937-39 (Musterole, 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

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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, KCMO, 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.

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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 Cellucotton Co. for Kleenex, NBC Red). (LS) Adventures Abroad, 1937 (Goldenrod Ice Cream, WGN, Chicago); Virginia Lee & Sunbeam, 1937-38 (Maca Yeast, WLS, Chicago).

BURBIG, 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, DALE. Dramatic actress. (R) Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red, CBS). (F) Shorts.

BURCH, ED. Announcer, WRNL, Richmond. (R) Also Virginia Broadcasting System; football for Atlantic Refining Co., others.

BURCHELL, MAURICE. Women's programs, announcer, CKY, Winnipeg.

BURDICK, CORNELIA. Reader, KGO-KPO, San Francisco. (R) Dr. Kate (Best Foods, 1936; Sperry Flour Co., 1938-39, NBC Red). (L) Stock, 1917-20.

BURDICK, HAROLD P. (Hal Burdick). Writer, producer, narrator. (R) Do You Believe in Ghosts, 1933 (S & W Food Products, NBC Pacific Coast Red); True Stories of the Sea, 1934 (California Packing Corp., transcriptions); Night Editor, 1934-39 (Cardinet Candy Co., NBC Pacific Coast Red, 1934-39; CBS, 1938-39); Doctor Kate, 1938-39 (Sperry Flour, NBC Pacific Coast Red). (F) Advertising shorts. (L) Stock, 1916-17.

BURGASS, W. H. Musician, KGO-KPO, San Francisco. (PR) RCA Victor; Bluebird.

***BURGER, TONY.** Actor. (R) Dog Heroes, intermittently (Modern Food Process, NBC Blue).

BURGIN, RALPH. Announcer, continuity editor, WPTF, Raleigh. (R) Also WSJS, Winston-Salem. (L) House of Connelly, 1930, Three-Cornered Moon, 1935; Paths of Glory, 1936, others (f).

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.

BURKHALTER, RUDY. Accordionist, yodeler, WIBA, Madison. (R) Also Swiss Village at Chicago World's Fair, 1934 (NBC). (F) Froebenius 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.

BURNHAM, E. O. ("Buzz"). Musician, KASA, Elk City. (V) Cowboy entertainer.

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, Sheffield.

BURNS, FRED. Program director, sports announcer, WSAZ, Huntington.

BURNS, GEORGE (Nat). See Burns & Allen.

BURNS, WILLIE. Script writer. (R) Burns & Allen, 1937-38 (General Foods Corp., NBC Red); Burns & Allen, 1938-39 (Chesterfield Cigarettes, CBS).

BURR, HENRY. Singer (ballads). (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC

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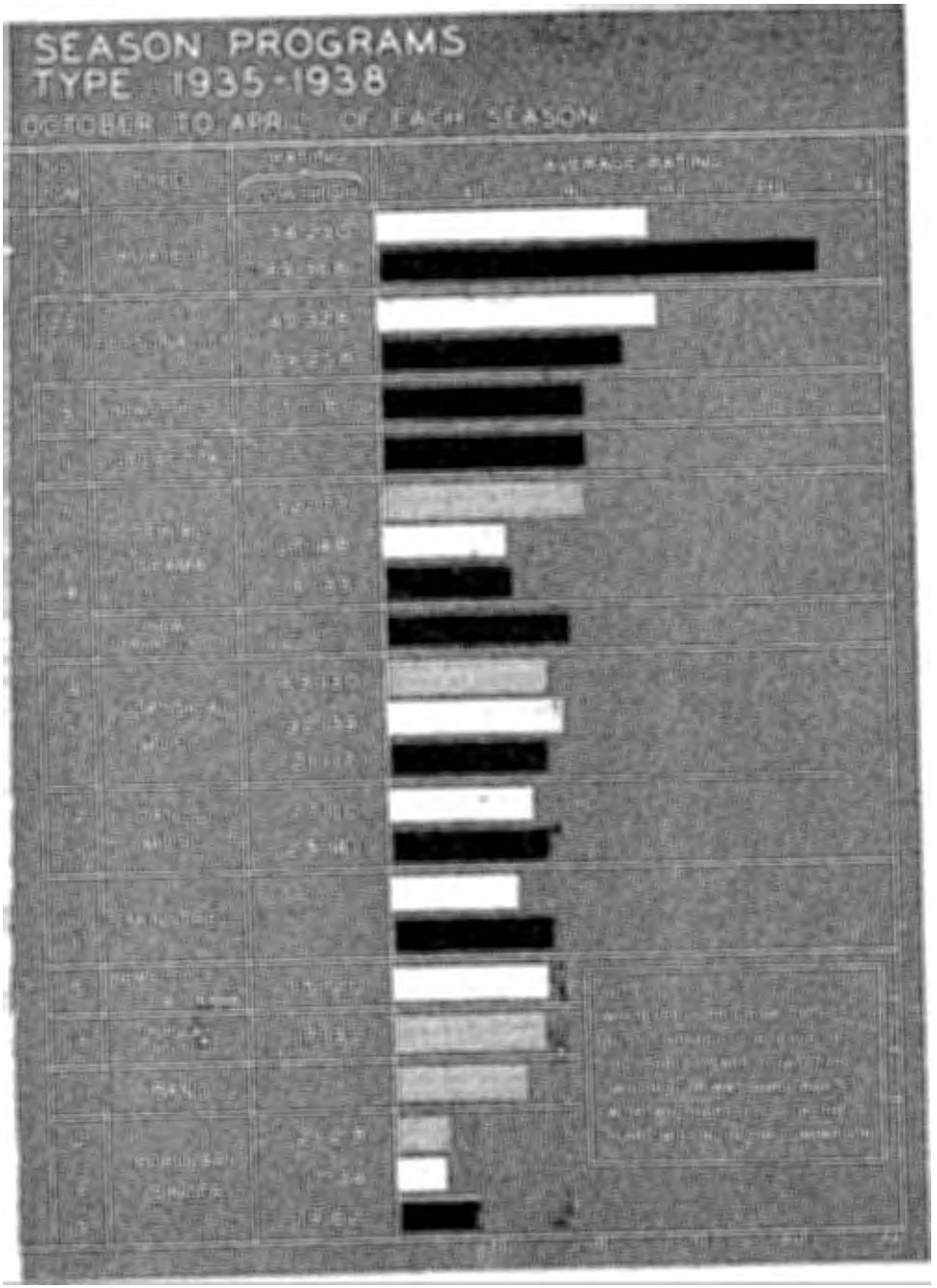

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Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red). (V) Owned act, Eight Popular Victor Artists; coast to coast appearances, 15 years; veteran Victor recording artist.

BURRELL, ART. Bass violinist, WMC, Memphis.

BURROUGHS, MISS JACKIE. Singer, WRC-WMAL, Washington.

BURROWS, ABE. Writer. (R) Material, in collaboration with Frank Galen, for Eddie Garr, Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red), Manhattan After Dark, Jan. 12, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue), Paul Gerrits, Eddie Garr and Ballin & McEvoy, Royal Gelatin Hour, 1938 (Standard Brands, NBC Red), This is New York, 1939 (CBS sustaining). (F) Warner Bros. short. (V) Theatre appearances of Eddie Garr and Johnny Woods, 1937-38; Cinda Glenn and Paul Gerrits, 1938; Eddie Garr, Johnny Woods, Howard Bruce's Hollywood Doubles, Kurt Robitschek's Vaudeville Marches On, 1938-39.

BURTON, D. A. Sports announcer, WLBC, Muncie.

BURTON, JAMES. Announcer. (R) Thirty Minutes in Hollywood, 1937-38 (local sponsors, Mutual); also many programs on the Don Lee Broadcasting System. Currently chief announcer, KHJ-Mutual-Don Lee Broadcasting System.

BURTON, KEN. Writer, director. (R) The Songshop, 1937-38 (Coca Cola Co., CBS).

BUSFIELD, ROGER M. News commentator, KNOW, 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;

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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.

BUSHMAN, FRANCIS X. Actor. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue); Stepmother (Colgate-Palmolive-Peet Co., CBS); Story of Mary Marlin (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.

BUSS, ROBERT J. Program director, chief announcer, CJOC, Lethbridge.

BUSSE, HENRY. Orchestra leader. (R) Henry Busse and His Orchestra, 1936-38 (J. W. Marrow Mfg. Co. for Mar-O-Oil Shampoo, NBC Red). (F) Shorts. (V) Chicago night club, over 3 years; 1918-28, trumpet player in Paul Whiteman's Orchestra; hotel engagements. (PR) Victor and Decca.

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. Mfgrs., 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, CHARLES. Comedian. (R) Fred Astaire, Sept., 1936 to June, 1937 (Packard Motor Car Co., NBC Red); Hollywood Mardi Gras, since Sept., 1937 (Packard Motor Car Co., NBC Red). (F) Metro-Goldwyn-Mayer; currently Paramount (f). (L) Numerous musical shows for Sam Harris, Arthur Hammerstein, Richard Herndon and Max Gordon. (V) Comedy single.

BUTTERWORTH, WALLACE. Interviewer. (R) The Radio Newsreel (Cummer Products, NBC Red); Thatcher Colt Mysteries (Packer'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.)

BUTTLE, 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.

BUXBAUM, PHILIP L., JR. Sports announcer, WELI, New Haven.

BUZZELL, LELAND. Singer, WLAW, Lawrence. (R) Also WHDH, Boston. (V) Theatre appearances.

BYERLY, MARGARET. Singer, WWNC, Asheville.

BYERS, BILLEE. 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

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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).

BYRNES, PAULINE. See Six Hits and a Miss.

BYRON, BOB. Singer, pianist, whistler. (R) Bob Byron (sustaining, CBS). (GA) As Ballin, of Ballin and McEvoy, Rudy Vallee Program (Standard Brands, NBC Red). (F) Warner Bros. short. (PR) RCA Victor (Bluebird).

BYRON, ED. Script writer. (R) What's My Name? 1938-39 (Philip Morris & Co., Ltd., Mutual); previously with United Press, Wm. Esty agency, WLW, Cincinnati.

***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.

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CADETS, THE. (Arnold Isolany, 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.

***CADY, 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.

***CAESER, ARTHUR.** Script writer. (R) Big Town (Lever Bros. Co., CBS).

CAHAN, GEORGE. Announcer, actor, producer, WHP, Harrisburg. (R) Also WTNJ, Trenton; WIP and WCAU, Philadelphia; WIBG, Glenside. (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, WBRY, 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 KQV, 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

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theatre and night club appearances, here and abroad. (Currently with KMOX, St. Louis.)

*CAMERON, BASIL. Conductor. (R) Standard Symphony, 1938-39 (Standard Oil of California, NBC Red).

*CAMERON, BERYL. Singer. (R) Woman's Magazine of the Air, 1938-39 (Chas. B. Knox Gelatine Co., NBC Red).

CAMERON, CLIFF. Organist, pianist, WDOD, Chattanooga.

CAMERON, LAYMAN. Newscaster, WAOI, San Antonio.

CAMERON, PHIL. Announcer, script writer, WGN, Chicago. (R) American Radio Warblers, 1938-39 (American Bird Products, Inc., Mutual); NBC sustaining show; also WTMJ, Milwaukee. (L) Stock.

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, KGGF, 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 Continentals; 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-

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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.

CAREW, BERYL. Soprano. (R) Carefree Carnival, 1938 (Signal Oil Co., NBC Pacific Coast Red); Signal Carnival, 1938-39 (Signal Oil Co., NBC Red). Sustaining shows, Canadian Broadcasting Corp., Mutual and Don Lee, 1937.

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.

CARLETON, SAM. Script writer (for George Jessel). (R) Thirty Minutes in Hollywood, 1937-38 (local sponsors, Mutual).

***CARLEY, MARION.** (R) CBS shows.

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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.

CARLISLE, KITTY. Singer, actress. (R) The Songshop (Coca-Cola Co., CBS). (F) Paramount, M-G-M. (L) Rio Rita, White Horse Inn, Three Waltzes.

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 Firechief'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

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Tobacco, NBC Blue); Gulden Serenaders, 1938-39 (Charles Gulden, NBC Blue). (LS) Childs Restaurants, WOR, N. Y.; Schaefer's Beer, WEAF, N.Y. (F) Shorts. (V) Tastyeast Jesters, 1933-38. (PR) RCA Victor.

CARLTON, HENRY FISK. Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); Soconyland Sketches, 1928 (Socony-Vacuum 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 (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 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-Palmolive-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.

CAROL, BOB. Singer. (R) Loxol program, 1937-38 (Sales Affiliates for Loxol Shampoo, CBS); Sweetheart Soap program, 1938 (Manhattan Soap Co., CBS and Mutual). (LS) Swing to Chiclet, 1939 (Adams' Chiclets, WJZ, New York).

CARPENTER, BOYDON. Hillbilly singer, M.C., WAIR, Winston-Salem. (PR) Vocalion, Bluebird.

CARPENTER, KEN. Announcer. (R) Kraft Music Hall, 1936-39 (Kraft-Phenix Cheese Corp., NBC Red); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Ry-Krisp Presents Marion Talley, 1937-38 (Ralston Purina for Ry-Krisp, NBC Red); One Man's Family, 1938-39 (Standard Brands for Tender Leaf Tea, NBC Red); others, not current.

***CARPENTER, THOMAS K., JR.** Script writer. (R) Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce and His Gang, 1938-39 (General Foods, NBC Red). (Commercial writer, Young & Rubicam).

CARPENTER, TYLER. Actor, FTRD. (R) Various sustaining shows on CBS and Mutual. (L) First American Dictator 1939 (f).

CARPENTER, WILFRED. Chief announcer, musician, CKX, Brandon.

CARR, HAROLD. Producer. (R) SSS Music Box, 1935-36 (SSS Tonic, Mutual); Famous Jury Trials, 1935-37 (Mennen Co., Mutual); Smoke Dreams, 1936-39 H. Fendrich, Inc., successively Mutual & NBC Red); Front Page Parade, 1939 Richman Clothes, Mutual). (L) Stock, 1921-27. (V) Theatre appearances, (Currently associated with WLW, Cincinnati).

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, 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.

CARROLL, ADAM. Pianist. (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, 1928; First Little Show, 1929; Three's a Crowd,

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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, CARROLL. Script writer. (R) Kraft Music Hall, 1936-39 (Kraft-Phenix Cheese Corp., NBC Red). Writes Bing Crosby's radio material.

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-

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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, PHILLIPE 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 (Folger 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).

CARTER, 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. Announcer, commentator. (R) Eno Crime Clues, 1935 (Harold F. Ritchie & Co. for Eno Effervescent Salts, NBC Blue); Good Will Hour, 1937-39 (Macfadden Publications, 1937-38; Ironized Yeast, 1938-39). (LS) Grandstand & Bandstand, 1936-37 (Wheaties, WMCA, N. Y.); Turf Club, 1935-39 (WMCA, N. Y.); Sports Roundup, 1939 (WHN, N. Y.). (F) Narrator for Paramount Newsreel, 1935-37.

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, FRANK.** Producer. (R) Court of Human Relations, 1938-39 (Vadsco Sales Corp., Mutual).

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 Charm, 1932; Snug Harbor, 1936; Merry-Go-Round, 1937; others (s,f). (V) Hullabaloo, Kenny & Kay, Klem & Sary's Hayride, since 1930. (Also assistant manager.)

CASE, J. FRED. Announcer, KGGF, 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 Frolics.

CASE, NELSON. Announcer. (R) Wheatenaville, 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

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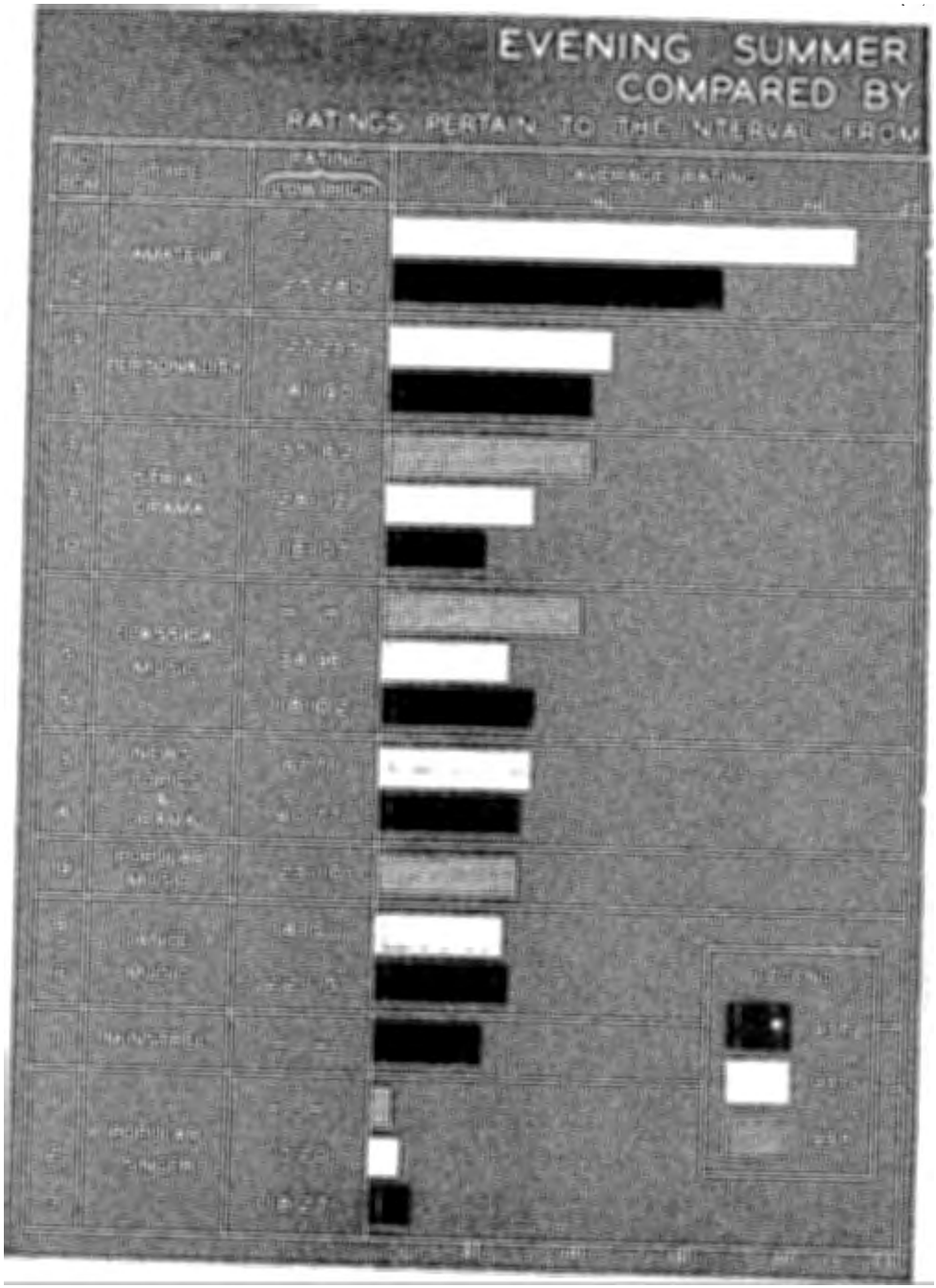

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Sloan's Liniment, NBC Blue); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue); others. (V) Sunset Six (band act), 1926-27. (Staff announcer, NBC.)

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.)

CASINO, DEL. Tenor. (R) Jergens Program, 1936 (Jergens-Woodbury, NBC Blue); Hollywood News, 1937 (Noxzema Chemical Co., CBS); Romantic Tenor (CBS). (GA) Fred Allen, Jack Benny and other programs. (F) Paramount shorts. (V) Theatre and club engagements. (PR) Variety, Vocalion.

CASPER, CHARLIE ("Cy"). Sports announcer, writer, KMOX, St. Louis. (R) Also KMBC, Kansas City; KTSA, San Antonio; baseball and football broadcasts for General Mills, Chrysler Motors, Goodrich Tires, others. (F) Shorts. (V) Theatre appearances.

CASS, HARRY M. Entertainer, WWVA, Wheeling. (R) Also WBOW, Terre Haute; WLW, Cincinnati.

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.

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CASSIN, MARIGOLD. Continuity writer, producer. (R) Good Morning Tonite, 1936-39 (Alber Bros. Milling Co., NBC Pacific Coast Red); Problem Clinic, 1939 (Duart Mfg. Co., CBS).

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.

***CAVALLO, PETER A., JR.** Conductor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).

CAVERLY, BUN. Pianist, KTAR, Phoenix. (V) Caverly & Wald, Record & Caverly, 1923-28.

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, KVWC, 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.

CHALMERS, THOMAS. Actor, commentator, narrator. (R) Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS). (F) Shorts, as director and narrator; associate editor and European production editor, Fox Movietone News; editor, Pathe News. (L) As singer: Boston Opera Co., 1917-22; as actor: The Wild Duck, Mourning Becomes Electra, The Eternal Road, and others (f).

CHAMBERLAIN, HOWARD R. Production manager, announcer, KLZ, Denver. (F) Commercials, 1938-39.

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, WBBM, Chicago. (R) Gold Medal Fast Freight, 1930-32 (General Mills, CBS); Lone Ranger, 1935-38 (Gordon Baking Co.; Mutual); also WJSV, Washington; WXYZ, Detroit. (L) Stock, 1924-25.

CHANDLER, ARTHUR, JR. Organist, 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, WTIC, Hartford. (R) Also CBS shows.

CHAPMAN, DAVE. Producer, sports announcer, KCKN, Kansas City. (R) Football Broadcasts, 1935-36 (Coca-Cola, KRMD, Shreveport); Football Broadcasts, 1938 (Socony-Vacuum, KCKN, Kansas City); others, including special events carried by the networks. (L) Little Theatre.

CHAPMAN, JOHN. Raconteur, M.C. (R) John Chapman (Loft, WOR, New York). (Columnist, New York Daily News).

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); Aspirub (NBC). (GA) Rudy Vallee, Ben Bernie, Fred Waring, others. (F) Universal (shorts).

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CHARLEBOIS, CAMILLE. Announcer, CHLT, Sherbrooke. (Also station engineer).

CHARLES, LEWIS. Announcer, M.C., WHN, New York. (R) Also WINS and WOV, New York; transcriptions.

CHARLES, MILTON. Organist, singer. (R) Bachelor's Children, 1934-39 (The Cudahy Packing Co., CBS); Jenny Peabody (F & F Laboratories, Inc., CBS); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS); Manhattan Mother, 1938-39 (Procter & Gamble, CBS). (LS) WBBM, Chicago. (F) Warner Bros. (f); shorts. (L) The Royal Family; series of one-act plays (s, f). (V) Theatre appearances. (PR) Columbia. (Currently associated with WBBM, Chicago).

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, FRANK.** Producer. (R) Gulden Serenaders, 1938-39 (Chas. Gulden, Inc., NBC Blue).

***CHASE, KATHERINE.** Script writer. (R) Valiant Lady, 1938-39 (General Mills, NBC Red and Blue).

***CHASE, NEWELL.** Orchestra leader. (R) My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS).

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).

CHATTERTON, LARRY H. Announcer, producer, KNX, Los Angeles. (R) Eddie Albright, 1939 (Chamberlain Laboratories, CBS). (F) Shorts.

***CHATTON, SID. (Radio Rogues).** Singer. (R) Quaker Party (Quaker Oats Co., 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

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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 sustainings.

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Break, replaced by Summer Concerts (sustaining, Mutual). (F) Universal (in charge of Movietone Department). (L) Composed scores for various shows. (V) Theatre appearances. (PR) RCA Victor, Columbia, Brunswick.

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) Contented 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, RUTH (Ann Davenport). Singer, commentator, director, continuity writer, WSYR, Syracuse. (R) Also WBZ, WEEI, WNAC, Boston. (L) Stock. (V) Theatre appearances.

***CHINLEY, JEANNETTE.** Actress. (R) The Goldbergs, 1938-39 (P & G, CBS).

***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 KHJ, KMTR, Los Angeles; KMPC, Beverly Hills; WCFL, 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.

CHRISTMAN, EARL. Pianist, arranger, WHIO, Dayton. (V).

***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.

CIANNELLI, EDUARDO. Character actor. (R) Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Lux Radio Theatre, 1937 (Lever Bros. for Lux, CBS). (F) RKO and Columbia Pictures (f). (L) Rose Marie, 1924; Broadway, 1927; Front Page, 1930; Uncle Vania, 1932; Yellow Jack, 1934; Winterset, 1935; Saint Joan, 1936; others (f). (Adaptor of Puppets and Passions, 1929; co-author of Foolscap, 1933).

***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, singer, commentator, 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 Familiar 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)

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Shorts. (L) Productions by the Shuberts, Henry Miller, Sam Harris; others. (V) Personal appearances.

CLAPP, 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, BUDDY. Baritone. (R) Fox Fur Trappers, 1933-35 (I. J. Fox, CBS); Your Hit Parade, 1936 to Jan., 1939 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Ben Bernie & All The Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Buddy Clark & Orchestra, 1938 (American Tobacco, Mutual). (GA) Socony-Vacuum, Ex-Lax, Ford and Chevrolet programs. (F) 20th Century-Fox shorts. (V) Theatre appearances, 1937.

CLARK, CHESTER H. Announcer, WCAE, Pittsburgh, (R) Also WFMD, Frederick; WTAR, 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, JAY.** Producer. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS). (Associated with Lennen & Mitchell).

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 Cream, 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, WTIC, 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, KITTY. 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.

***CLEARY, LEO.** Announcer. (R) Dr. Kate, 1938-39 (Sperry Flour, NBC Red).

CLEAVER, OSCO J. Announcer, singer, WFDF, Flint.

CLEGHORN, JOHN. Special events and sports announcer, program manager. M.C., WMC, Memphis.

CLEMENS, JACK & LORETTA. Song team, musicians. (R) Jack and Loretta (Kirkman & Son, CBS); others. (GA) Programs for Ford Motor Co., Atlantic Refining Co., American Tobacco Co. (F) Warner Bros. (V) Wesley Barry's Orchestra.

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.

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CLIFFE, HANSEN. Producer, chief announcer, KRKO, Everett. (R) Also KOL, Seattle.

CLIFFER, MAURICE. Announcer, actor. (R) Views on News, 1935-38 (American Packing Co., KMOX, St. Louis); Phillips Poly Follies, 1936-37 (Phillips Petroleum Co., CBS); Sports Review, 1937 (Penn Tobacco Co., KMOX); Dope from Dugout, 1937 (Hyde Park Beer, KMOX); Sidewalk Reporter, 1937 (Union Biscuit Co., KMOX); Smoke News, 1937-38 (Brown & Williamson Tobacco, KMOX); Front Page Patrol, 1937-38 (General Grocer Co., KMOX). (V) Theatre appearances.

CLIFFORD, JUNE. See Music Maids.

CLINTON, LARRY. Composer, arranger, bandleader, musician. (R) The Quaker Party with Tommy Riggs, Betty Lou and Larry Clinton's Orchestra, 1938-39 (Quaker Oats Co., NBC Red). (LS) Larry Clinton Show, 1937-38 (Radio Corp. of America, WJZ, New York). (F) Paramount shorts. (V) Theatre, hotel and night club appearances. (PR) RCA Victor.

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) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue).

CLOUTIER, NORMAN L. Conductor. (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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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 (Ralston Purina); Kennel Time, 1939 (Ken-L-Ration). (V) Theatre appearances.

COBB, MABEL. Book reviewer, writer. (R) Book Theatre, 1936-39 (cooperative program, Mutual). (Formerly on program staff of WCOP, Boston).

COCHRAN, DON. Announcer, KWK, St. Louis. (R) Also Iowa Network.

***COCHRAN, THOMAS.** Script writer. (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

COCHRANE, GORDON ("Tex"). Yodeler, singer, guitarist, CFCY, Charlottetown. (R) Local shows and transcriptions. (L) Maritime Tour, 1938-39. (V) Personal appearances.

COCKRELL, ALSTON, JR. Entertainer, WMBR, Jacksonville. (L) 1938-39.

CODY, FRANK. Sports announcer, WEMP, Milwaukee.

COE, WINN E. Pianist, KHQ-KGA, Spokane. (V) Theatre appearances, 1924-26.

COFFEY, J. FREEMAN. Announcer, continuity writer, WBRY, Waterbury, (V) 1924-31.

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.

COLE, JOHN. Announcer. (R) Pet Milky Way, since 1933 (Pet Milk Sales Corp., CBS and transcriptions).

***COLE, JOYCE.** Actress. (R) My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS).

***COLEMAN, CARYL.** Script writer, producer. (R) My Secret Ambition, 1937-38 (Durkee Famous Foods, Inc., CBS).

COLEMAN, WILLIE. Pianist, orchestra leader, WSVA, 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,

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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).

***COLLY, ARTHUR.** Script contributor. (R) John's Other Wife (Old English Wax, BiSoDol).

COLLYER, CLAYTON. Actor, announcer. (R) The Schaefer Revue, 1937-39 (Schaefer Brewing Co., WEAF, N. Y.); Pretty Kitty Kelly, 1937-39 (Continental Baking Co. for Wonder Bread, CBS); Terry and the Pirates, 1937-39 (Bowey's, Inc., for Dari-Rich, NBC Red); Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS); Young Widder Brown, 1938-39 (Charles H. Phillips Chemical Co., NBC Red); Tommy Dorsey's Orchestra, 1939 (Brown & Williamson Tobacco Co., NBC Red); Believe It or Not, 1939 (Nehi Corp., CBS). (L) Life Begins, 1932; The Fields Beyond, 1936; Angel Island, 1937.

***COLMAN, RONALD.** Actor, M.C. (R) The Circle, 1939 (Kellogg Co., NBC Red). (F) Paramount, United Artists, 20th Century-Fox, M-G-M (s).

COLONNA, JERRY. Comedian. (R) Pepsodent Program starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) Warner Bros., First National (f). (V) Theatre appearances. (PR) Brunswick.

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*COLSTON, WARREN. Actor. (R) Dog Heroes (Modern Food Process, NBC Blue).

COLTON, KINGSLEY. 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.

COMPTON, WALTER (Knobeloch). Announcer, newscaster, WOL, Washington. (F) Shorts. (V) Theatre appearances. (Presidential announcer, Mutual).

COMSTOCK, WILLIAM H. Comedian. (R) Al Pearce, 1933 (Swift & Co., NBC Pacific Coast); M.J.B. Coffee Program, 1935 (M.J.B. Coffee, NBC Blue); Al Pearce & His Gang (Pepsodent Co., 1936, NBC Blue; Grape Nuts, 1938-39, NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS). (V) Theatre appearances.

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 Chipso, 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, WGAR, 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, Zasu 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.

CONN, HARRY. Script writer. (R) Eddie Canter's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS); Wonder Show-Jack Haley, 1938-39 (Continental Baking Co., CBS). (F).

CONNER, KARL F. Musician, orchestra leader, WOWO-WGL, Ft. Wayne. (V) Conner Bros.

CONNER, NADINE. Singer. (R) The Song Shop, 1938 (Coca-Cola Co., CBS). (GA) Vick's Open House (Vick Chemical Co., CBS, Nov. 14, 1938, and Nov. 28, 1938).

CONNOLLY, VINCENT. Announcer,

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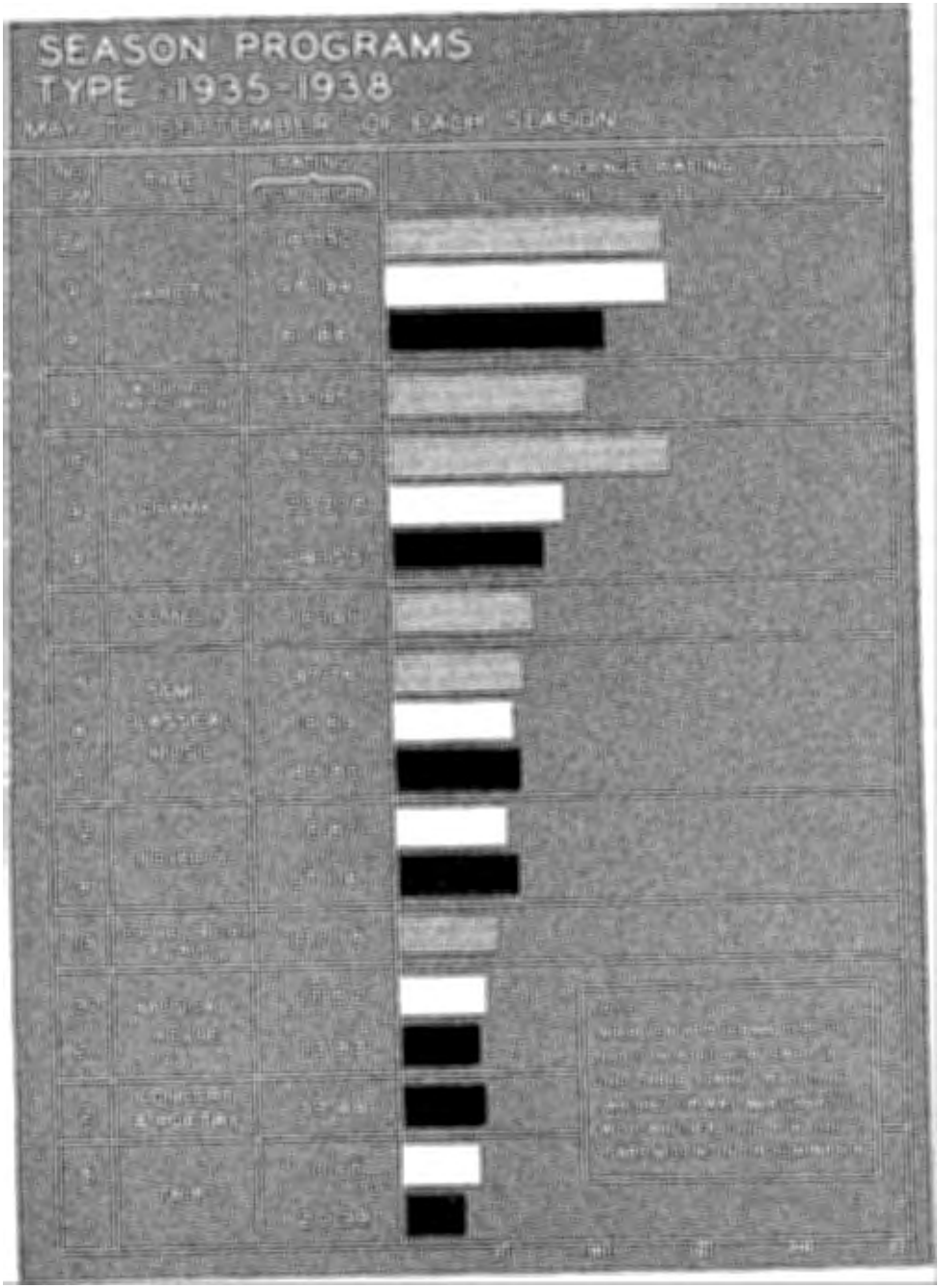

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newscaster. (R) Hollywood Room Recipes, 1936-37 (Bigelow-Sanford Carpet Co., Mutual; Calendar of Melodies, 1937 (E. R. Squibb & Sons, Mutual). (LS) Martha Deane's Hour, 1934-37 (participating, WOR, New York); Transradio News, 1934-39 (various sponsors, WOR); Women Make the News, 1937-39 (Colgate-Palmolive-Peet and Fischer Baking Co., WOR); World's Greatest Music, 1938-39 (New York Post, WOR). Transcriptions for Bigelow-Sanford, 1937; Hecker Products, 1938-39; others.

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.

CONTE, JOHN. Announcer, producer. (R) Silver Theatre, 1937-39 (International Silver Co., CBS); Burns & Allen, 1937-38 (General Foods Corp., NBC Red); Presenting David Broekman, 1937 (General Electric Co., Mutual); Singtime, 1937 (Fox West Coast Theatres, Mutual). Passing Parade, 1938-39 (Gulf Oil Corp., CBS); Big Town (Lever Bros. for Rinso, CBS); It Happened in Hollywood, 1939 Geo. A. Hormel & Co., CBS). (F) Paramount (f).

CONTINENTAL QUARTET. See Reinhold Schmidt, Herman Larsen, Earle Tanner, William Miller.

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*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, ALISTAIR. Commentator, dramatic critic. (R) Covered abdication and Sept., 1938, crisis for NBC; NBC dramatic critic, 1937-38. (F) Voice for English edition of the March of Time.

*COOKE, GORDON. Director (R) Jimmie 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, WBOW, 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).

COONTZ, EDWARD. Chief announcer, assistant producer, KVOO, Tulsa. (R) The Fun Bug, 1937 (Barnsdall Refining Corp., CBS). (R) Also KTUL, Tulsa; WKY, Oklahoma City. (L) Stock. Novelist, writer of several film stories.

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 Marlin (P & G for Ivory Soap and Flakes, NBC Red and Blue); Ma Perkins (P & G for Oxydol, CBS, NBC Red); others, in-

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cluding British Broadcasting series done from NBC. (F) Shorts. (L) Stratford-on-Avon (England); Squaring the Circle and Waiting for Lefty (both road companies) (f). (V) Theatre appearances, night club engagements, here and in England.

***COOPER, COURTNEY RYLEY.** Script writer. (R) Big Town (Lever Bros. Co., CBS). Author numerous books, films and magazine articles (especially for the *Saturday Evening Post*).

COOPER, ELISSE. Swing and novelty singer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co. for Dole Pineapple, CBS). (F) Warner Bros. shorts. (V) Theatre appearances. (PR) RCA Victor (Bluebird).

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.

***COOPER, WILLIS.** Script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS).

***COPE, DON.** Director. (R) Good News of 1939 (General Foods Corp., NBC Red). (Associated with Benton & Bowles).

COPE, FRANK N. Master of Ceremonies, KJBS, San Francisco. (V) Boyd Senter and His Senterpedes, 1923-27. (PR) RCA Victor, Perfect, Velvetone.

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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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.

CORCORAN, RED. Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS). (Also film and vaudeville actor).

***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.

CORNELL, LILLIAN. Singer, WMAQ-WENR, Chicago. (R) Sustaining shows.

***CORNELL, SYD.** Script writer. (R) Joe Penner, 1938-39 (General Foods, CBS).

CORNELL, THOMAS J. Musician, WWJ, Detroit. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.

CORNETT, ALICE. Singer. (R) The Songshop, 1937-38 (Coca-Cola Co., CBS). (GA) Hammerstein Music Hall, June 8, 1937. (V) Night clubs.

CORNETT, EVELYN E. Singer, WMEX, Boston. 'L) Concerts and light operas.

CORNING, ERASTUS (Tip). Announcer, WOKO-WABY, Albany. (V) Personal appearances, Tip Corning & His Orchestra.

CORNING, WALTER D. Writer, producer, WNOX, Knoxville. (R) Also stations in Chicago, Cincinnati, Memphis.

CORNWELL, BLAINE. Singer, announcer, writer, KXOX, St. Louis. (R) Also KVOO, Tulsa; KXOK, St. Louis; WFBR Baltimore; WRC, Washington.

CORRALL, TONY G. Orchestra leader (**The Royal Castillians**), KTAR, Phoenix. (F) Golden West Picture Co. (V). Hotel appearances.

CORRELL, CHARLES. See Amos 'n' Andy.

CORRIGAN, JOHN J. Announcer, actor, producer, director, KWOS, Jefferson City. (R) Also WCBS, Springfield.

CORRY, 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.

COSLETT, FRANKLIN D. Sports announcer, producer, director, WBRE, Wilkes-Barre. (R) Local shows for Atlantic Refining and others. (L) Death Takes A Holiday, Lightnin', others. (V) Texas Tumbleweeds.

***COSTE, FELIX.** Producer. (R) The Songshop, 1937-38 (Coca Cola Co., CBS).

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.

COSTELLO, JAMES. Writer. Prepares announcements for international pick-

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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 Brigadiers (Stewart-Warner Corp., NBC Red).

***COUGHLIN, BUNNY.** Baritone. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association, NBC Blue).

COUGHLIN, ROLLA J. Musical director, KWK, St. Louis.

***COULOURIS, GEORGE.** Actor. (R) Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS).

COULTER, DOUGLAS. Producer. (R) Chesterfield Presents and Chesterfield Program (Liggett & Myers Tobacco, CBS); others. (CBS staff producer.)

COULTHURST, ALBERT E. Singer, WEBR, Buffalo. (V) Theatre appearances.

COURBOIN, DR. CHARLES M. Solo organist. (R) Sustaining program since 1935 (Mutual). (GA) Magic Key of

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WILLSON

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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, 1938 (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.

COUTURE, EDWARD J. Announcer, WDEV, Waterbury. (F) Shorts (M-G-M). (L) 1937-38. (V) Theatre appearances; also singer with orchestra, 1937-38.

COVELL, ROBERT R. Music research. (R) Music and American Youth, 1935-38 (sustaining, NBC Red); Metropolitan Opera, 1937-38 (sustaining, NBC Blue).

COWAN, ALVIN E. Announcer, continuity director, KNOW, Austin.

COWAN, THORBURN. Writer, producer, M.C., singer, KMPC, Beverly Hills. (R) Also KNX, Los Angeles; Mobile Magazine, 1935-36, CBS. (L) Belle of New York (f).

***COWARD, CHARLES J.** Director. (R) Hello Peggy (Drackett Co., NBC Red). (Associated with Ralph H. Jones Co.)

COWLEY, SAM. See the Three Romeos.

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, Fendrich 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.

CRAGO, WILLIAM T. Announcer, WRC-WMAL, Washington.

CRAIG, BENNY. Sports announcer, newscaster, KARK, Little Rock. (R) Also KRLA, Little Rock; Sports Review, 1934-39 (BC Remedy Co.); baseball, 1936-38 (Wheaties). (V) Theatre appearances.

CRAIG, DOUG. See the Escorts & Betty.

CRAIG, KEN. Announcer, singer, KSFO, San Francisco. (R) Goodyear Program, KNX, Hollywood, 1938.

CRAIG, NANCY BOOTH. See Alice G. Maslin.

CRAIG, RENA. Dramatic actress. (R) Your Unseen Friend, 1937 (Personal Finance Co., CBS); Parents Magazine, 1937 (Parents Magazine, Mutual); Junior G-Men, 1937-38 (Fischer Baking Co., Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); also transcriptions, 1936 (Light & Power Co.) (LS) Ave Maria Hour and St. Anthony Hour, 1936-38 (Graymoor Friars, WMCA, New York City). (F) Commercial. (L) Tour with Katharine Cornell, 1935; stock, 1935-36.

CRANDALL, BRADFORD F. Actor, WDAF, Kansas City. (R) Also KXBY, Kansas City. (L) Dramatic productions since 1900. (V) Burlesque and circuit engagements, 1915-29.

CRANDALL, MARK C. Announcer, producer, KFEL, Denver. (R) National AAU Basketball Games, 1937 (Chevrolet Motor Co.); formerly manager of KOVC, Valley City.

CRANE, DICK. Announcer, singer, KGKO, 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,

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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).

CRAVENS, 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 (Pepsodent Co., NBC Red).

***CRIEGER, JAMES.** (R) Orphans of Divorce, since Feb. 1939 (Dr. Lyon's Toothpowder, NBC Red).

***CHRISTENSEN, A. C.** Director. (R)

Robert Armbruster

Musical Director

Chase and Sanborn Hour

KENNETH BURTON

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Quin Ryan's News Commentary, 1939 Bathasweet Corp., Mutual). (Associated with H. M. Kiesewetter).

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 Corliss & Co., NBC Blue). (F) Columbia, RKO, Fox, Paramount. (L) So Proudly We Hail, 1936 (s).

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.

CRONICAN, LEE. Announcer. (R) Beatrice Fairfax (Hecker Corp., Mutual).

***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).

***CROOM-JOHNSON, AUSTEN.** Producer. (R) NBC shows.

CROSBY, BING. Singer, actor, M. C. (R) Chesterfield Program, 1933 (Liggett & Myers Tobacco Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Kraft Music Hall, 1936-39 (Kraft-Phenix Cheese Corp., NBC Red). (GA) Lux Radio Theatre, Nov. 8, 1937 (Lever Bros. Co., CBS); Paul Whiteman Program, Dec. 31, 1937 (Liggett & Myers Tobacco Co., CBS). (F) Paramount. (V) Member of Paul Whiteman's Rhythm Boys (with Al Rinker and Harry Barris); personal appearances; records.

CROSBY, BOB. Orchestra leader. (R) Camel Caravan, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes, Mutual, 1938-39; CBS, 1939); also network sustaining; Rogers and Gallet Program, 1935. (F) Paramount shorts. (V) Theatres, hotels.

CROSBY, LEW. Announcer, commentator. (R) Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales for Woodbury Soap, NBC Blue); Lum and Abner, 1938-39 (General Foods for Instant Postum, CBS); Tommy Dorsey's Orchestra (Raleigh and Kool, NBC Red); Hollywood Hotel, 1938 (Campbell Soup, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (L) Repertoire, 1930 (f).

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, C. C. (Skeet). Continuity writer, actor, KMA, Shenandoah. (R) Iowa State Network and local shows. (F) Commercial shorts. (L) Stock (f). (V) Theatre appearances.

CROSS, GLENN. Singer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); Johnny Presents, 1937-39 (Philip Morris & Co., CBS); Philip Morris Program, 1937-39 (Philip Morris & Co., NBC Red). (LS) New York on Parade, 1937-38 (Consolidated Edison, WEAF, New York City); Schaefer Revue, 1937-38 (Schaefer Brewing, WEAF, New York City); as member of the Enna Jettick Seven on Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).

***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, JOE. Script writer. (R) What's My Name? 1938-39 (Philip Morris & Co., Ltd., Mutual).

CROSS, MILTON J. Announcer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA

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(RCA, NBC Blue); The Singing Lady (Kellogg Co., NBC Blue); Metropolitan Opera Auditions of the Air (Sherwin-Williams Co., NBC Blue); Information Please (Canada Dry Ginger Ale Co., NBC Blue); Letters Home from the New York World's Fair with Ray Perkins (Westinghouse Electric & Mfg. Co., NBC Blue).

CROTEAU, JULIETTE. Pianist, CHRC, Quebec.

CROUSE, ORLENE. Singer, KMBC, Kansas City. (R) Also KFEQ, St. Joseph; KFNF, Shenandoah; local shows for Sterling Insurance, 1937, and Allis-Chalmers, 1938. (V) Theatre appearances.

CROW, DOROTHY ANNE. Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual).

CROWE, JAMES M., JR. Singer, WPAY, Portsmouth.

CROWLEY, JIM. Entertainer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).

CROWLEY, MATTHEW D. Actor (straight leads), narrator. (R) Buck Rogers, 1932-33, 1936 (successively sponsored by Kellogg Co. and Cream of Wheat Corp., CBS); John's Other Wife, 1936-37 (Louis Philippe, NBC Red); Myrt & Marge, 1937 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1937-39 (Continental Baking Co., CBS); Road of Life, 1937-38 (Procter & Gamble, NBC Red, CBS); transcriptions for American Weekly, 1936. (F) Shorts. (L) Front Page, Oh Promise Me, The Hookup, Lady of Letters, Whatever Goes Up. (V).

*__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.

CRUISINBERRY, JANE. Script writer. (R) The Story of Mary Marlin, 1937-39 (Procter & Gamble, NBC Red and Blue).

CRUM, JAY A. Announcer, news editor, writer, KOME, Tulsa. (R) Courteous Colonels, 1936 (Barnsdall Refining Co., CBS); also Oklahoma Network.

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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 Molle Brushless Shave, NBC Red); others. (F) Shorts. (L) No, No, Nanette; Queen High; Betty Be Good; Shuberts, 1928 . (V) Three Collegians, 1911; Julia Sanderson & Crumit.

CRUMP, OWEN. Writer, producer, M.C. (R) Grouch Club, 1938-39 (General Mills, CBS); Let's Go Hollywood, 1939 (Ford Motor Co., Mutual).

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.

CUNNEEN, NORA. Character actress. (R) Uncle Ezra, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Red). (LS) Two Old Timers, 1928-32 (Hoffman Coffee Co.). (F) Featured. (L) Productions by Mort Singer, Boyle Woolfolk. (V) Barrett & Cunneen, 20 years.

CUPP, RODERICK. Producer, WLS, Chicago.

CURLEY, LEO. Actor (characters, heavy leads). (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Johnny Presents, 1936-38 (Philip Morris & Co., NBC Red); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS); Pepper Young's Family, 1937-38 (Procter & Gamble, NBC Red); Just Plain Bill, 1938-39 (Anacin, Kolynos, CBS); Road of Life, 1938-39 (P & G, CBS). (F) Universal, Fox; shorts. (L) Productions by William Harris, Guthrie McClintock, Theatre Guild, A. H. Woods, and others. (V) The Lash; She Had to Tell Him.

***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.

***CURTIS, NATHANIEL.** Script writer. (R) Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (Wm. R. Warner, NBC Blue).

CUTHBERTSON, JOHN. Actor. (R) Dogs and Gold, 1937-38 (H. Moffatt Co., CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). Currently with KSFO, San Francisco.

***CYDE, SYLVIA.** Singer, WOR, New York.

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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 important program types to determine what relationship their appeal had to income classes. The following types were chosen: Variety, Drama-Serial Drama, Popular Music, Classical Music, and Semi-Classical Music.

Variety Programs

Both 60-minute and 30-minute Variety programs were grouped together 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-Serial Drama

Evening Drama-Serial Drama was comprised of 16 half-hour programs, while the daytime Drama-Serial Drama category included 41 quarter-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. Strikingly, 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 income 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).

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D

***DAE, DONNA.** Singer. (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red).

DAFOE, DR. ALLAN ROY. Doctor, lecturer. (R) Dr. Allan Roy Dafoe, Oct. 5, 1936, to July 2, 1937, and Oct. 4, 1937, to April 1938 (Lehn & Fink for Lysol, CBS). (Columnist, King Features Syndicate, author).

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).

***DAHM, FRANK.** Script writer. (R) Pretty Kitty Kelly 1937-39 (Continental Baking Co., CBS).

***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.

DALE, MARTY. Pianist. (R) Melody Ramblings, 1938-39 (sustaining, CBS).

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D'ALEMBERTE, HELEN. Actress, director, WCOA, Pensacola. (L) Director, Pensacola Little Theatre.

DALLAS, EVERETT T. Musician, KHQ-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.

DALY, JOHN C., JR. Commercial and special events announcer, WJSV, Washington. (R) Gunther Swing Party, 1938-39; special events for WJSV-CBS. (L) Peabody Players, 1933.

DALY, TOM. Sports announcer, CKOC, Hamilton.

DAMEREL, DONNA. See under Myrt & Marge.

DAMERON, CHARLES. Singer, actor, M. C. (R) Famous Jury Trials, 1936-37 (Mennen Co., Mutual). (LS) Featured on WLW, Cincinnati, shows, past 10 years. (V) Theatre appearances.

DAMROSCH, WALTER. Musical conductor, composer. (R) NBC Music Appreciation Hour, 1928-39 (sustaining, NBC Blue); Packard Cavalcade, 1934 (Packard Motor Car Co., NBC Blue). (GA) Magic Key of RCA, Feb. 13, 1938 (RCA, NBC Blue). Chairman of the Program Committee for Music, New York World's Fair.

***DANCER, MIX.** Director. (R) Get Thin to Music, 1938 (General Mills, Mutual). (Associated with Blackett-Sample-Hummert).

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; Companionate 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-Hummert).

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'ANNA, EDWARD. Musical director. (R) Carborundum Band Program, 1927-38 (Carborundum Co., CBS).

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-

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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, WMAQ-WENR, Chicago. (L) 1925-27. (V) Theatre appearances.

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).

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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 **Signaleer 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, KRKD, 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., NBC Blue); Follow the Moon (Lehn & Fink, CBS). (L) Stock. (Once with Barnum & Bailey Circus.)

***DAWSON, STUART.** Producer. (R) Manhattan Mother, 1939 (P & 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.

***DAY, DOLLY.** Actress. (R) Jenny Peabody (F. & F. Laboratories, Inc., CBS).

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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, LOUIS.** Producer, director. (R) Ben Bernie & All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Raymond Paige, 99 Men and a Girl, 1939 (U. S. Rubber, CBS). (Radio director, Campbell-Ewald Co. of New York).

DEAN, ROBERT J. Production manager, director, KOBH, Rapid City. (R) Also KWTN, 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);

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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 ANGELIS, DICK. Actor, announcer, producer, news commentator, KJBS, San Francisco. (F) Shorts. (L) The Racket, The Ambulance Chaser and others (f). (V) Dailey Paskman's Radio Minstrels.

***DE ANGELO, CARLO.** Producer. (R) The O'Neills (P & G, NBC Red).

DEAVILLE, FRANK. Actor, script writer, CKY, Winnipeg. (R) Network and local programs with Art McGregor, as Woodhouse and Hawkins.

***DE BECKER, HAROLD.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).

DE BIASI, A. Director. (R) Moonbeams, Nov. to Dec., 1938 (Gambarelli & Davitto, Mutual). (Radio director, De Biasi Advertising Agency).

DE CAMP, ROSEMARY. Actress. (R) Dr. Christian, since Oct., 1937 (Chesebrough Mfg. Co. for Vaseline, CBS); Hollywood Screenscoops, 1938 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (L) The Drunkard, 1933; Merrily We Roll Along, 1935.

DECKER, DELLA W. Writer, WBAP, Fort Worth. (R) Programs for Lehn 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 CORDOBA, PEDRO. Actor. (R) Those We Love, 1938-39 (Lamont Corliss & Co., NBC Blue).

DE CORSIA, TED. Actor (leads, heavies, characters, dialects). (R) March of Time, 1930-39 (successively sponsored by Time, Inc., Remington-Rand, Wm. Wrigley, Jr., Co., Servel, Inc., Time, Inc., CBS and NBC Blue); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); True Story Court of Human Relations, 1935-38 (Macfadden Publications, NBC Red); Gang Busters, 1936-39 (Colgate-Palmolive-Peet Co., CBS). (L) Scarlet Sister Mary (with Ethel Barrymore), 1927-28. (V) 1914-22.

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, WSBT-WFAM, South Bend.

DEEP RIVER BOYS (Vernon Gardner, George Lawson, Edward Ware, Harry Douglass). (R) CBS shows.

DEERING, JOHN. Narrator, actor, comedian. (R) Camel Caravan, 1936 (R. J. Reynolds for Camel Cigarettes, CBS); First Nighter, 1936-37 (Campana Sales, NBC Red); Hollywood Hotel, 1936-37 (Campbell Soup Co., CBS); Silver Theatre, 1938-39 (International Silver Co., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (F) Paramount, Universal, Warner Bros. (L) Ambulance Chasers, 1931; Strangers at Home, 1934.

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. (GA) 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).

***DELAMARTER, ERIC.** Conductor, WOR, New York.

DE LANGE, EDDIE. Orchestra leader, composer (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co. for Dole Pineapple, CBS). (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.

DE LANY, GWENDOLINE. Dramatic actress, writer, WXYZ, Detroit. (R) Little Orphan Annie, 1932 (Wander Co.,

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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.,

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CBS); Your Hit Parade (American Tobacco Co., CBS); News of Youth (Ward Baking Co., CBS). (LS) WOR, New York. (F) D. W. Griffith. (L) The Prince and the Pauper. (V) Seven Rosebuds, 1921; Kenneth & Kay Sisters; Stars of Tomorrow.

DELMORE, HENRY. Announcer, CHLT, Sherbrooke. (Also studio manager).

DEMETRIADES, TETOS. Announcer (Greek programs), WHOM, Jersey City.

DE MILLE, CECIL B. M.C. (R) Lux Radio Theatre, since 1935 (Lever Bros. for Lux, CBS). (F) Producer and director: Jesse L. Lasky Feature Play Co., Famous-Players Lasky Co., Cecil B. DeMille Pictures Corp., M-G-M Studios, Paramount Pictures, Inc., Cecil B. DeMille Productions, Inc. (L) The Prince Chap, Lord Chumley (s,f); wrote The Stampede, The Royal Mounted, The Return of Peter Grimm. (V) Theatre appearances.

DEMLING, WILLIAM. Writer, comedian. (R) Lifetime Revue, 1932 (Sheaffer Pen Co., NBC Blue); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); Joe E. Brown, 1938-39 (General Foods for Post Toasties, CBS); also Pacific Coast show for Ford Motor Co., 1932-35. (L) 1935.

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, CLARK. Tenor. (R) Fibber McGee & Co., 1937-38 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Chesterfield Program, 1939 (Liggett & Myers for Chesterfield Cigarettes, CBS); programs for Coca-Cola, 1936-37; Chevrolet, 1937; United Drug Co., 1938. (V) Theatre and club appearances. (PR) Decca.

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).

***DERBY, K.** (R) Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red).

DERIETT, ALAN. Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual)

DERNING, JOHN. Musician. (R) Toast To the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS). (V) Theatre appearances with Henry Santry, Ted Lewis. Currently staff musician, KSFO, San Francisco.

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 Pennzoil 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.

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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 STEFANO, SALVATORE MARIO. Concert harpist. (R) Mario de Stefano, 1938-39 (sustaining, Mutual). (LS) WEAF, New York, 1934-36; WTIC, Hartford, 1934-36; soloist, Wallenstein Sinfonietta, WOR, New York. (L) Tours throughout the U. S. and Europe. (PR) Edison. (Composer, teacher and conductor; appeared at the White House Musicale, Jan., 1939).

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 Blue); 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, BILLE. See the De Vore Sisters.

DE VORE, MARJORIE. See De Vore Sisters.

DE VORE, RUTH. See the De Vore Sisters.

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"Whimsical".....New York Times
"Captivating".....Washington Herald
"Persuasive".....Boston Transcript
"Winsome"...Chicago Evening American
"Vivid"....New Orleans Times-Picayune

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DE VORE SISTERS (Bille, Marjorie, & Ruth). Vocal trio, WLW, Cincinnati. (R) Vocal Varieties 1936-39 (Lewis-Howe Co., NBC Red); various Mutual programs; shows for Crown Overalls, Dodge Motor Co., others. (V) Theatre appearances.

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, BiSoDol, 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.

DIAMOND, STEPHANIE. Dramatic actress, KDKA, Pittsburgh. (R) Joe Penner, 1934-35 (Bakers of America, NBC Blue). (LS) Also WCAE, Pittsburgh. (F) Shorts. (L) Stock, 1928-31.

DICK, EDITH. Singer (popular). (R) Your Hit Parade, 1936 (American Tobacco Co. for Lucky Strike Cigarettes, NBC Red and Blue and CBS); Portraits in Harmony, 1936 (General Shoe Co. for Jarman Shoes, NBC Blue). (LS) Macy Morning Matinee, 1936 (R. H. Macy, WOR, New York). (F) Shorts. (V) Theatre appearances.

DICKENSON, JEAN. Coloratura soprano. (R) Hollywood Hotel, 1936 (Campbell Soup Co., CBS); American Album of Familiar Music, since May 2, 1937 (Bayer Aspirin, NBC Red). (GA) Palmolive Beauty Box Theatre, General Electric Hour of Charm. (L) San Carlo Opera Co., 1937.

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, Charlottetown.

DICKSON, ARTELLS. Singer, actor, author. (R) Mr. Fixit (A. S. Boyle Co., CBS); Uncle Joe and Miss Virginia (Diplomat Products, CBS); Tom Mix and His Ralston 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'Neills, 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

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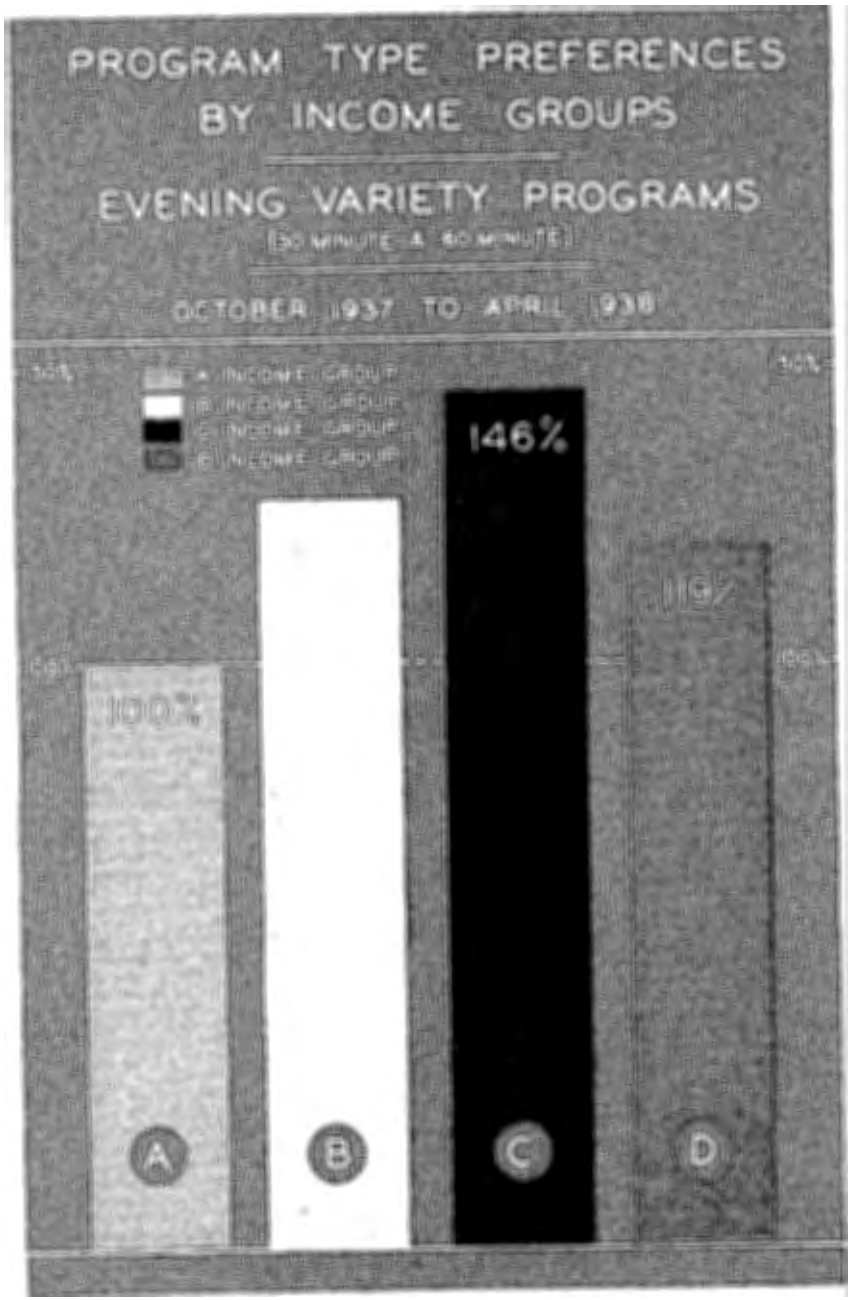

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of slide films and commercial films. (Author of three books on television).

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, KDQN, 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.

Carl Hoff
and his Orchestra

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with Al Pearce
for Grape Nuts

•

Your Hit Parade
for Lucky Strike

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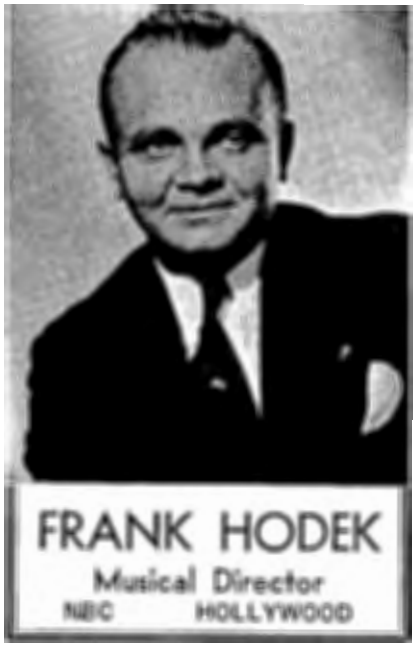

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DOLAN, JIMMY. Sports writer. (R) The Monday Night Show, March to Aug., 1938 (Brewers Radio Show Association, CBS). (Researcher, statistician, analyst and observer for all Ted Husing sports broadcasts).

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 Serenaders.** (R) Sunbrite Smile Parade (Swift & Co., NBC Blue).

DOLE, DAVID W. ("Red Heart," the talking dog). Animal imitator, sound technician. (R) Gloria Dale, 1936-37 (General Mills, NBC Pacific Coast Red); Sing, Neighbor, Sing, 1936-37 (Purina Mills, national spot); Bob Becker's Chats about Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red); others, not current. (LS) Doggy Dan, 1938-39 (Red Heart Dog Food, WMAQ, Chicago). (Currently traffic manager of radio department, Henri, Hurst & McDonald; recording technician).

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 (f); others. (Also journalist, lyricist, composer, director and writer of radio shows).

DONALDSON, DAN. Announcer, KMOX, St. Louis. (R) Local shows for Brown & Williamson Tobacco Co., B. F. Goodrich Co., Socony-Vacuum Oil Co., General Mills, Inc.; transcriptions.

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, MYRTLE C.** Singer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

***DONNELLY, TOMMY.** Actor. (R) Second Husband (Bayer, CBS); Young Widder Brown (Cal-Aspirin, Haley's M-O, NBC Red).

DONNIE, DON. See Alfred Rickey.

***DONOHUE, JOSEPH C.** Director. (R) Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS). (Associated with William Esty & Co.).

DOOLEY, CLARENCE. 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)

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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 Mountaineers, 1935; WLW road show, 1938. (PR) Bluebird.

DOOLEY, EDDIE. Sports commentator. (R) Chesterfield Sports Resume, Sept. to Dec., 1937 (Liggett & Myers Tobacco Co. CBS); 1936 Royal Football Roundup (Royal Typewriter Co., CBS); Eddie Dooley's Last Minute Football News Oct. to Nov., 1938 (Liggett & Myers Tobacco Co., NBC Red).

DOOLEY, PHIL. Orchestra leader. (R) Sustaining broadcasts from hotel with own swing orchestra, past 3 years. (V) Hotel engagements.

DOOLITTLE & THE PINE CENTRE GANG, TIM. Novelty band, WJR, Detroit. (R) Local shows for Olson Rug Co., A & P Tea Co., others. (V) Theatre appearances.

***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.

DORSEY, TOMMY. Orchestra leader. (R) Substituted for Fred Waring, Ford Program, month of August, 1936 (Ford Motor Co., CBS); Jack Pearl Program, 1936-1937 (Kool and Raleigh, NBC Blue); Tommy Dorsey's Orchestra, 1937-39 (Brown & Williamson Tobacco Co. for Raleigh and Kool Cigarettes, successively NBC Blue and Red). (GA) Magic Key of RCA. (L) Everybody's Welcome, 1931. (V) Theatre and hotel appearances. (Also recordings for RCA Victor).

DOSCH, MICHAEL. Accordionist, KWTO-

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Mr. Keen, Tracer of Lost Persons
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SAM KURTZMAN

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KGBX, Springfield. (R) Also KMMJ 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, BERNARD.** Script writer. (R) Benny Goodman's Orchestra (R. J. Reynolds Tobacco Co., CBS).

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, JACK.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

DOUGLAS, PAUL. Announcer, sports commentator. (R) Chesterfield Sports Resume, Sept. to Dec., 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Chesterfield Presents, 1937-38 (Chesterfield Cigarettes, CBS); Chesterfield Daily Sports Column, Apr. to Oct., 1938 (Liggett & Myers Tobacco Co., NBC Red); Burns & Alllen, 1938-39 (Liggett & Myers Tobacco Co., CBS).

DOUGLAS, STEVE. Sportscaster, announcer, WWNC, 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 (Colgate - 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).

DOUTHIT, PERRY. Musician, KFNF, Shenandoah. (R) Allis-Chalmers Speedliners, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.

***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 Eno Effervescent Salts, NBC Blue); Phil Baker, 1936 (Gulf Oil, CBS); Chesterfield Program, 1937 (Liggett & Myers Tobacco, CBS); Time to Shine, 1938-39 (Griffin Mfg. for Griffin Allwite, 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'Neills (Procter & Gamble, NBC Red and Blue, CBS); Road of Life (Procter & Gamble, NBC Red and CBS); Dog Heroes (Thrivo Dog Food, NBC Blue).

DOWNEY, FAIRFAX. Writer. (R) Scripts for Cavalcade of America (E. I du Pont de Nemours, CBS). (LS) Echoes of New York Town (Consolidated Edison, WEAF, New York).

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 Salts, 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,

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WOR, WQXR, New York. (L) Stock in England, repertory.

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.

DRAKE, OLIVER (J. Oren Weaver). Commentator and news editor, WBBM, Chicago. (R) Oliver Drake's Little Book of Trifles, The Week-End Potpourri, Romance of Words (sustaining, CBS). (LS) Modern Miracles, 1938 (Air Conditioning Institute, WBBM). (Radio writer, press and trade journals.)

DRAPER, DOROTHY. Actress. (R) Myra Kingsley (Hecker H-O Products, Mutual). (LS) WHN, New York. (F) Commercials; Girl Scout Shorts (Paramount, Warner Bros.). (L) Eva Le Gallienne Repertoire Co.

DRAPER, 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.

DRESLIN, DOROTHY. Lyric soprano. (R) Magic Melodies, 1938 (Harvey Whipple Oil Burners, WJZ, New York). (GA) Hammerstein Music Hall, 1937-38 (Anacin CBS); Chevrolet transcriptions, 1937-38. (PR) RCA Victor.

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*DRESSLER, 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.

DRIFTING PIONEERS. (Ballad singers, harmony trio, guitar players). (R) Renfro Barn Dance, 1938 (Allis-Chalmers Mfg. Co., Mutual). (LS) Peruna, Kolorbak, F & F Cough Drops, Gardner Nurseries, Rival Dog Food, etc. (V) Theatre appearances since 1935.

DRINARD, LARRY. Blackface comedian, M.C., WRNL, 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).

DRUSHALL, ROY. Announcer, actor, KSL, Salt Lake City. (L) The Desert Song, 1932; stock (f). (V) West Coast appearances, 1929-32.

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.

DUGART, PAULINE. Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).

*DUMAS, HELENE. Actress. (R) This Day Is Ours, 1938-39 (P & G, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue).

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,

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pianist, arranger, WHIO, Dayton. (V) Theatre appearances.

DUNLAP, PATRICIA. Actress. (R) Bachelor's Children 1935-39 (Cudahy Packing Co., Mutual, 1935-38; CBS, 1936-39); Manhattan Mother, 1938-39 (Procter & Gamble, CBS). (Currently associated with WGN, Chicago.)

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, EDDIE. 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 Gelatin Hour, 1935-37 (Standard Brands, NBC Red); Sherlock Holmes, 1936 (Household Finance, NBC Red); Magic Voice, 1936 (P & G for Chipso, NBC Blue); Believe It or Not, 1936-38 (General Foods, NBC Red); Personal Column of the Air, 1937 (P & G for Chipso, NBC Blue); Renfrew of the Mounted, 1937 (Continental Baking, CBS); Howie Wing, 1938 (Kellogg Co., CBS); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual); Royal Crown Revue, 1938 (Nehi, Inc., NBC Blue); others. (LS) Echoes of New York, 1936-37 (Consolidated Edison, WEAF, New York); 5 Star Final, 1937-38 (Remington Rand, WMCA, New York). (F) Paramount; shorts. (L) English road companies; London productions with Marie Tempest, Gerald Du Maurier and others; American productions for David Belasco, Charles Frohman, Daniel Frohman, Cohan & Harris. George C. Tyler, the Shuberts, Earl Carroll, William Harris, Jr., Edgar Selwyn and others, appearing with Fay Bainter, Lionel Atwill, Judith Anderson, Tallulah Bankhead, etc.

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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(V) Ilsen & 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"). Sportscaster, 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, GEORGE.** Music arranger. (R) Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red).

DUNNING, HARLAN J. Announcer, writer, KGMB-KHBC, Honolulu-Hilo.

DUNSTEDTER, EDDIE. Orchestra leader. (R) Packard Hour, 1930 (Packard Motors, NBC Blue); Gold Medal Fast Freight, 1930-33 (General Mills, CBS); It Happened in Hollywood, 1939 (George A. Hormel & Co., CBS). (F) M-G-M, United Artists (organ, novachord). (V) Theatre appearances. (PR) Decca.

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, DEANNA. Singer, actress. (R) Texaco Town, 1936-37, and Texaco Fire Chief, 1937-38 (The Texas Co. for Texaco Gasoline, CBS). (F) Universal (s); M-G-M short. (PR) Decca.

DURBIN, WILLIAM A. Announcer, WEW, St. Louis. (R) Also WTMV, East St. Louis; KWK, St. Louis.

DURHAM, DAVID D. Musician, WNOX, Knoxville. (L) Lytell Players, 1929; Ray Bahr's Revue, 1933-35. (V) Georgia Wildcats, 1935; Log Cabin Boys, 1937. (PR) Bluebird.

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.

DWYER, ANTHONY. Dramatic actor. (R) Junior G-Men, 1937-38 (Fischer Baking Co., WOR, New York City); local shows on WMCA, New York City; KYW and WCAU, Philadelphia, 1936-37. (L) Brother Rat, 1937; June Night, 1938 (f).

DYE, JOHN C. Musician (trombone, bass fiddle), WMT, Cedar Rapids. (V) Theatre appearances.

DYER, WILLIAM A., JR. Sports commentator, WCAU, Philadelphia. (R) World Series for Ford Motor Co., CBS, 1936; local programs for General Mills Socony-Vacuum and others. (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.

EAST, ED. Comedian, singer, M.C. (**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). (LS) (singly): Participating programs and transcriptions, WHN, New York; American Beverage, WJZ, New York. (F) Educational Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.

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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 Trotzky, 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).

EDDY, NELSON. Singer, actor. (R) Vick's Open House, 1936-37 (Vick Chemical Co., CBS); Chase & Sanborn Program, 1937-38 (Standard Brands, Inc., NBC Red). (GA) Good News of 1938, Dec. 23, 1937 (General Foods Corp., NBC

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Red); Ford Sunday Evening Hour, April 3, 1938 (Ford Motor Co., CBS). (F) M-G-M (s). (L) Opera. Yearly concert tours, Feb. 1 to May 1. (PR) Victor "Red Seal."

*EDGE, BOB. (R) CBS shows.

EDGLEY, LESLIE. Script writer. (R) There Was a Woman (Glass Container Association of America, NBC Blue).

*EDISON, HAL. Conductor. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).

EDKINS, J. ALDEN (Armchair Quartet). Basso. (R) Pick & Pat in Pipe Smoking Time, 1939 (U. S. Tobacco for Model, CBS); Magic Key of RCA, 1937-38 (Radio Corporation of America, NBC Blue); Cavalcade of America, 1937-38 (E. I. du Pont de Nemours, CBS); others in the past, including programs for McKesson & Robbins, 1932; General Motors, 1932; Pond's Cream, 1935; Palmolive Soap, 1936; Molle Shave Cream, 1936; Ford Motor Co., 1937; Griswold Mfg., 1937-38. (L) Opera, oratorios. (PR) RCA Victor.

EDMUNDS, JOHN R. Producer. (R) Pond's Dance Program, 1931 (Lamont Corliss, NBC Red); Paul Whiteman's Chieftains, 1932 (Pontiac Motor Cars, NBC Blue); Vocal Varieties, 1936-39 (Lewis-Howe for Tums, NBC Red); others, not current. (NBC producer, 1929-32; station manager, CFCL, Montreal, and KMOX, St. Louis; production manager, WLW, Cincinnati, 1935-39; currently associated with WMBD, Peoria).

EDWARDS, CHARLOTTE. Continuity director, women's programs, WHEC. Rochester.

EDWARDS, EDDIE. Actor, KMBC, Kansas City. (R) Local shows including Happy Hollow (Chrysler Motors Co.). (V) Button Hoffman & Scott, 1928-29; theatre appearances. (Also sound technician).

EDWARDS, EDDIE. Musician, KSFO, San Francisco. (R) Also KWY, Philadelphia; WBBM, Chicago. (V).

EDWARDS, FRED L. News commentator, announcer, producer, WHN, New York. (R) Also KMBC, Kansas City: WHIO, Dayton; WKRC, Cincinnati.

EDWARDS, JOAN. Singer. (R) Chesterfield Program, 1938-39 (Liggett & Myers Tobacco Co., CBS). (GA) Royal Gelatin Hour (Standard Brands, Inc., NBC Red); Maxwell House Show Boat (General Foods Corp., NBC Red); Summer Stars (Gulf Oil Corp., CBS); Magic Key of RCA (RCA, NBC Blue). (V) Toured with Gus Edwards' act; also with Paul Whiteman.

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 (Gallenkamp 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.

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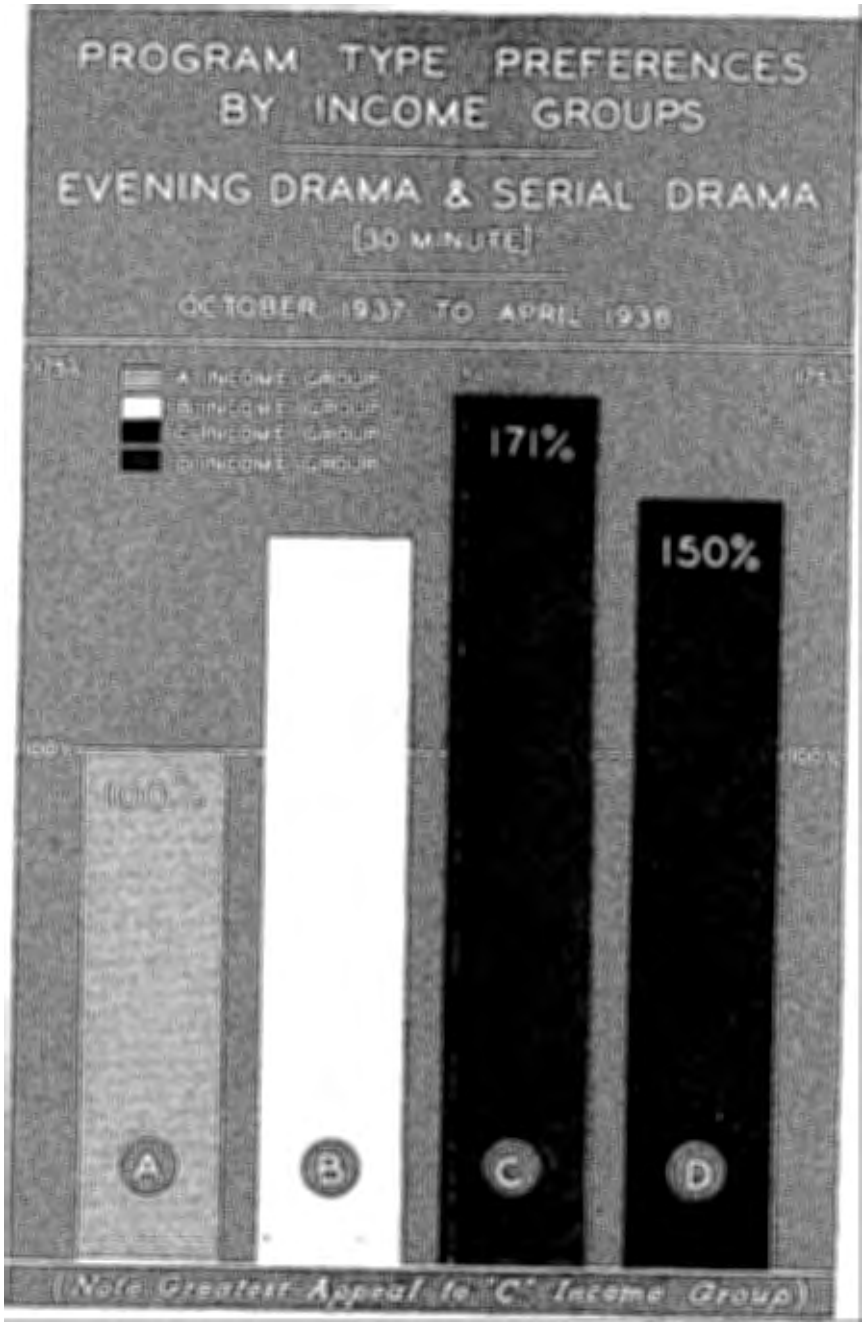

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***EGAN, AUDREY.** Actress. (R) Billy & Betty, 1939 (General Mills, Inc., NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Corp., CBS).

EGELSTON, CHARLES. Actor (character, dialect, comedy). (R) Ma Perkins, since 1933 (Procter & Gamble for Oxydol, NBC Red, 1933-39; 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, THE. 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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WEAF, New York). (F) Paramount shorts.

ELLINGTON, 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.

ELLIOT, BILL. Singer, actor, WEEI, Boston. (V) Theatre appearances.

ELLIOT, BILLY. Announcer, WDSU, New Orleans.

ELLIOTT, GERALDINE. Script writer, WJR, Detroit.

***ELLIOTT, WALLACE F.** Director. (R) Night Editor (Cardinet Candy Co., NBC Red). (Associated with Tomaschke-Elliott).

ELLIOTT, 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, 1936; Having Wonderful Time, 1937-38.

ELMAN, DAVE. Director, producer, writer. (R) Hobby Lobby, 1937-39 (Hudson Motor Car Co., 1937-38, CBS; summer of 1938, General Foods for Jell-O, NBC Red; 1938-39, Fels Co. for Fels Naphtha Soap Chips, NBC Blue).

***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.

ELSMORE, 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.

***ELSTNER, ANNE.** (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co., NBC Red).

***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 Contented Hour (The Carnation Co., NBC Red).

ENGLE, THAINE. Announcer, special events commentator, KGKO, Ft. Worth.

ENNA JETTICK SEVEN. See Betty Mulliner, Ann Seatton, Jane Bryant, Gordon Cross, Floyd Sherman, Glenn Cross, Roger Kinne.

***ENNIS, SKINNAY.** Orchestra leader,

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singer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (V) Theatre appearances. (PR).

ENO, JOHN. See Jack O'Neil.

ENROTH, DICK. Sports announcer, WMIN, Minneapolis-St. Paul. (R) Sports for General Mills, Inc., others.

ENSLOW, 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.

EPPERSON, 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 (P & 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

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Trail, Renfrew of the Royal Mounted, Renfrew Rides Again, Renfrew's Long Trail, and others).

ERSKINE, MARILYN. Actress, singer. (R) Pepper Young's Family, 1937 (Procter & Gamble for Camay Soap, NBC Red); Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red and CBS); Hilltop House, 1937-38 (Colgate-Palmolive-Peet Co. for Palmolive Soap, CBS); Young Widder Brown, 1938-39 (Cal-Aspirin and Haley's M-O, NBC Red). (LS) Young Widder Jones, 1937-38 (California Syrup of Figs, WOR, New York). (F) Warner Bros. (f); shorts. (L) Excursion, 1937; Ghost of Yankee Doodle, 1937; Our Town, 1938; stock.

ERVIN, EARNEST. Musician (guitar, harmonica), singer, yodeler, WMSD, Sheffield. (R) Sustaining shows on CBS and Mutual. (L) 1938-39. (V) Theatre appearances.

ERWIN, ISH. Musician (bass fiddle, guitar), singer, KWTO-KGBX, Springfield. (PR) Brunswick, Decca, RCA Victor.

ERWIN, STUART. Actor. (R) Jack Oakie's College (Liggett & Myers Tobacco Co., CBS). (F) Pathe, Paramount, Fox, United Artists, RKO, M-G-M, FN.

ERWIN, 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.

ETTINGER, ED. Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).

***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, PHIL. Commentator (agricultural). (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue).

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.

EVANS, WILBUR. Baritone. (R) Atwater Kent Radio Hour, 1927-28, 1931-32 (Atwater Kent, NBC Blue); Maxwell House Show Boat, six weeks in 1933 (General Foods for Maxwell House Coffee, NBC Red); Chase & Sanborn Coffee Hour, 1935 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Vick's Open House, 1937-38 (Vick Chemical Co., CBS); also transcriptions under Dr. Frank Black for American Banking Assn., 1934. (F) Shorts. (L) Carmen, Tristan and Isolde with Philadelphia Orchestra under Fritz Reiner; summer opera, Robin Hood Dell, Phila., 1935-36; St. Louis Muny Opera, summer of 1937. Concert appearances, U. S. and Canada, 1932-38.

EVANSON, EDITH. Actress. (R) Observer, 1931-34 (Metropolitan Bldg. Co., KOMO-KJR, Seattle); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS).

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.

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***EVERITT, MENTO.** Actor. (R) Arnold Grimm's Daughter (General Mills, NBC Red and Blue).

EVERSMAN, JOHN. Violinist, WWNC Asheville.

F

FACKINER, 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.

FAIRCHILD, EDGAR. Conductor, composer, pianist. (R) Orchestra leader and piano team with Adam Carroll on Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (GA) Magic Key of RCA, 1937, '38 with Adam Carroll (Radio Corporation of America, NBC Blue). (L) On Your Toes, 1936 and Babes in Arms, 1937-38 (with Adam Carroll); also numerous musicals produced by Lawrence Schwab and others; Calling All Stars; Ziegfeld shows; composed complete score for Earl Carroll's Florida Girl. (V) Appearances in England, 1929-30, and later in the U. S., in two-piano act. (PR) Liberty.

FAIRFAX, BEATRICE. Women's programs. (R) Beatrice Fairfax (Hecker Corp., Mutual). (GA) Chase & Sanborn

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Program, 1939 (Standard Brands, NBC Red).

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, KVOO, 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; WOMT, 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, GWENDOLYN. Singer, WBIG, Greensboro.

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).

FARREN, WILLIAM A. Announcer. (R) Kitchen Cavalcade, 1937-38 (C. F. Mueller, NBC Blue); Lorenzo Jones, 1937-39 (Phillips' Milk of Magnesia, NBC Red). (F) Shorts (sports, travelogues).

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.

FASSETT, 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, CHAUNCEY. Announcer, writer, continuity editor, WMT, Cedar Rapids.

FAY, ROMELLE. Pianist, organist, WHBL, Sheboygan.

FAYE & CLEO. Vocal and instrumental duo, KGKO, Fort Worth. (R) Also KFEQ, St. Joseph; KFOX, Long Beach; KFWB, Los Angeles; WHO, Des Moines; WNAX, Yankton; local shows for Peruna, Allis-Chalmers, others. (V) Personal appearances.

FAYE, ALICE. Actress, singer. (R) Music From Hollywood, 1937 (Liggett & Myers Tobacco for Chesterfields, CBS). (GA) Camel Caravan, Sept. 22, 1936, and March 16, 1937 (R. J. Reynolds Tobacco Co., CBS); Hollywood Hotel, Dec. 18, 1936, and April 23, 1937 (Campbell Soup Co., CBS); Kraft Music Hall, Sept. 3, 1936 (Kraft-Phenix Cheese Corp., NBC Red). (F) 20th Century-Fox (s). (V) Night clubs.

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.

FEIBEL, FRED. Organist. (R) True

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Story Court of Human Relations, 1935-37 (Macfadden Publications, NBC Red); Big Sister, 1937 (Lever Bros. for Rinso, CBS); Our Gal Sunday, 1937-39 (Anacin, Kolynos, CBS); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS). (V) Theatre organist, 1929-35.

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).

***FENNELLY, PARKER.** Actor. (R) Your Family & Mine, 1938-39 (Sealtest, Inc., CBS); Valiant Lady, 1938-39 (General Mills, Inc., NBC Red and Blue).

***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

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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; WFAA, 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'.

***FERRO, MR. & MRS. TED.** Dialogue writers. (R) Lorenzo Jones, 1937-38 (Charles H. Phillips Chemical Co. for Milk of Magnesia Toothpaste and Tablets, NBC Red).

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 (Tastyeast, 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.).

FIDLER, JAMES M. Commentator. (R) Jimmie Fidler in Hollywood, 1937-38 (Procter & Gamble, NBC Red); Jimmie Fidler's Hollywood Gossip, 1938-39 (Procter & Gamble, CBS); also programs for Luden's Cough Drops, 1936-37, and Tangee, 1934-35. (F) Warner Bros. (f); shorts. (Newspaper columnist, fan and fiction writer).

***FIELD, BETTY.** (R) Kate Smith's Hour (as member of the Aldrich Family) (General Foods Corp., CBS).

FIELD, CHARLES K. (Cheerio). Master of Ceremonies. (R) Arco Birthday Party, 1930; Arco Dramatic Musicale, 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. Lawes, 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-

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andoah. (R) Also KSOO, Sioux Falls; WJAG, Norfolk; Speedliners, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.

FIELDING, WILLIAM H. Producer, actor, announcer, WMC, Memphis. (L) 1935-39.

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; Jekyl & 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).

FIELDS, W. C. Actor, comedian. (R) Chase & Sanborn Program (Standard Brands, Inc., NBC Red). (F) United Artists, Paramount. (L) Musical comedies. (V) Comedy juggler.

FIFE, HERZL. Writer, narrator, WQXR, New York City. (Short story writer).

FIFER, JANE. Director of women's programs, special events, interviewer, WTAD, Quincy.

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PROFESSOR FIGGSBOTTLE. See Don Johnson.

FILBURN, RUTH. Soprano, WGY, Schenectady. (R) Local program for Socony-Vacuum. (L) Concert appearances.

FILLBRANDT, LAURETTE. Actress. (R) A Tale of Today, 1935-39 (Princess Pat, Ltd., NBC Red); Dan Harding's Wife, 1935-38 (sponsored by National Biscuit, 1938, NBC Red).

***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); Eddie Cantor, 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.

FINCH, HOWARD K. Sports announcer, juvenile activities director, producer, WJIM, Lansing. (R) Also Michigan Radio Network. (L) Stock. (V) 1935-39.

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).

FINGER, LEN. Commentator, producer, writer, KTAT, Ft. Worth. (L) 1923-24, 1934. (V) Theatre appearances.

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.

FISCHER, EDNA. Pianist, organist, composer, KGO-KPO, San Francisco. (R) Dangerous Road (Sperry Flour Co., NBC Red), Woman's Magazine of the Air (participating, NBC Red), 1938-39. (V) Theatre appearances. (PR) RCA Victor.

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,

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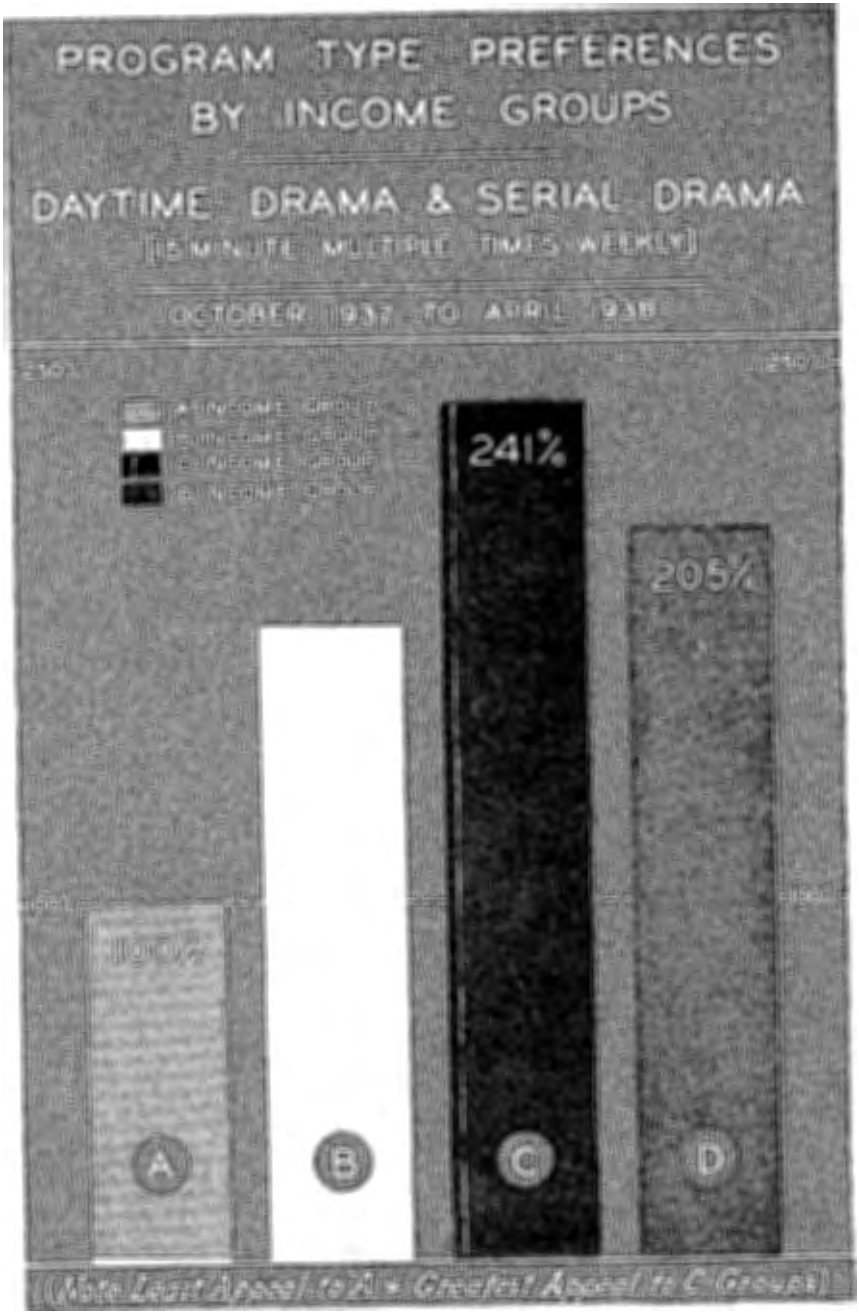

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Feb. 3, 1938 (Standard Brands, NBC Red). (F) Warner Bros. (V) 1937-39. (PR) Decca.

FISHER, GEORGE. Commentator. (R) Since 1930; Hollywood Gossip Program; transcriptions for Diamond Walnuts, 1938-39; Hollywood Whisper, 1939 (Clear Again, Don Lee); others. (Newspaper columnist, fan magazine writer). (F).

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, MARVIN. Script writer. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red).

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).

***FITZGERALD, ED.** (R) Information Chatter, 1938-39 (Thomas Leeming & Co., Mutual).

FITZGIBBONS, JACK. News commentator, WSAR, Fall River.

***FITZMAURICE, MICHAEL.** Actor. (R) Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS); When a Girl Marries, 1939 (Prudential Insurance Co., CBS).

FITZPATRICK, JACK. Sports and news commentator, KLZ, Denver.

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FITZMAURICE, GUY P., JR. Musician, WOWO-WGL, Ft. Wayne.

FIVE ALL AMERICANS. See Carl Hunt, Edward H. Keevins, Joe D. Friedkin, Julian L. Stockdale, Edward D. Farr.

FLAGG, IRENE. Singer, WLAW, Lawrence. (V) Theatre appearances.

FLAHERTY, PAT. Sports commentator, WOAI, San Antonio.

FLANAGAN, CHARLES C. ("Pat"). Sports announcer and commentator, WBBM, Chicago. (R) Local shows for General Mills, Standard Oil and others.

FLANDORF, WALTER. Organist, WGN, Chicago. (R) WGN staff organist since 1938. (V) Hill and Fontaine, 1918-19; organ soloist, 1916-31.

FLANNERY, HARRY W. News commentator and director, KMOX, St. Louis. (R) Also WOWO, 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).

FLEMING, FRANK E. Announcer, continuity writer, CFAC, Calgary. (R) Also CFJC, Kamloops; CKMO, CKWX, CRCX (now CBR), Vancouver. (F) Trailers. (Also publicity director).

FLEMING, GORDON. Organist, CKLW, Detroit. (R) Also WJR, Detroit.

FLEMING, JAMES. Announcer. (R) Get Thin to Music, 1938 (General Mills, Mutual); Road of Life, 1938-39 (P & G for Chipso, CBS, 1938-39; NBC Red, 1939); Manhattan Mother, 1939 (P & G for Chipso, CBS). (On staff of WGN, Chicago).

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 Duart 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, NEIL. Announcer, M.C., singer, producer. (R) Three programs for Montgomery Ward, 1938-39. Also KTAT, Fort Worth; KOCA, Kilgore; KAND, Corsicana; KTSA, San Antonio. (L) Stock and theatre groups (f). (V) 1920-28.

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-Ans, 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.

FLINN, MILT. First tenor **(The 8 Men).** (R) Vocal Varieties, 1937-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler Tobacco, NBC Blue); Avalon Time, 1939 (Brown & Williamson for Avalon Cigarettes, NBC Red). (V) Theatre appearances.

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.,

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NBC Red); Ziegfeld Follies, 1936-37 (Colgate-Palmolive-Peet Co., CBS); Maxwell House Showboat, 1936-37 (General Foods Corp., NBC Red); Saturday Night Serenade, 1936-39 (Pet Milk Sales Corp., CBS); American Album of Familiar Music, 1937-39 (Bayer Aspirin, NBC Red); Cities Service Concert, 1938-39 (Cities Service Co., NBC Red). (GA) John Charles Thomas, 1936 (Vince, NBC Blue); Maxwell House Showboat, 1936 (General Foods, NBC Red); Hammerstein Music Hall, 1937-38 (Kolynos, CBS). (V) Theatre appearances, 1935.

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, BESS. Actress, script writer. (R) Bachelor's Children, 1935-39 (Cudahy Packing Co., Mutual, 1935-38; CBS, 1936-39); We Are Four, 1937 (Libby, McNeill & Libby, Mutual); Painted Dreams, (Cal-Aspirin, Mutual). (L) Currently with WGN, Chicago.

FLYNN, ROBIN. Commentator, special features, KFPY, 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.

FOLEY, CLYDE J. ("Red"). Ballad singer. (R) Renfro Barn Dance, 1938 (Allis Chalmers Co., Mutual); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Cigarettes, Mutual). (LS) WLS, Chicago, since 1932. (V) Theatre appearances with WLS National Barn Dance unit.

FOLSOM, FLORENCE. Actress. (R) Uncle Ezra, 1938-39 (Miles Laboratories for Alka-Seltzer, NBC Red). (LS) WAAF, Chicago, 1937-39. (L) Kempy, 1926-27; Take My Advice, 1930; New Brooms, 1934; others.

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, WSMB, 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, WFBM, 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 Pinex Co., others. (V) Log Cabin Boys, Country Boys, others.

FORD, WHITEY. Entertainer. (R) Renfro Barn Dance, 1938 (Allis Chalmers Mfg. Co., Mutual).

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.).

FORREST, HELEN. Singer (sweet, swing). (R) Melody and Madness, 1939 (P. Lorillard for Old Gold Cigarettes, CBS). (LS) WRC, Washington; WNEW, New York. (F) Shorts. (V) Theatre and hotel appearances. (PR) Bluebird. (Formerly featured with Mark Warnow's orchestra; currently with Artie Shaw).

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FORRESTER, HOWARD (Big Howdy). Fiddler, singer, KVOO, Tulsa. (R) Also WSM, Nashville. (V) Tennessee Valley Boys 1938-39. (PR) RCA Victor Bluebird, 1939.

FORRESTER, JOE (Lespedeza). Guitarist, string bass violinist, comedian, singer, KVOO, Tulsa. (R) Also WSM, Nashville. (V) 1937-39.

FORSTER, MARY LOU. Actress (dramatic, character, ingenue). (R) Mrs. Wiggs of the Cabbage Patch, Sept. to Dec., 1938 (Hill's Cold Tablets, Old English Wax, BiSoDol, NBC Red); The Right Thing to Do, 1938-39 (George W. Luft for Tangee Lipstick, NBC Red); special parts in various NBC-CBS script serials, parts in network dramatized commercials. (LS) Borden's Special Edition, 1938 (Borden Co., WEAF, N. Y.). (F) Slide films. (L) Stock.

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, KGGF, 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 (Hupert Hendrie, Phil Reep, Claude Reese, Darryl Woodward). (R) CBS shows.

FOUR ESQUIRES. Entertainers. (R) Music From Hollywood (Liggett & Myers Tobacco Co., CBS).

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.

***FOUR PAGES.** Male quartet. (R) Woman's Magazine of the Air, 1938-39 (Chas. B. Knox Gelatine Co., NBC Red).

***FOURSOME, THE (Del Porter, Marshall Smith, Dwight Snider, Ray Johnson).** (R) The Circle (Kellogg Co., NBC Red).

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 &

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G for Ivory Soap and Snow, NBC Red); This Day Is Ours, 1938-39 (P & G for Crisco, CBS).

FOX, W. F., JR. Sports writer. (R) Programs for Pure Oil Co. and L. Strauss.

FOY, BILLY. Guitarist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.

***FRAKES, ELLIS.** Singer (**The 8 Men**). (R) Vocal Varieties, 1936-39 (Lewis-Howe Co., NBC Red).

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.

***FRANK, MEL.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

***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 KVOO, Tulsa; KXOK, St. Louis; WFBR, Baltimore; WHB, Kansas City; WLW, Cincinnati. (L) Stock.

***FRANKLIN, MAURICE.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

FRANKLIN, ORVIN. Sports commentator, KOCA, Tyler. (R) Also KGKB, Tyler.

FRANKLIN, TOMMY. Announcer, KGW-KEX, 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

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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, 1936-37 (Procter & Gamble, NBC Red and Blue); News, 1936-38 (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).

FRAY AND BRAGGIOTTI (Jacques Fray, Mario Braggiotti). Piano team. (R) Fray & Braggiotti, 1938 (Sales Affiliates, CBS Pacific) . (GA) Programs for Ford Motor Co., Shell Union Oil Corp., Cycle Trades of America, Radio Corporation of America, Studebaker Corp., Chevrolet Motor Co., others. (LS) KNX, Hollywood. (L) Funny Face (with Fred Astaire), 1929; concerts. (V) Personal appearances. (Jacques Fray also has his own dance band).

FRAZER, JOHN J. Announcer, producer. (R) Signal Carnival, 1937-39 (Signal Oil Co., NBC Red); Interesting Neighbors, 1937 (F. W. Fitch Co., NBC Red); Fitch Bandwagon, 1938 (F. W. Fitch Co., NBC Red); Tommy Dorsey, 1938 (Brown & Williamson Tobacco, NBC Red); Do You Want to Be an Actor? 1938 (NBC Pacific Coast Blue); Pepsodent Show Starring Bob Hope, 1939 (Pepsodent Co., NBC Red); The Circle, 1939 (Kellogg Co., NBC Red); Life Can Be Beautiful, Sept. to Nov., 1938 (P & G, NBC Red); Candid Lady, 1938-39 (Pepsodent Co., NBC Red). (F) Warner Bros. (L) Stock. (Staff announcer, NBC Hollywood Studios, since 1937).

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 director, CBS Shakespeare Series, 1937). (Currently with KNX, Los Angeles).

FREELAND, BEVERLY. Singer. (R) Member Kay Thompson Choir, Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Philip Morris Program, 1937 (Philip Morris & Co., CBS); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); Johnny Presents, 1938-39 (Philip Morris & Co., NBC Red) (also a member of the Three Harmonics on this program); Breezing Along, 1939 (Philip Morris & Co., Mutual). (LS) WMCA, New York City, 1934, WEAF, New York City, 1937. (F) Shorts. (L) Member of girl trio, Earl Carroll's Sketch Book, 1935.

***FREELAND, JUDY.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS); as member of Three Harmonics: Johnny Presents (Philip Morris & Co., Ltd., CBS).

FREEMAN, FLORENCE. Actress. (R) Madame Sylvia of Hollywood, 1934-35 (Ralston Purina for Ry-Krisp, NBC Blue); Paul Whiteman Program, 1935 (Kraft-Phenix Cheese Corp., NBC Red); Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red); Alias Jimmy Valentine, 1938-39 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); Young Widder Brown, 1937-39 (sponsored since 1938 by Cal-Aspirin and Haley's M-O, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); others.

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.

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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.

FRESCOTT, NORMAN. Humorist, M.C. (R) Town Hall summer show, 1938 (Bristol-Myers, NBC Red); Uncle Jim's Question Bee, 1938 to March, 1939 (G. Washington Coffee Refining Co., NBC Blue). (L) Earl Carroll's Vanities, 1926-27; Charlot's Revue, 1927; Midnight Follies (London), 1934-35 (f). (V) 1918-36.

FREUDBERG, LEO. Musical director. (R) Aristocrat Ice Cream program, 1935 (Mutual); Vim Radio Stores program, 1936-37 Mutual); others, including Benay Venuta's program, Ed Fitzgerald's Revue, Don Arries, Alan Courtney programs, Raoul Nadeau and the Collegiate Review, 1938-39 (sustaining, Mutual). (L) Concerts, 1921-26. (V) Appearances with Eddie Cantor, Olsen & Johnson, Edgar Bergen and others, 1926-33. (Musical director, WOR Newark Studio, 1934-39).

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.

FRIDELL, VIVIAN. Actress. (R) Today's Children, 1934-35 (Pillsbury Flour, NBC Red); Backstage Wife, 1934-39 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); The Road of Life, 1938-39 (P & G for Chipso, NBC Red, 1938-39; CBS, 1938). (LS) WGN, Chicago (for Witch Hazel Cream and Durkee's Famous Foods, 1934; Wife vs. Secretary for Bayer Co., 1936-38). (L) Stock; Harry Minturn Players, 1932.

FRIEDKIN, JOE D. (Five All Americans). Musician (brass & string bass), singer, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.); transcriptions. (Formerly with Maple City Four).

FRIEDMAN, BENNY. Football commentator. (R) The Sunday Morning Quarterback, 1937 (Parker Watch Co., Mutual). (LS) Piel's Beer, 1930 (WMCA, N. Y.).

FRITZ, CARL W. News, sports commentator, M. C., WFLA, Tampa. (R) Also WSUN, St. Petersburg. (F) Universal, 1920-21. (L) Stock.

FROEBA, FRANK. (Milt Herth Trio). Musician. (R) Network programs with Will Osborne's Orchestra (Corn Products Refining and Pebeco Toothpaste); with Benny Goodman on Let's Dance (National Biscuit Co., NBC Red); Omar the Swing Maker (sustaining, NBC). (F) Shorts. (V) Milt Herth Trio; appearances with Will Osborne and Benny Goodman. (PR) RCA Victor, Decca, Columbia, Brunswick.

FROMAN, JANE. Singer. (R) Iodent Program, 1933 (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 Jaffee.

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.

FUGIT, MERRILL W., JR. Actor (juvenile, character). (R) Kaltenmeyer's Kindergarten, 1936-38 (sponsored by Quaker Oats until Dec., 1937; currently sustaining, NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red). (L) Road shows.

FUHS, JULIAN. Conductor. (R) Julian Fuhs Presents, 1938, '39 (sustaining, NBC Blue). (V) Theatre and night club conductor, here and abroad. (PR) Decca, Parlophone, Ultraphone.

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***FULLER, BARBARA.** Actress. (R) Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue).

***FULLER, DR. CHARLES A.** Speaker. (R) Local shows, KHJ, Los Angeles.

FULLER, 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 (Kellogg 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. I. 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

GABEL, MARTIN. Actor, director. (R) Big Sister, 1936-39 (Lever Bros. Co., CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); The Shadow (D. L. & W. Coal Co. for Blue Coal, Mutual). (L) Three Men On A Horse, 1934; Dead End, 1935; Ten Million Ghosts, 1936; Julius Caesar, 1937.

GAIGE, CROSBY. M.C., food commentator. (R) Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue). (GA) Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS). (L) Producer of numerous plays, most recent being "Time and the Conways."

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GAILEY, ELMORE. Script writer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

***GAINES, ROLAND.** Singer. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); Avalon Time, 1938-39 (Brown & Williamson Tobacco Co., NBC Red).

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) Leonardi 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).

GALEN, FRANK. Writer. (R) Material, in collaboration with Abe Burrows for Eddie Garr, Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red), Manhattan After Dark, Jan. 12, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue); Henny Youngman, Kate Smith's Bandwagon, 1937-38 (General Foods, CBS), Paul Gerrits, Eddie Garr and Ballin and McEvoy, Royal Gelatin Hour, 1938 (Standard Brands, NBC Red), This is New York, 1939 (CBS sustaining). (F) Warner Bros. short. (V) Theatre appearances of Sue Ryan, 1937; Eddie Garr, 1937-38; Johnny Woods, Cinda Glenn, Paul Gerrits, 1938; Eddie Garr, Johnny Woods, Herman Bing, Howard Bruce's Hollywood Doubles, Kurt Robitschek's Vaudeville Marches On, 1938-39.

GALL, BILL. See Midland Minstrels.

***GALLAGHER, DON.** Actor. (R) Ma Perkins (P & G, NBC Red and CBS).

GALLAHER, 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.

GALLOP, 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 Cellucotton 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.

GAMBLE, RONALD P. Announcer, M.C. (R) Ford Sunday Evening Hour, 1938-39 (Ford Motor Co., CBS). (L) Kalamazoo (Mich.) Civic Players, 1933-36 (f). (Staff announcer, WJR, Detroit).

GAMBLING, JOHN B. Announcer, M.C. (R) Time to Shine, 1937 (Griffin Mfg. Co., NBC Blue). (LS) Gambling's Musical Gym Clock, 1925-39 (sponsored by Illinois Meat Co. until March, 1938; sponsored by Childs Restaurants, 1938-39; currently sponsored by General Mills, WOR, N. Y.). (V) Theatre appearances.

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. Actor (juvenile). Jack Armstrong, 1933-39 (General Mills, CBS, 1933-36; NBC Red, 1936-39); It Can Be Done, 1937-38 (Household Finance Corp., NBC Blue); A Tale of Today, 1937-38 (Princess Pat, Ltd., NBC Red).

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).

GARCIA, ISLA L. Organist, pianist. WFLA, Clearwater. (L) 1921-22. (V) Davis & Liles, 1923.

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GARDE, BETTY. Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (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.

GARDINER, EVELYN. Director of Home Forum, KDKA, Pittsburgh. (R) Local shows for Knox Gelatine Co., Scott Paper Co., John Morrell & Co., Kellogg Co.; others.

GARDNER, CLYDE. Orchestra director, WMBR, Jacksonville. (R) Also WJAX, Jacksonville. (V) Appearances at theatres, 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, WOV, 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, KQV 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, 1938 (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, ANN.** Actress. (R) Your Family & Mine, 1938-39 (Sealtest, Inc.; CBS).

***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-

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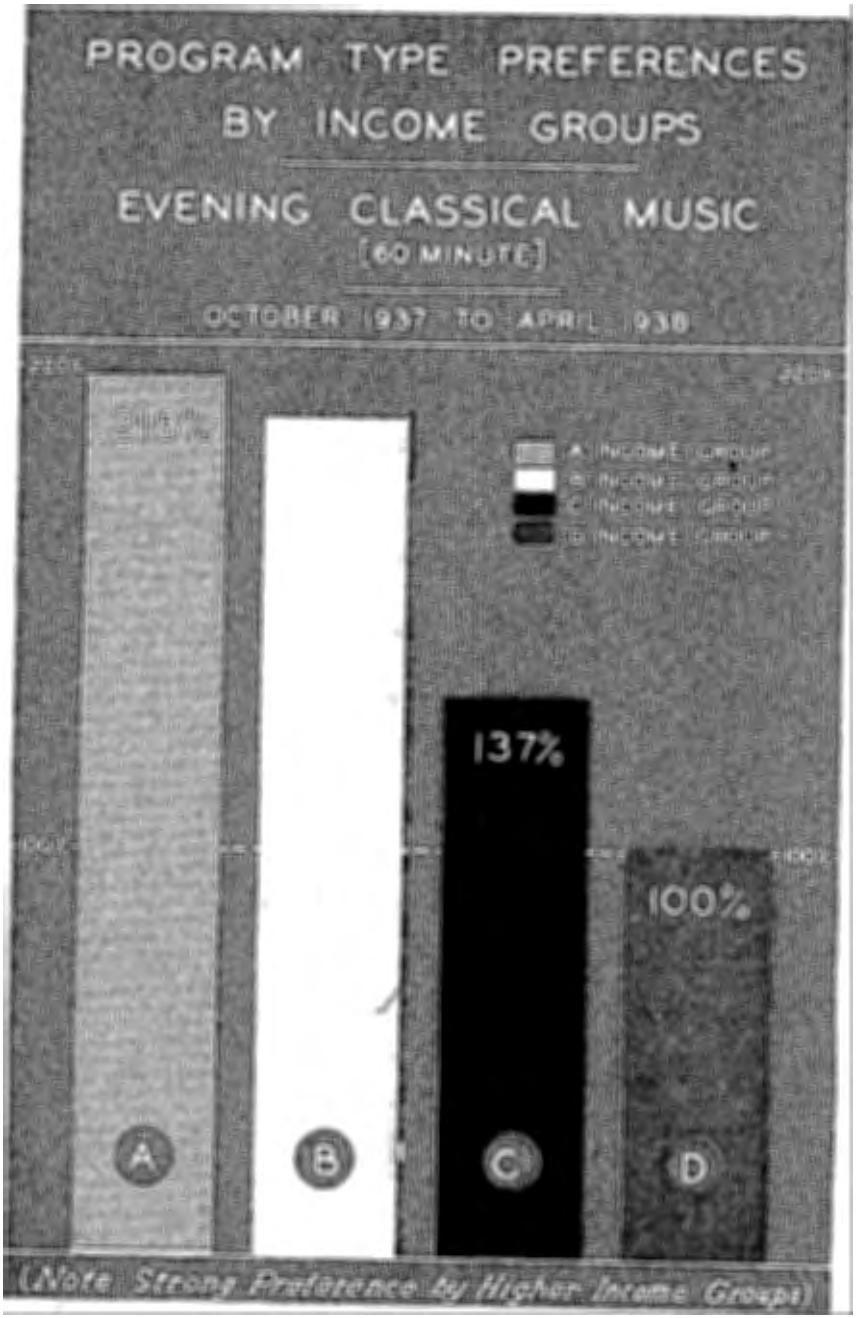

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mentator, KDKA, Pittsburgh. (R) Local shows for RCA Victor, Standard Oil Co. of N. J., and others.

GARSON, HANK. Writer (comedy). (R) In collaboration with Al Lewis: 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); 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); Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, successively CBS, NBC Blue). (LS) Colonel Stoopnagle, 1938 (Bromo-Seltzer, WOR, N. Y.).

GART, JOHN. Organist, accordionist. (R) Current season: Gulden Serenaders (Gulden's Mustard, NBC Red and Blue); Jack Berch & His Boys (Sweetheart Soap, NBC Blue); Hobby Lobby (Fels Naphtha Soap Chips, NBC Blue); transcriptions for Gruen Watch, Dr. Pepper, Imperial Tobacco, Gulfspray, Texaco Gasoline. (V) Hotel engagement with own "Electric Orchestra." Musak recordings.

***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, EL. Singer, WRC-WMAL, Washington. (R) Local shows for Household Finance Corp., others. (L) Baltimore Civic Opera Co. (V) 1930-31.

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.

GAY, BILL. Announcer, producer. (R) Newstime with Sam Hayes, 1937 (National Trust & Savings Assn., CBS); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS); Rinso Program with Sam Hayes, 1937-38 (Lever Bros. Co., CBS); Wonder Show—Jack Haley, 1938 (Continental Baking, CBS); Al Jolson, 1937-39 (Lever Bros., CBS). (Member of staff, KNX, Los Angeles).

***GAYLE, PAULA (Peegee).** (R) Park Avenue Penners (R. B. Davis, CBS); Joe Penner (General Foods, CBS).

GAYLORD, CHESTER. Entertainer, WTAG, Worcester. (R) NBC shows for Coca-Cola, Iodent. (V) Theatre appearances. (PR) RCA Victor, Brunswick, Columbia.

GEARHART, LYNN. Announcer, WSUN, 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.

GEER, CHARLOTTE. Script writer. (R) Hammerstein Music Hall (Anacin Co., CBS).

GEER, WILLIAM. Script writer. (R) March of Time (successively sponsored by Time, Inc., Servel, Inc., and Time, Inc., NBC Blue and CBS).

***GEIGER, MILTON.** Script writer. (R)

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Attorney-At-Law, 1938 (S. C. Johnson & Son, Inc., NBC Red).

GENE & GLENN. See Gene Carroll and Glenn Rowell.

GENSEL, 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).

GENTRY, ART. Singer, M.C. (R) Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Johnny Presents, 1935-37 (Philip Morris & Co., NBC Red); Pick & Pat in Pipe Smoking Time, 1938-39 (U. S. Tobacco for Model, CBS); Model Minstrels, 1939 (U. S. Tobacco, CBS); others, including programs for Gem Razors, Socony-Vacuum. (F) Shorts. (V) Since 1923: The Four Rajahs, The Eton Boys. (PR) RCA Victor, Brunswick.

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 Myers Kiddie Revue, Blue Ridge Mountaineers.

GEOUGE, 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.)

GERBSTEIN, EVELYN. Film reviewer, commentator, WICC, Bridgeport.

GERHARD, RAMONA. Organist, pianist. WCCO, Minneapolis-St. Paul. (R) Local shows for Aladdin Lamp Co., Fels & Co. (L) Soloist with Minneapolis Symphony, concerts. (V) Theatre appearances.

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 Cellucotton 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).

GERRY, JOCLYN. Script writer. (R) Stepmother, 1938-39 (Colgate-Palmolive-Peet Co., CBS).

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.

GERSTNER, 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.

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*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, FREDDA ("The Gibson Girl"). Singer. (R) Studebaker Champions, 1937 (Studebaker Sales Corp., NBC Blue); Your Hit Parade, 1937 to Jan., 1939 (American Tobacco Co., NBC Red); Melody Puzzles, 1938 (American Tobacco Co., NBC Blue); Royal Crown Revue, 1938 (Nehi Co., NBC Blue); transcriptions for Alka-Seltzer. (GA) Hammerstein Music Hall.

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, monologuist, CJGX, Yorkton. (R) Also CFRB, Toronto. (L) 1928-35.

*GIBSON, JOHN T. Director. (R) Voice of Experience, 1938-39 (Lydia Pinkham Medicine Co., Mutual). (Associated with Erwin, Wasey & Co., Inc.).

GIBSON, JULIE. Singer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS). (LS) KFWB, Los Angeles. (F) RKO (f). (L) Stock (s, f). (V) Various units, 1935-36. Featured singer with Jimmie Grier's Orchestra.

GIBSON, ROBERT. Singer. (R) Hammerstein Music Hall, 1937 (Kolynos Toothpaste, CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco for Half and Half Smoking Tobacco, CBS); programs for Rexall Drug, 1938. (F) Shorts. (V) Theatre appearances in New York and Philadelphia. (PR) Decca.

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'Neills, 1935-39 (Procter & 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-

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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, Parkyakarkus, 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, ALBERT.** Singer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

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.

GILLIS, DELLE. Dramatic actress. (R) Backstage Wife, 1937 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Pinex Merrymakers, 1936 (Pinex Co., WLW Line). (LS) WGN, WCFL and WBBM, Chicago; WCAE, Pittsburgh. (F) Shorts, trailers. (V) Personal appearances. Currently with KDKA, Pittsburgh.

***GILLMORE, 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).

GILLUM, KENNETH. Singer, comedian, KGO-KPO, San Francisco. (R) Gilmore Circus, 1938-39 (Gilmore Oil Co., NBC Red). (F) Shorts. (V) Theatre appearances.

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, ARTHUR. Announcer, singer. (R) Dr. Christian, 1937-38 (Chesebrough Mfg., CBS). (LS) KNX, Los Angeles.

GILMORE, PATRICIA. Popular singer. (R) Two NBC sustaining shows currently. (F) (f); shorts. (V) Theatre appearances with Enric Madrigueras' Band; hotel engagement.

GIMAEL, PHIL. Sports announcer, CHRC, Quebec.

GINDELE, GLORIA. See The Savoy Sisters.

***GINGOLD, JOSEF.** Member of the **Primrose Quartet.** (R) NBC sustaining shows.

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*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.

GIRLS OF THE GOLDEN WEST. See Millie & Dolly Good.

GIROULX, AURELE. Pianist, CKCH, Hull.

GIROUX, MRS. ROBERT. Actress, CHRC, Quebec.

GISH, DOROTHY. Actress. (R) The Couple Next Door (Procter & Gamble, Mutual). (F) First National, M-G-M, British International; silent films for D. W. Griffith ("Orphans of the Storm" with her sister Lillian). (L).

GISLASON, ART W. (Knights of Rhythm). Musician (string bass, violin), WHBF, Rock Island. (V) Yerkes Flotilla Orchestra; Ace Brigade.

GLADSTONE, EVE. Pianist, WXYZ, Detroit.

GLADSTONE, HENRY. Announcer, commentator, WHN, New York. (F) Shorts. (L) Hart House Theatre, Toronto, 1932-33. (V) Appearances with Ida Bailey Allen.

*GLASS, EVERETT. Actor. (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).

GLASS, JULIUS. Writer, WGAR, 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, story teller. (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 McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); Houseboat 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).

GLENN, CHARLIE. Singer (old time popular songs), pianist, KIEM, Eureka. (R) Also KGGC, KYA, San Francisco; KLS, KLX, Oakland; KROW, Sacramento. (V) Glen & Dot.

GLENN, HAZEL. Actress, singer. (R) Lavender and Old Lace (Bayer Aspirin, NBC Blue); Dr. Allan Roy Dafoe (Lehn & Fink for Lysol, CBS). (V).

GLUSKIN, LUD. Musical director. (R) Big Show, 1936 (Ex-Lax, CBS); Laugh with Ken Murray, 1937 (Campbell Soup Co., CBS); Al Jolson Show, 1938-39; changed to Tuesday Night Party, March, 1939 (Lever Bros., CBS). (F) Paramount and Fox, Paris; UFA, Berlin; shorts. (V) Theatre appearances, 1937. (Musical director, CBS Pacific Coast Network). (Records in Europe and U. S.).

*GODDARD, DON. Commentator. (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue).

GODFREY, ARTHUR M. Commentator, M. C. (R) Chesterfield Program, 1934 (Liggett & Myers Tobacco Co., CBS); Professor Quiz, 1937 (Nash-Kelvinator Corp., CBS); Arthur Godfrey, 1937-38 (Barbasol Co., Mutual, 1937-38; CBS, 1938). (V) Theatre appearances. (PR) RCA Victor Bluebird. (LS) WJSV, Washington, D. C.

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

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(books, fashions), KMOX, St. Louis. (V) Theatre appearances.

GODWIN, EARL. 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.

GOLDBERG, RUBIN. Jewish announcer, actor, M.C., WLTH, New York City. (R) Programs for General Cigar Co., International Salt Co.; others. (F) Weiss Bros. (co-starred). (L). (V). (PR) Brunswick, Columbia, RCA Victor.

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 GATE QUARTETTE, THE. (Willie Johnson, William Lankford, Henry Owens, Arlandis Wilson). (R) Royal Crown Revue, 1938 (Nehi, Inc., NBC Blue). (LS) For RCA Victor over WBT, Charlotte; WIS, Columbia. (GA) Magic Key of RCA, Dec. 5, 1937, and April 10, 1938 (RCA, NBC Blue).

GOLDEN, MYRON. Script writer, educational director, WWJ, Detroit.

GOLDEN, VIRGINIA. Continuity writer, actress, WKRC, Cincinnati. (R) Also Mutual; WCKY, Cincinnati.

GOLDER, HARRY. Announcer, newscaster, 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, BOB.** Script writer. (R) Breezing Along, 1939 (Philip Morris & Co., Ltd., Mutual).

GOLDSMITH, CYRIL H. Producer, continuity writer, announcer. (R) Ken-Rad Radio Mysteries, 1936 (Ken-Rad Tube & Lamp Corp., Mutual); others. (LS) Time Turns Back, 1936 (Gruen Watch Co., WLW, Cincinnati). (Currently associated with WCHV, Charlotteville).

***GOLDSTEIN, CHUCK.** Singer. (Member of the **Modernaires**). (R) Chesterfield Program (Liggett & Myers, CBS).

GOLDSTEIN, HAROLD J. Script writer, actor, WCAE, Pittsburgh. (R) Lehn & Fink program, 1936; 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).

GOOD, MILLIE & DOLLY (Girls of the Golden West). Harmony team. (R) National Barn Dance, 1934 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex program, 1937-38 (Mutual); Renfro Barn Dance, 1938 (Allis-Chalmers Mfg. Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Cigarettes, Mutual).

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-Peet, NBC Red); Your Hit Parade, 1935 to Jan., 1939 (Lucky Strike Cigarettes, NBC Red, CBS); Maxwell

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House Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red); Your Hollywood Parade, 1938 (Lucky Strike Cigarettes, NBC Red). (F) Shorts.

GOODMAN, BENNY. Orchestra leader. (R) Let's Dance, 1935 (National Biscuit Co., NBC Red); Camel Caravan, 1936 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); Swing School, 1937-38 (R. J. Reynolds for Camel Cigarettes, CBS); Benny Goodman's Orchestra, 1938-39 (R. J. Reynolds Tobacco Co., CBS). (F) Paramount, Warner Bros. (V) Theatre, night club and hotel appearances. (PR) RCA Victor.

***GOODMAN, GORDON.** (R) Fred Waring and His Pennsylvanians (Grove Laboratories, Inc.; NBC Red).

GOODMAN, HERALD R. Singer, comedian, M. C., director, WSM, Nashville. (R) Also Yeast Foamers program, NBC, 1929; Montgomery Ward program, NBC, 1929-30; Anheuser-Busch program, CBS, 1930-31. (L) Musical comedy revue. (V) Owens Bros., Freddie & Herald, 1919-39. (PR) Brunswick, Vocalion, Bluebird. (Lyrics for When It's Lamplighting Time in the Valley, others).

GOODRICH, ROGER. Announcer, WFBL, Syracuse. (R) Local show for Tidewater 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, 1928; 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 Gracie, 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, 1936 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Jack Oakie's College, 1936 to March, 1938 (Camel Cigarettes, CBS); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent 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, BERT (The Mad Russian).** Comedian. (R) Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS).

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, DOROTHY. Children's programs. (R) Wheatena Treasure Bag, 1938-39 (Wheatena Co., Mutual). (F) Commercial films. (L) Recitals. (V) Theatre appearances. (Author of children's books.)

GORDON, GALE. Actor (leads, heavies), M.C. (R) Dr. Christian, 1937-38 (Chesebrough Mfg. for Vaseline Products CBS); Jack Haley—Wonder Show, 1938-39 (Continental Baking, CBS); Joe E. Brown, 1938-39 (Post Toasties, CBS); Irene Rich, 1939 (Welch Grape Juice, NBC Blue); Star Theatre, 1939 (Texas Co. for Texaco Products, CBS). (F) Shorts. (L) Daughters of Streus, 1936.

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.); Admiracion Review, 1937 (Admiracion Shampoo, WOR, N. Y.); also transcriptions.

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GORDON, "HAPPY." Musician, cowboy singer, M.C., KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1938-39 (participating, NBC Red); also KLX Oakland; KSFO, San Francisco.

***GORDON, JOHN.** Director. (R) Major Bowes Amateur Hour, 1936-39 (Chrysler Corp., CBS); Prof. Quiz, 1938-39 (Noxzema 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 (Packer's 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) Mulatto, 1936; House Beautiful; Subway Express; Criminal Code. (Currently associated with KNX, Hollywood).

GORIN, IGOR. Singer. (R) Hollywood Hotel, 1935-37 (Campbell Soup Co., CBS). (F) M-G-M (f). (L) Concert tours.

***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 (P. 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; Puncinello, 1933 (f). (V) Single, as soloist, and with the Royal Welsh Quartet, 1929-30.

GOTCH, LEE. Singer (**Four Notes**). (R) Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (LS) Rhythm at Noon, 1936-37 (Dodge Dealers, WBBM, Chicago). (GA) Studebaker Champions (Studebaker Motors, NBC Red); Thirty Minutes in Hollywood (local sponsors, Mutual). (V) Theatre appearances.

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).

GOTTLIEB, ALEX. Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).

***GOTTSCHALK, NORMAN.** (R) Houseboat Hannah, 1938-39 (P & G, NBC Blue).

GOULD, FOREST ("Jay"). Announcer, director, WKZO, Kalamazoo. (L) 1928-31.

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); Kitchen Cavalcade, 1937-38 (C. 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.

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GOULD, MORTON. Conductor, composer, arranger, pianist. (R) Morton Gould's Orchestra, 1938-39 (sustaining, Mutual).

***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 Scot 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, HILDA.** (R) Backstage Wife, 1938-39 (R. L. Watkins Co., NBC Red).

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, CARY. Actor. (R) The Circle, 1939 (Kellogg Co. for Corn Flakes, NBC Red). (GA) Lux Radio Theatre (Lever Bros. for Lux Flakes and Soap, CBS); Hollywood Guild (Gulf Oil, CBS). (F) Paramount, Columbia, RKO (s). (L) English and American stock companies, 1917-25; productions for Arthur Hammerstein and J. J. and Lee Shubert, 1925-28 (f). (V) Various acts, 1917-25.

***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.

GRANT, PETER. Announcer, newscaster. (R) Avalon Time, 1938-39 (Brown & Williamson for Avalon Cigarettes, NBC Red); Ballard's Oven Ready Biscuit Time, 1938-39 (Ballard & Ballard, NBC Red and Blue); Smilin' Ed McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Front Page Parade, 1939 (Richman Clothes, Mutual). (LS) News (Kentucky Club Tobacco, Look Magazine, Boston Board of Trade, Sweetheart Soap, Rival Dog Food, WLW). (Staff member of WLW, Cincinnati).

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GRANTHAM, TED. Violinist, WWVA, Wheeling. (R) Local shows for Brown & Williamson Tobacco Co., others. (V) Theatre appearances. (PR) Decca.

GRASER, EARLE W. (The Lone Ranger). Actor, WXYZ, Detroit. (R) The Lone Ranger, 1933-39 (Bond Bread, Gordon Bakeries and local sponsors, Mutual and Michigan Radio Network). (V) Theatre appearances.

GRASSO, DON FRANCISCO (Frank). Musical director, WFLA, Tampa. (R) Several NBC broadcasts; local shows. (V) Theatre appearances.

GRAUER, BEN. Announcer, M. C. (R) Walter Winchell, 1933-39 (Andrew Jergens Co. for Jergens Lotion, NBC Blue); Baker's Broadcast with Joe Penner, 1933-35; with Robert Ripley, 1935-37 (Standard Brands for Fleischmann's Yeast, NBC Blue); Magic Key of RCA, 1935-39 (Radio Corp. of America, NBC Blue); Your Hit Parade, 1936-37 (American Tobacco for Lucky Strike Cigarettes, NBC Red); The Mystery Chef, 1936-38 (Regional Advertisers, NBC Red); Shell Chateau, 1937 (Shell Union Oil Corp., NBC Red); Rippling Rhythm Revue, 1937 (Jergens-Woodbury Sales Corp., NBC Blue); Sealtest Sunday Night Party, 1937-38 (Sealtest Laboratories, NBC Red); Behind Prison Bars, 1937-38 (William R. Warner Co. for Sloan's Liniment, NBC Blue); series of fight broadcasts, 1938 (Adam Hat Stores, NBC Blue); Horace Heidt and His Brigadiers, 1938 (Stewart-Warner Corp., NBC Red); Dale Carnegie, 1938 (Colgate-Palmolive-Peet, NBC Red); Winchell Column Quiz, summer 1938 (Andrew Jergens Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1938-39 (BiSoDol and Kolynos, NBC Blue); Grand Central Station, 1938-39 (Lambert Pharmacal Co. for Listerine products, successively NBC Blue, CBS); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strike Cigarettes, NBC Red); For Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red). (F) D. W. Griffith, 1919; Fox, 1921-23 (f). (L) Penrod, 1918; Maytime, 1920; Florodora, 1923; The Bluebird, 1925; Processional (Theatre Guild production). (V) Theatre appearances; M. C. of NBC Radio Revue, 1937.

GRAVES, MISS TED. Musician, WBAP, Ft. Worth. (R) Also Texas Quality Network, including programs for Hinds Honey & Almond Cream.

***GRAY, GLEN.** Orchestra leader (R) Burns & Allen (General Foods Corp., NBC Red). (V) Theatre and hotel engagements. (PR).

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.

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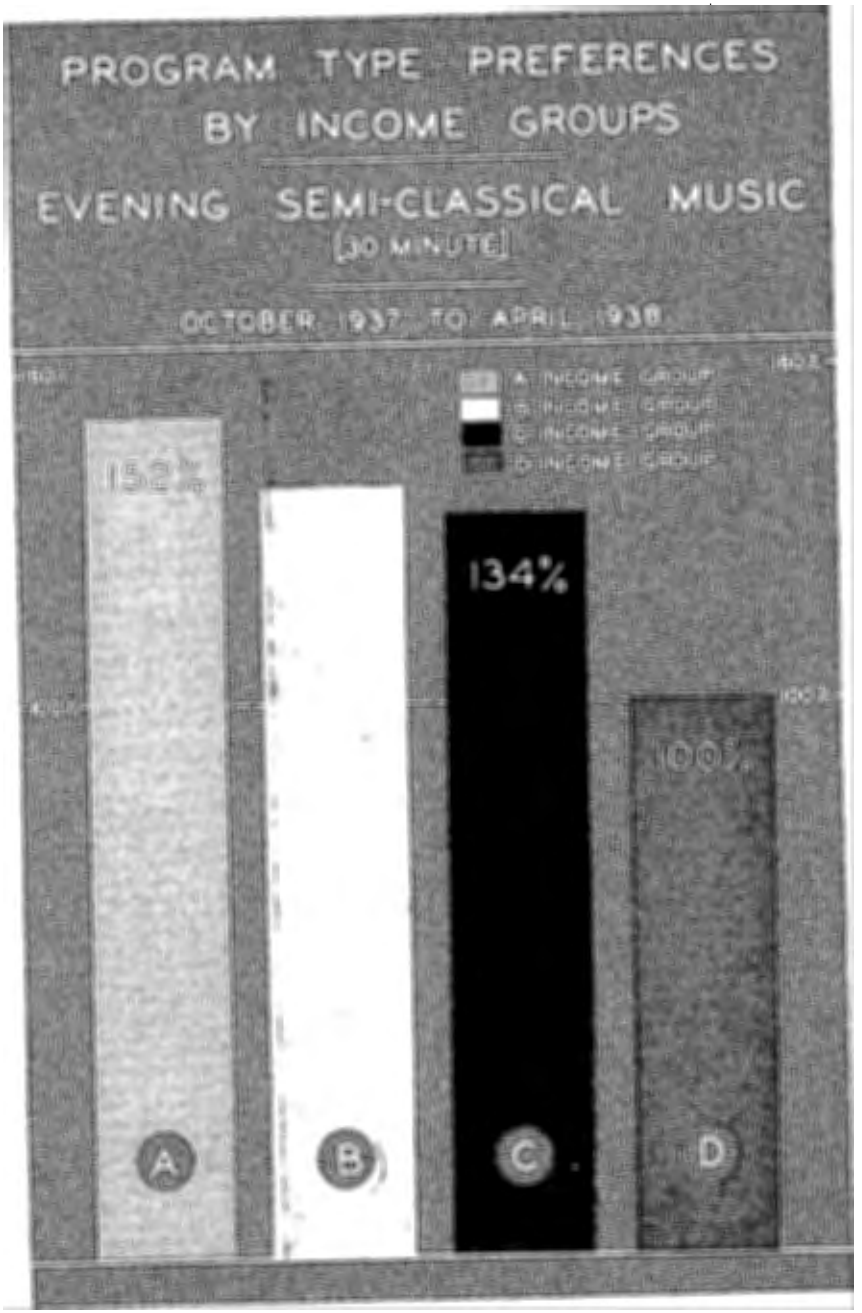

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*GREEN, WILLIAM. Actor. (R) Shows on WLW, Cincinnati.

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 (P & 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); Roses & 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 (Fairy 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).

GRENNELL, EILEEN. Singer, KSO-KRNT, Des Moines. (R) Various programs on Mutual, 1937-38. (V) Personal appearances.

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, NAN. Actress. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux Soap, CBS); Those We Love, 1938-39 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Warner Bros., Universal (f). (V).

GREY, ROBERT R. Production manager, KCMO, 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

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Curtiss Candy Co., 1937; Virginia Dare Extract Co., 1937. (F) News and trailers, 1930-32.

*GRIFFIN, 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 Marlin (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, LESTER. Announcer. (R) Story of Mary Marlin, 1937 (International Cellucotton for Kleenex, NBC Red); Girl Alone, 1937 (Kellogg Co., NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red); Grandma Travels, 1937-38 (Sears, Roebuck & Co., transcriptions).

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, J. L. Script writer. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual).

*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).

GRIMM, LORRAINE. Singer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS).

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 (Ziegfeld); 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.

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GROPPER, FREDERICK K. Director. (R) Vic and Sade (Procter & Gamble, NBC Red and Blue); others. (Associated with Compton Advertising, Inc.).

GROSS, H. R. News editor, WHO, Des Moines. (R) Local shows including Phillips News Reporter (Phillips Petroleum, 1935-37).

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); Wheatenaville, 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 KFAB, 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).

***GUDEBROD, G. DAVID.** Script writer. (R) Armco Iron Master Program (American Rolling Mill Co., NBC Blue); Ford Sunday Evening Hour (Ford Motors, CBS).

GUEDEL, JOHN. Writer, producer. (R) Reunion of the States, 1937-38 (Forest Lawn Memorial Park, CBS Pacific, Don Lee, Mutual); Back Home, 1938-39 (Forest Lawn Memorial Park, CBS Pacific); Pull Over Neighbor, 1938-39 (Wilshire Oil, NBC Pacific Red and CBS Pacific). (LS) Iris Foods, 1937, and Forest Lawn Memorial Park, 1938, KHJ, Los Angeles. (F) Shorts, as writer. (Radio director, Dan B. Miner Advertising Agency.)

GUEST, EDGAR. Actor, writer, philosopher, humorist. (R) Welcome Valley, 1936-37 (Household Finance Corp., NBC Blue); It Can Be Done, 1937-39 (Household Finance Corp., CBS, 1938-39; NBC Blue, 1937-38). (Newspaper columnist-poet).

GUILBERT, ROBERT M. Actor. (R) Girl Alone, 1935-38 (Kellogg Co., NBC Red); Don Winslow of the Navy, 1937-39 (Iodent Tooth Paste, 1937, NBC Blue; Kellogg Co., 1938-39, NBC Blue); Welch Presents Irene Rich, 1937 (Welch Grape Juice, NBC Blue); It Can Be Done, 1937 (Household Finance Corp., NBC Blue); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red). (LS) WMAQ, Chicago; WJZ, New York City, 1937-38. (L) Stock.

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 (Erlanger), 1929-30; Merry-Go-Round, 1931 (f). (V) Various circuits; theatre appearances; (tour with Myrt and Marge, 1936). Currently with KSFO, San Francisco.

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*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.

GUNN, GEORGE P. Announcer, WRC-WMAL, Washington.

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.

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HABATA, HARRY. Accordionist, WCCO, Minneapolis-St. Paul. (R) Local shows for Allis-Chalmers Mfg. Co., others. (V) Theatre appearances.

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, actress, 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 Co., 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.

HAGEN, DR. HARRY. Master of ceremonies. (R) True or False, 1938-39 (J. B. Williams Co., Mutual, 1938; NBC Blue, 1938-39).

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) 1906-26.

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.

*HALE, ARTHUR. (R) Newscasts for WOR, New York.

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HALE, CECIL. Announcer, actor, continuity editor, WFAA, Dallas. (R) Jack Armstrong (Wheaties), CBS, 1936; Ma Perkins (Oxydol), NBC, 1936; Alka-Seltzer Barn Dance, NBC, 1936; also WAAF, WGN, WLS, Chicago; Texas Quality Network.

***HALE, FLORENCE.** (R) NBC show.

HALE, MILTON (Milton Halpern). Singer, theatrical news commentator, WMAS, Springfield. (F) Warner Bros., RKO, M-G-M, Columbia; shorts. (L) Stock. (V) 1931-33.

HALEY, AMBROSE. Hillbilly musician, singer, WOWO-WGL, Ft. Wayne. (R) Several CBS shows including Drug Trade Products program. (L) Musical comedies. (PR) Brunswick.

HALEY, EUGENE S. Writer. (R) Storming the Bastile (NBC sustaining).

HALEY, JACK. Comedian. (R) Log Cabin Jamboree, 1937-38 (General Foods Corp. for Log Cabin Syrup, NBC Red); The Wonder Show—Jack Haley, 1938-39 (Continental Baking Co., CBS). (F) Paramount; Hal Roach; currently under contract to 20th Century-Fox (f). (L) Good News, 1928; Follow Thru, 1929-30; Take a Chance, 1933 (s). (V) Crafts & Haley; Haley & McFadden, 16 years; theatre appearances.

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 Vagabonds, 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, GEORGE. Orchestra leader. (R) Broadcasts from Taft Hotel over CBS; programs for Tru Blue Beer, 1935; Borden's Milk, 1935-36; guest appearance, RCA Magic Key, NBC. (F) Shorts (Vitaphone, Paramount). (V) Theatre and hotel engagements. (PR) Victor and Master Recordings artist.

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, EVELYN. 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

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shows. (V) Convict 973, Within the Lines, others.

*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, MORRIS. Producer. (R) The Right Thing to Do, 1938-39. (George W. Luft Co. for Tangee Lipstick, NBC Red).

HAMILTON, WADE. Choral director, organist, novachordist, KVOO, Tulsa. (R) Also Mutual-Don Lee Network; KFI, KFAC, KFWB, KHJ, KNX, KGER and KTMR, 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.

HAMMERSTEIN, TED. Producer, M.C. (R) Hammerstein Music Hall, 1935-38 (Hill's Nose Drops, 1935, CBS; Kolynos Toothpaste, 1936, CBS and NBC Red; Anacin, 1937-38, CBS). (L) Thoroughbred, Broadway Interlude (producer, director); Howdy Stranger (co-producer).

*HAMMIL, JOEL. (R) Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS).

HAMMOND, LAURENCE. Writer, director. (R) The Shadow, 1934-35, 1937-38 (Delaware, Lackawanna & Western Coal for Blue Coal, CBS, 1934-35, Mutual, 1937-38); Backstage Wife, 1935-38 (Dr. Lyon's Toothpowder, NBC Red); John's Other Wife, 1936-37 (Louis Philippe, Edna Wallace Hopper, NBC Red); Cavalcade of America, 1936-38 (E. I. du Pont de Nemours, CBS); Young Widder Jones, 1937 (Sterling Products, WOR, New York City); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS).

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, WBRE, Wilkes-Barre. (R) Also WAZL, Hazleton. (L) Stock.

HAMRICK, HOWARD. Announcer, continuity writer, WRAL, 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.

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(R) CBS musical, variety, dramatic and general programs since 1929. (Consulting producer, McCabe Program Service.)

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.

HANLON, TOM. Announcer, sportscaster, producer. (R) Lucky Strike Dance Orchestra, 1932 (American Tobacco Co., NBC Red); Listen to Harris, 1933 (Northam Warren Corp., NBC Blue; Chase & Sanborn Hour, 1933 (Standard Brands, Inc., NBC Red); M J B Demi-Tasse Revue, 1934 (M J B Coffee, NBC Blue); Roi-Tan Sports Review, 1936 (American Tobacco Co., CBS); Irvin S. Cobb & His Paducah Plantation, 1937 (Oldsmobile Motor Works, NBC Red); On the Air, 1937 (Hudson Motor Car Co., CBS); sports commentator, 1937 (Kellogg Co., CBS); Man to Man Sports, 1938 (American Tobacco Co. for Roi-Tan Cigars, CBS); Phil Baker, 1938 (Gulf Refining Co., CBS); Cantor's Camel Caravan, 1939 (R. J. Reynolds Tobacco Co., CBS); others. (F) Universal, Warner Bros., M-G-M, Paramount, Pathe (f); shorts. (V) Theatre appearances. (Associated with KNX, Hollywood.)

HANNA, MICHAEL R. News commentator, WIBX, Utica.

HANNAN, MARJORIE. Actress. (R) Oxydol'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.

HANSSEN, 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, WDGY, Minneapolis-St. Paul. (R) Local show for Drug Trade Products Co.

HAPPY VALLEY COWBOYS (The Deacon, Lil Abner, Arizona Freddie, Smudgy, Pewee, 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.

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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, EARL. Sports announcer. (R) Microphone in the Sky, 1937 (sustaining, Mutual). (LS) Newark baseball games, 1935-39 (General Mills, WINS, New York, 1935-36; WNEW, New York, 1937-39); Cornell University football, 1936 (Atlantic Refining, WINS, New York); New York Giants-Brooklyn Dodgers football, 1935-36 (Adam Hats, WINS, New York). (F) Hearst Metrotone Newsreel as commentator. (V) Theatre appearances as radio quiz conductor.

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, DAVE. Musician (**Raymond Scott Quintet**). (R) Your Hit Parade (American Tobacco for Lucky Strike Cigarettes, CBS); Sophie Tucker & Her Show, 1939 (American Tobacco for Roi-Tan Cigars, CBS). (F) Selznick, International, 20th Century-Fox (f). (V) Theatre appearances. (PR) Brunswick.

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, HOWARD.** Script writer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

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,

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1931-32 (Ohrbachs, WOR, N. Y.); 1934 (Cushman Bakeries and Pebeco 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, BEN L. Musician, KFXM, San Bernardino. (R) Also KFWB, KHJ, Los Angeles. (F) Warner Bros., First National, as musician. (V) Theatre appearances, 1919-25. (PR) Victor, Vocalion, Columbia, Brunswick.

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.

***HART, WALTER.** Producer. (R) Central City, 1938-39 (P & G, NBC Red).

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, CLARENCE. Character actor, writer. (R) As actor: Uncle Ezra, 1936-38 (Miles Laboratories for Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red). Currently writing and acting in Waterloo Junction, NBC sustaining.

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 (Chesebrough Mfg. Co., CBS).

***HATCH, WILBUR.** Conductor. (R) Calling All Cars, 1937-39 (Rio Grande

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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.

HATTON, RAYMOND. Comedian, actor. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS). (F) Goldwyn, FN, Warner, Paramount, Columbia, Universal, MGM, Republic (s,f). (L).

***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 Blue).

HAUSKEN, WARREN. Singer, whistler, KHQ-KGA, Spokane. (R) Also Horace Heidt's Brigadiers for Alemite, 1934-36. (V) Appearances with Horace Heidt'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 Bisquick, CBS); Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red); Amos 'n' Andy, 1937 (Pepsodent 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 Kreml, 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 Erroll); Princess Flavia; Mme. Pompadour; Hassan.

HAWK, BOB. M.C., comedian. (R) The People's Rally Fun Quiz, 1938-39 (Mennen 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, ADELAIDE. Commentator. (R) The Woman's Page (sustaining, Mutual). (LS) Adelaide Hawley's Featurettes, 1935 (Bathasweet, WOR, N. Y.); Woman Reporter, 1935-37 (Educator Crax, WOR, N. Y.). (F) Woman's Page editor for M-G-M's News of the Day.

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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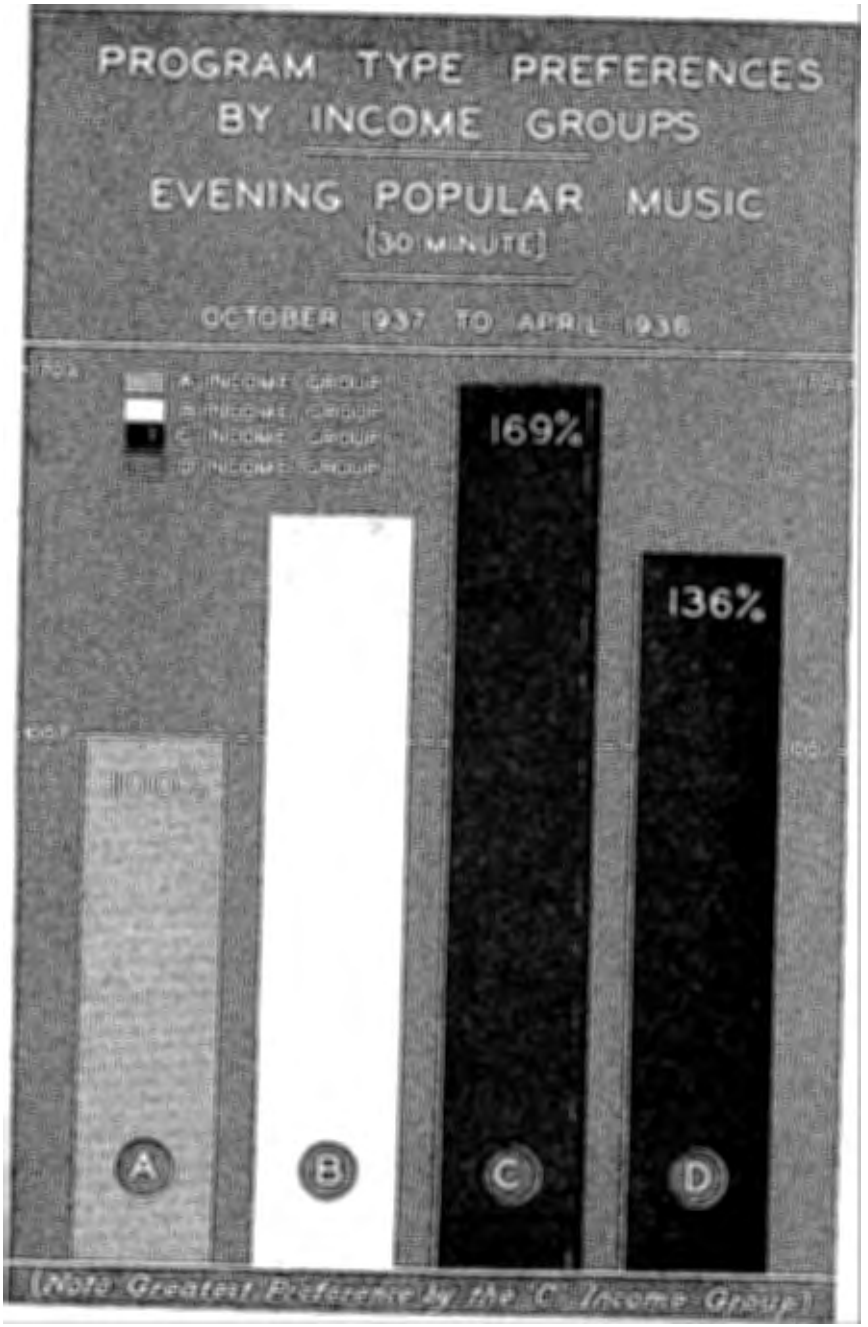

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HAWLEY, HARROLD. Organist, KRE, Berkeley.

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); Hearn Program, 1937 (Hearn 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 Dillingham, 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 Merrymakers, 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 Penners (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, SAM. Commentator (news, sports). (R) Richfield Reporter, 1931-37 (Richfield Oil Co., NBC Red); Newstime 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); Sealtest Rising Musical Stars, 1938 (Sealtest, NBC Red). (L) Leading tenor: Chautauqua Opera Co., 1931-35; Philadelphia Opera Co., 1934-37; Robinhood Dell Operas, 1935-38; appearances with Philharmonic Symphony, Philadelphia Orchestra, Cincinnati 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

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(Kellogg Co. for Pep, Mutual); currently sustaining on NBC Blue. (Lecturer on spy stories and stamps; former member of the British Intelligence Service.)

HEARN, HARRY. Orchestra leader, WATL, Atlanta.

HEARN, SAM ("Schlepperman"). Comedian (character, dialect). (R) Jell-O Program Starring Jack Benny, 1935-39 (General Foods for Jell-O, NBC Red); Maxwell House Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red). (GA) Ben Bernie and Jack Oakie shows. (F) Paramount (f). (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 Kreml, 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; WCLO, Janesville; WGR, Buffalo; transcriptions.

HEDGE, RAY. Actor. (R) Myrt and Marge, 1931-35 (William Wrigley, Jr., Co., CBS); Myrt and Marge, 1937-39 (Colgate-Palmolive-Peet for Super Suds, CBS). (V).

HEDLUND, GUY. Director, actor (leads, heavy), WTIC, Hartford. (R) Also KFI, Los Angeles. (F) Director, Fox Films, Universal, American Biograph, Pathe, others (s.f). (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 (Macfadden 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.

HEIDT, HORACE. Orchestra leader, M.C. (R) Horace Heidt and His Brigadiers, 1935-38 (Stewart-Warner Corp., Feb. 22, 1935 to Dec. 20, 1937, CBS; Dec. 28, 1937, to Dec. 25, 1938, successively NBC Blue and Red); Horace Heidt and His Musical Knights, 1939 (Tums, NBC Red). (V) Numerous hotel, night club and theatre bookings, since 1923; European tour, 1930-32. (PR) Brunswick.

HEILMANN, HARRY. Baseball commentator, WXYZ, Detroit. (R) Also Michigan Radio network; broadcasts for Kellogg Co., General Mills, others. (Formerly outfielder with Detroit Tigers.)

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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 Listerine, 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); Climalene Carnival, 1933-34 (Climalene 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.

***HELM, HARVEY.** Script writer. (R) Burns & Allen, 1938-39 (Liggett & Myers Tobacco Co., CBS).

HEMMINGWAY, 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 Borden Milk Co., Sal Hepatica, etc. (F) Shorts. (L) Light operas. (V) Four years.

***HEMUS, PERCY.** Actor. (R) Tom Mix and His Ralston 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.

***HENNING, PAUL.** Script writer. (R) Joe E. Brown, 1938-39 (General Foods, CBS).

HENNINGER, GEORGE. Organist. (R) Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS). (Composer of 3 film scores; formerly theatre musical director).

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.

HENSHAW, 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 Dreft, NBC Red); transcriptions. (LS) WHN, WEAF, New York. (F) Shorts (Pathescope). (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 Serenader, 1939 (Manhattan Soap Co., NBC Red). (NBC staff announcer).

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*HERLOCKER, BETTY HUSTON. (R) Hymns of All Churches, 1936-39 (General Mills, Inc., successively CBS and NBC Red & Blue).

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.

HERMAN, 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.

HERNE, CAPTAIN E. DONALD C. News commentator, raconteur, human interest stories. (R) March of Time, 1937 (Servel, Inc., CBS); Captain Herne Speaking, 1939 (Axton-Fisher Tobacco for Twenty Grand Cigarettes, Mutual). (LS) Captain Herne Speaking, Oct. to Dec., 1938 (Eterna Watch Co., WGN, Chicago). (Introduced "skywriting" to the U. S.; flew over the U. S. for Lucky Strike Cigarettes, over South America and Cuba for Coca-Cola. Member of the Society of Automotive Engineers, Institute of Mechanical Engineers).

*HERRICK, JOHN. (R) NBC shows.

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.

HERRMANN, BERNARD. Composer, conductor. (R) Ma and Pa, 1937 (Atlantic Refining Co., CBS); Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS). (CBS staff conductor and composer).

HERSHOLT, JEAN. Actor. (R) Dr. Christian, 1937-39 (Chesebrough Mfg. Co. for Vaseline, CBS). (F) D. W. Griffith, Columbia, Paramount, Universal, First National, United Artists, Warner Bros., RKO, M-G-M, 20th Century-Fox, etc.; 25 years (s,f). (L) 1904 to 1912, in Denmark. (V) Theatre appearances.

HERSON, BILL. Announcer, WBAL, Baltimore. (R) Also WKBW, WGR, Buffalo. (L) Wrote music for Too, Too Divine, 1936.

HERTH, MILT. Organist. (R) Omar the Swing Maker (sustaining, NBC). (F) Warner Bros. shorts. (V) Theatre appearances, 1939. (PR) Decca.

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.

HERZINGER, CARL. Script writer. (R) Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Joe E. Brown, 1938-39 (General Foods, CBS).

HESSELGRAVE, W. E. Musician, KLPM, Minot. (R) Hormel Chili Beaners, 1936 (George A. Hormel & Co., CBS); other shows on WCCO, Minneapolis-St. Paul. (V) George A. Osborn Band, 1936. (PR) RCA Victor, Brunswick.

HESSLER, FRED J. Announcer, producer, WOMT, 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-

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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.)

HEWSON, ISABEL MANNING. News commentator. (R) Personality and Charm, Feb. to May, 1932 (Richel Co., WCAU, Philadelphia); The Romance of Food, 1932-33 (General Foods Corp., WCAU); Petticoat Philosophy, 1936-37 (Pure Milk Cheese Co., Mutual); Petticoat on the Air, 1937 (J. B. Ford Co., CBS). Staff commentator for WFIL, Philadelphia, 1935-36; covered Democratic National Convention for Mutual, 1936; covered Hauptmann case, with Gabriel Heatter, for Mutual.

HEYNE, WILLIAM B. Choral director. (R) Lutheran Hour, 1930-31 and 1935-39 (Lutheran Laymen's League, CBS, 1930-31; Mutual, 1935-39).

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., WFBR, Baltimore. (R) Also WMAL, Washington. (F) Shorts.

HICKMAN, STANLEY C. Tenor. (R) Frigidaire Frolics, 1936 (General Motors for Frigidaire, NBC Blue); Musical Portraits, 1936 (General Shoe Co. for Jarman Shoes, NBC Blue). (LS) Stanley Hickman Serenades, 1937 (Nelson Bros. Furniture Co., WCFL, WBBM, Chicago). (F) Shorts. (V) Hotel and theatre appearances, 1938. (PR) Decca, Columbia. (Currently associated with WBBM, Chicago.)

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.

HIGGINS, GEORGE. Sports and special events announcer, M.C., basketball and football official, WTCN, Minneapolis-St. Paul. (R) Baseball for General Mills, 1934-38, Socony-Vacuum, 1937-38; football for Field-Schlick, 1938, Goodrich Silvertown Stores, 1938, Socony-Vacuum, 1938; hockey for Twin City Dodge Dealers, 1937-38, St. Paul Ford Dealers, 1938; numerous others.

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).

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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 (Nehi, 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, Amsterdam, The Hague. (PR) Columbia, Decca.

HILL, ALBERT M. Writer. 1939: Pan-American Calling (U. S. Department of Commerce, KECA, Hollywood); Story of Los Angeles Harbor (U. S. Department of Commerce, KFI, Hollywood); A Ship is Born (KEHE, Hollywood).

HILL, ALICE. Dramatic actress. (R) Betty & Bob, 1938-39 (General Mills for Wheaties, CBS, 1938; NBC Red and Blue, 1939). Currently with WGN, Chicago.

HILL, DON. Sports announcer, WCBS, Springfield. (R) Also CBS; KTUL, Tulsa; WTAX, Springfield; local shows for General Mills, Inc., others.

HILL, EDWIN C. Commentator. (R) Human Side of the News, 1933-35 (Barbasol Co., CBS); Inside Story, 1934 (Socony-Vacuum, CBS); Forum of Liberty, 1935 (Liberty Magazine, CBS); Human Side of the News, 1936 (Remington Rand Co., NBC Red); The Real Silk Program with Edwin C. Hill as the Spectator, 1936-37 (Real Silk Hosiery Mills, NBC Blue); Your News Parade, 1937-38 (American Tobacco Co., CBS); Edwin C. Hill, 1939 (Metropolitan Life Insurance Co., successively WNEW, N. Y. and Mutual); Human Side of the News, 1939 (American Oil Co., CBS). (F) Metrotone News commentator. (Syndicated Hearst column.)

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.)

***HILL, JOSEPH.** Director. (R) Hobby Lobby, 1938-39 (General Foods Corp., Jell-O, summer of 1938, NBC Red; Fels & Co., 1938-39, NBC Blue). (Associated with Young & Rubicam).

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) Lysol'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.

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HINETT, 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 (Pepsodent Co., NBC Red).

HITE, BOB. Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Shorts.

HITZ, ELSIE. Dramatic actress. (R) An Evening in Paris, 1934 (Bourjois Sales Co., CBS); True Story Court of Human Relations, 1934 (Macfadden Publications, CBS); The Magic Voice, 1934 (Ex Lax, CBS); Dangerous Paradise, 1935-36 (Jergens-Woodbury Sales Corp., NBC Blue); Follow the Moon, 1937-38 (Jergens-Woodbury Sales Corp., NBC Red, 1937; Pebeco Toothpaste, CBS, 1937-38). (L) The Cat and the Canary, The Spider, Butter and Egg Man; stock.

***HIXSON, ROBERT M.** Director. (R) Calling All Cars, 1937-39 (Rio Grande Oil, CBS). (Associated with Hixson-O'Donnell, Inc.).

HOBAN, 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.

HODAPP, WILLIAM C. Script writer. (R) Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); NBC sustaining, Empires of the Moon, April to July, 1938.

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.)

HODGES, HILTON. Announcer, continuity writer, WIBW, Topeka. (R) Local show for Allis-Chalmers Mfg. Co., others. (V) Theatre appearances.

HODGES, JAMES A. Baritone, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks.

HODGES, LEIGH M. "The Optimist," WFIL, Philadelphia.

HODGES, PAUL. Special events announcer, WCPO, Cincinnati. (V) Theatre appearances.

HODGES, 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.

HODIAK, JOHN. Actor, WXYZ, Detroit. (R) Lone Ranger and Green Hornet (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.

HOEFLE, 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).

HOFF, CARL. Orchestra leader. (R) Your Hit Parade, 1935-38 (American Tobacco Co., NBC Red, 1935-38, and CBS, Jan. to March, 1937); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce & His Gang, 1938-39 (General Foods, NBC Red). (F) Warner Bros. (f); shorts. (L) Folies Bergere, 1934-36. (V) Appearances with Al Pearce.

HOFFA, PORTLAND. Comedienne. (R) Linit Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Hellmann's Mayonnaise, NBC Red); Town Hall Tonight, 1934-39 (Bristol Myers Co., NBC Red). (L) George White's Scan-

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dals; First Little Show; Three's a Crowd. (V) Fred Allen & Portland Hoffa; personal appearances. (Mrs. Fred Allen in private life.)

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). (V) 1929, '34; hotel and club appearances as band soloist.

HOGAN, HARLAN. Musical director, pianist, WSBT-WFAM, South Bend.

***HOGG, FANNIE E.** Actress. (R) Road of Life, 1938-39 (P & G, CBS).

HOGUE, 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.** Actor. (R) Life Can Be Beautiful, 1938-39 (P & G, successively NBC Red, CBS).

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).

HOLCOMBE, HARRY. Producer, announcer, actor. (R) Benny Goodman's Orchestra, 1936-39 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). (Associated with William Esty & Co., Inc.)

***HOLDEN, BRICK.** Actor. (R) Just Between Us (Rabin Cosmetic Co., Mutual).

***HOLDEN, GLORIA.** Actress. (R) Dr. Christian (Chesebrough Mfg. Co., CBS).

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.

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*HOLE, JONATHAN. Actor. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red).

*HOLE, LEONARD. Producer. (R) Prof. Quiz, 1937-38 (Nash-Kelvinator Corp., CBS); Guy Lombardo & His Orchestra, 1938-39 (Lady Esther, CBS).

HOLIDAY, BILLIE. Singer. (R) True Story program (Macfadden 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.

*HOLINER, MANN. Producer, director. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard Co., CBS); Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales Corp., NBC Blue); Win Your Lady, 1938 (summer show, Jergens-Woodbury Sales Corp., NBC Blue); Melody & Madness, 1938-39 (P. Lorillard Co., successively CBS, NBC Blue). (Associated with Lennen & Mitchell).

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, HERSCHEL. Announcer, actor, KFBI, Abilene.

*HOLLAND, M. Producer, director. (R) Getting the Most Out of Life, 1938-39 (Standard Brands, Inc., NBC Blue).

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.

HOLLYWOOD, JIMMY. Singer. (Radio Rogues). (R) Quaker Party (Quaker Co., NBC Red).

HOLM, FLOYD. See the Escorts & Betty.

HOLMES, E. G. Pianist, WNAX, Yankton. (R) Local show for Consolidated Drug, others.

HOLMES, FLOYD ("Salty"). Comedian, musician, WLS, Chicago. (R) Also NBC, 1936. (F) Grand National. (L) Stock, 1927-28. (V) Odis & Holmes, 1929; WLS Barn Dance, 1932-38. (PR) Bluebird.

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, WCLS, 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 (Gallenkamp Stores, NBC Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); others. (Currently associated with KGO-KPO, San Francisco.)

*HOLTON, LENNARD T. Script writer. (R) Inside Story, 1938-39 (Ralston Purina Co., successively CBS Pacific, NBC Blue).

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.

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HOPE, BOB. Comedian, M.C. (R) Atlantic Family (Atlantic Refining Co., CBS); Rippling Rhythm Revue (Jergens-Woodbury 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 Dreft, 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), Welch 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.

HORNE, A. GUY. Musician (trombone, piano), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS). (V) 1924-28.

***HORRELL, MARTIN.** Director. (R) Grand Central Station (Lambert Pharmacal Co., NBC Blue, 1937-38; CBS, 1938-39). (Associated with Lambert & Feasley).

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 (Gallenkamp'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,

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PROGRAM LENGTH VS. MEDIAN RATING

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: OCTOBER 1935-APRIL 1936

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
October 1935				
Median of Programs	12.5%	5.5%	4.3%	3.3%
No. of Programs	15	53	20	14
November 1935				
Median of Programs	13.1%	6.4%	4.7%	3.6%
No. of Programs	15	57	25	15
December 1935				
Median of Programs	13.0%	6.3%	4.6%	3.6%
No. of Programs	15	61	26	15
January 1936				
Median of Programs	14.1%	7.4%	4.2%	4.4%
No. of Programs	14	57	24	17
February 1936				
Median of Programs	16.8%	7.2%	5.0%	4.3%
No. of Programs	14	65	29	19
March 1936				
Median of Programs	15.9%	6.9%	4.2%	4.5%
No. of Programs	14	63	29	19
April 1936				
Median of Programs	14.1%	7.0%	5.0%	4.1%
No. of Programs	14	57	27	20

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: MAY-SEPTEMBER 1936

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
May 1936				
Median of Programs	11.4%	5.5%	3.7%	3.3%
No. of Programs	15	53	22	19
June 1936				
Median of Programs	11.1%	4.8%	3.6%	3.2%
No. of Programs	14	48	16	18
July 1936				
Median of Programs	11.6%	4.6%	2.9%	2.7%
No. of Programs	12	44	18	16
August 1936				
Median of Programs	11.7%	4.7%	3.6%	2.5%
No. of Programs	13	42	20	17
September 1936				
Median of Programs	14.2%	6.1%	3.1%	2.7%
No. of Programs	15	41	23	18

(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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NBC Blue); Little Orphan Annie, 1937 (Wander Co. for Ovaltine, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Jenny Peabody, 1937-38 (F & F Laboratories, CBS); Betty & Bob, 1937-38 (General Mills, CBS); Judy & Jane, 1937-38 (Folger's Coffee, transcriptions). (LS) 1935-38, WLS, Chicago (Purina Mills, Penn Tobacco, Olson Rug Co., Congoin). (F) Pike's Peak Film Co., Pike's Peak Photoplay Co., Great Divide Studios (f, silent pictures). (L) Hart Players and Texas Grand Stock, Tabor Gaiety (s,f). (V) Zeke the Pullman Porter, 2 seasons. (Currently staff continuity writer, WLS).

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.

***HOUGHTON, DR. JAMES.** (R) Getting the Most Out of Life, 1938-39 (Standard Brands, NBC Blue). Director of New England Singers.

***HOUSE, BILLY.** Comedian. (R) The Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS). (L) White Horse Inn. (F). (V).

***HOUSE, EDDIE.** (R) CBS shows.

***HOUSEMAN, JOHN.** Script writer. (R) Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS).

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, WHO, Des Moines. (R) Local shows including Oshkosh Chore 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, EVERETT. Music production. WCHV, Charlottesville. (L) Capitol Civic Opera Co., 1935.

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 Dreft, CBS). (L) Dramatic stock, 1921-30 (s). (V) 1928-29. (Has also been associated with stations KFI, KFWB, KMPC, KHJ, 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; Molle 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,

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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, ELEANOR. Home economics consultant. (R) Homemakers' Exchange, 1936-38 (National Ice Advertising, CBS, 1936-37; NBC Red, 1937-38).

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).

HOWLAND, HARRY I. Musician, KFXM, San Bernardino. (R) Also WOW, WAAW, 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, Schenectady; KMMJ, Clay Center. (V) Faye & Cleo.

HOYT, WAITE C. Sports commentator, WNEW, New York. (F) Movietone, 1930. (V) Waite Hoyte & J. Fred Coots, 1928-30. (Baseball pitcher 19 years—Giants, Yankees, Dodgers).

HUARD, LARRY. Singer, WTIC, 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 Lifebuoy, 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.

HUBBELL, RICHARD. Producer, writer, announcer. (R) 1937-38: Fun in Swingtime (Admiracion Shampoo, Mutual); Arnold Johnson (Feen-A-Mint, Mutual); others. 1938-39: Tareyton Treasury of Music (American Tobacco for Herbert Tareyton Cigarettes, WQXR, New York); Book of the Month Concert (Book of the Month Club, WQXR); Concert Premieres (R. H. Macy, WQXR); others. Actor, writer, WTIC, Hartford, and WNBC, New Britain, 1936; actor, WABC, New York, 1936-37; currently associated with WQXR, New York. (F) Shorts. (L) Stock, 1936. (Author of magazine articles, sketches, and a novel).

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.

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HUFFMAN, BUSTER. Sports announcer, CKOV, Kelowna.

HUFSMITH, FRED (Armchair Quartet). Tenor. (R) Programs for Firestone, General Motors, McKesson & Robbins, Elgin Watch, Golden Blossom Honey, Maxwell House Coffee, Kirkman Soap, Jack Frost Sugar; also transcriptions. (F) Shorts. (L) (f). (V) Theatre appearances.

HUGHES, ALICE. Commentator (fashion and beauty news). (R) Hecker's Information Service, 1937-38 (Hecker Products, Mutual). (Fashion columnist, King Features Syndicate).

***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, 1937-39 (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, LYSBETH. Singer, harpist. (R) Horace Heidt's Brigadiers, 1935-38 (Stewart-Warner Corp., CBS, 1935-37, NBC Blue, 1937-38).

***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 Budd Hulick). (V) Stoopnagle & Budd.

HULL, HARWOOD, JR. Announcer, producer, WAPI, Birmingham.

HULL, WARREN. Actor, M.C. (R) Your Hit Parade, 1935 (American Tobacco for Lucky Strike Cigarettes, CBS); Vick's Open House, 1935 (Vick Chemical Co., CBS); The Gibson Family, 1935 (Procter & Gamble for Ivory Soap, NBC Red); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red). (F) Warner Bros. (f); educational shorts. (L) Productions by the Shuberts, Morris Green, Schwab & Mandel (f).

HUMMEL, FRITZ. Musician, WBNS, Columbus. (R) Shows on CBS, NBC and Mutual, including programs for R. J. Reynolds Tobacco Co., American Tobacco Co., Sheaffer Pen Co., Canada Dry Co., others. (F) Warner Bros.; commercials. (V) 12 years; appeared with Paul Whiteman, Ted Weems, Mal Hallett.

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 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 (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

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(Louis Philippe, Edna Wallace Hopper, NBC Red). (Vice-president, Blackett-Sample-Hummert, Inc.).

HUMMERT, FRANK. Script supervisor, writer. (R) In collaboration with Anne 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 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, CARL. (Five All American). Violinist, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.). (V) Ted Weems' Band, 1922-24.

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, MARIE. Character actress, comedienne, Federal Theatre Radio Division. (R) Lux Radio Theatre (Lever Bros., CBS); others, on WABC, WOR and WHN, New York. (F) Paramount, Warner Bros.; shorts. (L) Productions by the Shuberts, Erlanger, Al Woods, Arthur Hammerstein and others. (V) Ann's Ancestors, Lombardi, Ltd.; others.

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, ALBERTA. Singer, actress. (R) NBC sustaining program, 1937 and 1938. (F) British International Pictures (f). (L) How Come; Show Boat, opposite Paul Robeson (London); Mamba's Daughters, 1938-39 (f). (V) Single act, nearly 10 years; theatre appearances in England, 1937. (PR) RCA Victor, H.M.V. (England), Okeh, Black Swan and others.

HUNTER, ALFRED L. Announcer, singer, KOME, Tulsa. (R) Also Oklahoma Network; KMBC, Kansas City; KVOO, 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, LUCILE. Character actress, announcer. (R) Walter Winchell, 1937-38 (Andrew Jergens Co. for Jergens Lotion, NBC Blue); Follow the Moon, 1938 (Lehn & Fink for Pebeco Toothpaste, CBS). (LS) KMBC, Kansas City, 1935.

HUNTER, "PINKEY". Singer, orchestra leader, sports announcer, WCLE, Cleveland. (R) Singer for I. J. Fox, 1931-37; baseball resume, Sears Roebuck, 1938; play-by-play baseball for General Mills and Socony-Vacuum, 1938; others (all local). (V) Buddy Fisher and His Collegians, 1922-23. (PR) Okeh, Columbia.

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).

HUNTINGDON, HOPE. Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).

HUNTINGTON, CARLOS W. Producer, KYA, San Francisco. (Also public relations).

HUNTLEY, THEODORE. Commentator

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(news, political). (R) The Washington Roundup, 1939 (sustaining, NBC Red). (Washington newspaper correspondent, 15 years; publicity director, Republican National Committee, 1936 pre-convention campaign; author of Life of John W. Davis, Tariff Tinkering, and others; magazine contributor).

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).

***HURLIMANN, 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; WJJD, WMAQ, Chicago; transcriptions. (V) Theatre appearances.

HUSING, TED. Announcer, sportscaster. (R) Walter O'Keefe's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Eddie Cantor (Lehn & Fink for Pebeco, CBS); Mennen Program (Mennen Co., CBS); Sportcast (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).

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***IBBETT, F. G.** Producer. (R) Hollywood Hotel (Campbell Soup Co., CBS).

***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.

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.

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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 (Campana Sales, NBC Red); Don Winslow, 1938 (Kellogg Co., NBC Red and Blue); Story of Mary Marlin, 1938 (P & G for Ivory Soap, NBC Red and Blue); Betty Crocker, 1938 (General Mills, NBC Red and Blue).

ITURBI, JOSE. Pianist, conductor. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS). (GA) Chesterfield Presents, Oct. 6, 1937 (Liggett & Myers Tobacco Co., CBS); Kraft Music Hall, June 17, 1937, July 15, 1937, Dec. 30, 1937 (Kraft-Phenix Cheese Corp., NBC Red); others. Victor recording artist, concert soloist.

IVANS, ELAINE. Mistress of ceremonies, actress, announcer. (R) Majestic Hour, (Majestic Radio Co., CBS); Henry & George (Consolidated Cigar Corp., CBS); Eno 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, DALE.** Script writer. (R) Pick & Pat, 1938, to Feb., 1939 (U. S. Tobacco Co., CBS).

JACKSON, ETHEL. Actress, singer, KRKD, Los Angeles. (F) M-G-M, Monogram, independent productions; shorts. (L) Stock. (V) Theatre appearances.

JACKSON, GEORGE. Announcer, M.C., WBOW, Terre Haute. (R) Also WGBF, Evansville; KFAC, Los Angeles. (V) Theatre and night club M.C.

JACKSON, GLENN. Announcer, WLVA, Lnychburg. (R) Programs for Kellogg Co., 1938; Continental Baking, 1938-39; Procter & Gamble, 1939; others.

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JACKSON, HELEN. Singer. (R) Johnny Presents, 1937 (Philip Morris & Co., NBC Red, CBS); Chesterfield Program, 1936-37 (CBS); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); as member of the Three Harmonics, 1938-39: Johnny Presents (Philip Morris & Co., CBS); as member of Kay Thompson Rhythm Singers: Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (LS) WMCA, WEAF, New York City. (F) Shorts. (L) Earl Carroll's Sketch Book, 1935.

***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 in 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 WFBL, 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; WJJD, 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.

JAGER, FELIX. Script writer. (R) True Detective Mysteries, 1938-39 (Lambert Pharmacal Co., Mutual).

***JAMES, FRANK G.** Director. (R) Voice of Firestone (Firestone Tire & Rubber Co., NBC Red). (Associated with Sweeney & 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, WJZ, New York, 1938. (F) Shorts. (NBC staff announcer.)

***JAMES, LUCY.** Member of the **Twin Trio.** (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

JAMES, ROBERT H. Pianist, WHAS, Louisville.

***JAMESON, HOUSE.** Actor. (R) Young Widder Brown, 1938-39 (Charles H. Phillips Chemical Co., NBC Red).

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) Canadian programs. (L) Operettas in Canada. (V) Theatre appearances in Canada and the U. S.

JAMISON, BONNIE (Knights of Note). Singer, KSTP, Minneapolis-St. Paul. (R) Also NBC Red sustaining shows, 1938-39. (V) Personal appearances in hotels and theatres, 1938-39.

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, KFUO, 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).

JARZEBOWSKI, CASIMIR. Announcer (Polish programs), WHOM, Jersey. (R) Also WBNX, WFAB, WWRL, New York

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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 (Cummer 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.)

JEWELL, JAMES. Program and production manager, WWJ, Detroit. (R) Lone Ranger and Green Hornet (participating, Mutual and Michigan Radio Network). (F) Paramount; commerials. (L) Stock. (V) Theatre appearances. (PR) RCA Victor.

JEWETT, TED. Actor, announcer. (R) March of Time, 1935-39 (Time, Life and Fortune Magazines, Wm. Wrigley, Jr., Co., Remington Rand, Servel, Inc., for Electrolux Refrigerators, at various periods, NBC Blue and CBS); Cavalcade of America, 1937-39 (E. I. du Pont de Nemours, CBS); The Might Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Believe It or Not, 1939 (Nehi, Inc., for Royal Crown Cola, CBS). (F) Narrator for commercial films. (Staff announcer, NBC, 1930-32; NBC evening program manager, 1932-34; free lance since 1934).

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

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(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, ALICERUTH. (Mrs. Leslie Rietfors). 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; KRNT, Des Moines; WNAX, Yankton.

JOHNSON, HARRIOT (Mrs. James E. Cox). See Johnson Sisters.

JOHNSON, PARKS. Interviewer. (R) Vox Pop, 1935 (Standard Brands, NBC Blue); Vox Pop, 1935-38 (Cummer Products for Molle Shaving Cream, NBC Red); Radio Newsreel, 1937-38 (Cummer Products for Energine, NBC Red); Vox Pop, 1938-39 (Penn Tobacco Co., NBC Red). (Frequently teamed with Wallace Butterworth). (LS) KTRH, Houston, 1932-35. (F) Paramount, 1938 (voice work).

JOHNSON, RAY. See the Foursome.

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JOHNSON, 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). (L) Lady Windermere's Fan, 1931; Pygmalion, 1932; Three Sisters, 1932; Macbeth, 1933; At Mrs. Beams, 1933; There's Always Juliet (road), 1935; Hay Fever (road), 1935 (s).

JOHNSON, ROLLIE. Sports commentator, WCCO, Minneapolis-St. Paul. (R) Local shows for Chevrolet Motor Company, General Food Corp. (F) Commercials. (V) Theatre appearances.

JOHNSON, SAMUEL L. Comedian (straight), singer, continuity writer, musician, WNOX, Knoxville. (R) Also WKRC, Cincinnati; WHAS, Louisville. (V) Monk & Sam, over 10 years.

JOHNSON, WALTER. Baseball broadcaster, WJSV, Washington. (R) Play-by-play broadcasts of Washington Senators (General Mills for Wheaties). (Famous baseball pitcher and manager).

JOHNSTON, EDDIE. Drummer, WWVA, Wheeling. (R) Musical Steelmakers, 1937-39 (Wheeling Steel, Mutual); local shows.

JOHNSTON, HERB, JR. Announcer, KSLM, Salem.

JOHNSTON, JOHNNIE. Singer, WMAQ-WENR, Chicago. (R) Sustaining shows. (F) Shorts.

JOHNSTON, RUSS. Writer, producer, KNX, Los Angeles. (R) Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); also William Wrigley, Jr., Co. program, CBS; Great Northern Railway program, NBC (not current). (F) Shorts (narrator).

JOHNSTONE, BILL. Actor. (R) Big Sister (Lever Bros. Co., CBS); Gang Busters (Colgate-Palmolive-Peet Co., CBS); There Was a Woman (Glass Container Association of America, NBC Blue); March of Time (Servel, Time, Inc., and others, NBC Blue, CBS); The Shadow (Delaware, Lackawanna & Western Coal, Mutual); Valiant Lady (General Mills, NBC Red and Blue); Famous Jury Trials (local sponsors, Mutual); others. (F) March of Time. (L) Stock.

JOHNSTONE, 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.

JOHNSTONE, FRED. Announcer, musical director, WLVA, Lynchburg. (R) Local show for Piggly Wiggly Stores, others.

JOHNSTONE, 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.

JOLSON, AL. Singer, comedian, actor, M.C. (R) Chevrolet, 1933; Shell Chateau, 1935-36 (Shell Union Oil Corp., NBC Red); Al Jolson Program, 1936 to March, 1939 (Lever Bros. Co., CBS). (F) Warner Bros., United Artists, First National; starred in "The Jazz Singer", the first all-talking picture. (L) The Whirl of Society, 1912; The Honeymoon Express, 1913; Big Boy, 1925; Wonder Bar, 1931. (V) 1906-11; theatre appearances.

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; WKBB, 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-

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

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
October 1936				
Median of Programs	12.1%	6.6%	3.7%	2.5%
No. of Programs	18	51	25	33
November 1936				
Median of Programs	14.0%	7.0%	5.0%	2.7%
No. of Programs	19	62	23	16
December 1936				
Median of Programs	16.2%	7.4%	3.7%	2.9%
No. of Programs	17	65	23	32
January 1937				
Median of Programs	14.4%	7.7%	5.0%	3.3%
No. of Programs	17	62	22	34
February 1937				
Median of Programs	15.1%	8.4%	4.6%	3.5%
No. of Programs	17	63	22	35
March 1937				
Median of Programs	12.4%	7.1%	5.1%	3.6%
No. of Programs	17	66	20	36
April 1937				
Median of Programs	12.6%	7.3%	4.4%	3.8%
No. of Programs	17	62	22	36

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

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
May 1937				
Median of Programs	11.0%	6.4%	3.4%	2.9%
No. of Programs	17	60	24	35
June 1937				
Median of Programs	10.4%	5.8%	3.3%	2.9%
No. of Programs	16	60	20	34
July 1937				
Median of Progress	12.0%	4.8%	3.2%	3.2%
No. of Programs	12	52	15	27
August 1937				
Median of Programs	11.7%	5.6%	3.8%	3.3%
No. of Programs	12	47	16	28
September 1937				
Median of Programs	14.5%	7.2%	5.8%	3.8%
No. of Programs	13	49	16	29

(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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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); Carters 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, GWYNFI.** Singer. (R) Good Morning Tonite (Albert Bros. Milling Co., NBC Red).

JONES, HELEN. Singer, WOWO-WGL, Ft. Wayne. (V) Theatre appearances. (PR) Stark.

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, OLIVER.** Singer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

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.

JORDAN, RALPH. Cowboy singer, musician, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1938-39 (Lamont Corliss Co., NBC Red); also KLX, Oakland; KSFO, San Francisco. (V) Theatre appearances.

***JOSEPHSBERG, MILTON.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

JOSEPHY, ALVIN M., JR. Special features and news broadcasts, WOR, New York. (F) Writer for M-G-M, 1934-35.

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.

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producer, WHKC, Columbus. (R) local show for Chevrolet Motor Co., others.

JULIAN, 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 Marlin, 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, 1937-39 (General Mills, CBS). (L) Provincetown Players, 1922-24; stock, 1924-34 (s,f).

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KADELL, CARLTON. Announcer. (R) Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Big Town, 1937-39 (Lever Bros. for Rinso, CBS); Passing Parade, 1938 (Union Oil Co., NBC Red); Jimmie Fidler, 1939 (P & G. CBS); others.

KAHN, ROGER WOLFE. Orchestra leader, composer. (R) Lucky Strike Hour, 1932 (American Tobacco, NBC Blue); Variety Hour, 1936 (3 G Clothes Co., Inter-City Network). (F) Shorts. (L) Featured with orchestra in Vogues of 1924; composed music for Here's Howe, 1928; Americana, 1928; 9:15 Revue, 1929. (V) Roger Wolfe Kahn & His Orchestra, 1924-33. (PR) Victor, Brunswick, Columbia.

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.

KALMAR, BERT. Writer. (R) Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS). (F) Paramount, RKO, M-G-M, First National, 20th Century-Fox, Hal Roach Studios, as story, music and lyrics writer (principally in collaboration with Harry Ruby, q.v.). (L) Five O'Clock Girl, The Ramblers, Animal Crackers, Helen of Troy, N. Y., Good Boy. (V) Bert Kalmar and Jessie Brown in Nurseryland, 1909-18. (Writer of Three Little Words, I Wanna be Loved by You, Oh! What a Pal was Mary, Who's Sorry Now, and others).

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 Hawaiians), 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 WBRB, Red Bank. (Sports writer, Asbury Park *Press*).

KAMMAN, BRUCE. Actor, writer, pro-

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ducer. (R) Kaltenmeyer's Kindergarten, 1936-39 (Quaker Oats Co., NBC Red, 1936-37, currently sustaining). (V) Theatre appearances.

KAMPE, MEL. Announcer, actor, WIL, St. Louis. (R) Also KMOX, St. Louis; transcriptions.

KANE, ELEANOR G. Director. (artist bureau), WCOP, Boston. (L) Artists & Models, Mitzie, A Night In Spain. (V) Theatre appearances.

KANE, JOHNNY. Actor (leads, juvenile, comedy). (R) The Country Doctor, 1932 (Lambert Pharmacal Co. for Listerine, NBC Blue); Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Blue); Five Star Jones, 1936 (Procter & Gamble, NBC Blue); Pepper Young's Family, 1936-39 (Procter & Gamble, NBC Red and Blue). (F) M-G-M, Paramount, First National, D. W. Griffith (f); shorts; March of Time. (L) Tangerine, 1924; Music Box Revue, 1925; Little Jesse James, 1926; Happy Go Lucky, 1927; Sweet Lady, 1928; Veneer, 1929; The Long Road, 1930; Prince Charming, 1931; The Milky Way, 1933; The Sky's the Limit, 1934; One Thing After Another, 1937 (f). (V) Shields & Kane, 1922-24.

KANE, JOSEPH N. Interviewer. (R) Famous First Facts, 1938-39 (sustaining, Mutual). (Editor, correspondent; author of Famous First Facts, More First Facts, 1,000 Facts Worth Knowing, and others).

***KANE, MURRAY.** Member of **Two Bees and a Honey.** (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Chesterfields, NBC Red).

KANNA, RALPH D. Announcer, WOKO-WABY, Albany. (R) Also WGY, Schenectady.

KANNENSOHN, DAVE. Musician, WBNS, Columbus. (V) Ted Mack Revue, 1937.

KANNER, HAL (Two Bees and a Honey). Singer, musician, arranger. (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red, 1938-39; Liggett & Myers Tobacco for Chesterfield Cigarettes, NBC Red, 1939); other network programs, in the past, for Venida, RCA Victor and E-Zee Freeze Ice Cream. (F) Shorts. (V) Al Siegal's 3 Manhattanites, 1936; with Fred Waring, as a member of Two Bees and a Honey.

KANTER, BEN. Pianist, musical director, WJJD, Chicago. (R) Also WBBM, Chicago. (V) 1931.

***KAONOHI, DAVID.** (R) Honolulu Bound (Hawaiian Pineapple Co., CBS).

KAPPEL, 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. Babbittt 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).

KAPSAR, GORDON. Musical director, orchestra leader, WPTF, Raleigh.

KARASICK, MARION. Assistant program director, actress, continuity writer, WSAY, Rochester.

KARN, WILLIAM L. Announcer, sportscaster, M.C., WFAA, 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, ScotTowels, Knox Gelatine.

KAUERZ, ELSA. Singer, KOA, Denver. Concert appearances, 1937-39.

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, GERALDINE.** Actress. (R) Your Family and Mine, 1938-39 (Sealtest, Inc., CBS).

KAY, JOAN. Actress (character ingenue). (R) Air Adventures of Jimmie Allen,

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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, 1938 (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 **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) Group furnishes musical background for Fleisher Cartoons. (V) The Kidoodlers. (PR) Vocalion.

KEATH, BYRON. Actor. (R) Gang Busters, 1936-39 (Colgate - Palmolive - Peet for Palmolive Shave Cream, CBS); Dr. Christian, 1938-39 (Chesebrough Mfg. Co. for Vaseline Products, CBS); Death Valley Days, 1938-39 (Pacific Coast Borax Co., NBC Blue, Red). (L) Shubert productions, 1937; summer stock, 3 years. (V) Gang Busters, 1938-39.

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, WVFW, WWRL, New York.

***KEEB, 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.).

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*KEIFER, JACK. Script writer. (R) Hollywood in Person (General Mills, Inc., CBS).

*KEITH, DEBROH. Actress. (R) Junior Nurse Corps (Swift & Co. for Sunbrite Cleanser, NBC Blue).

KEITH, RICHARD K. Dramatic actor. (R) Famous Jury Trials, 1936 (Mennen Co., Mutual); True Story, 1936 (Macfadden Publications, NBC Red); Life of Mary Sothern, 1936-37 (Lehn & Fink, CBS); Smoke Dreams, 1936 (La Fendrich Cigars, Mutual); Armco Iron Master, 1936 (American Rolling Mills, NBC Blue); Believe It Or Not, 1937 (General Foods Corp., NBC Red); Melody Puzzles, 1938 (American Tobacco Co., NBC Blue); John's Other Wife, 1938 (Affiliated Products, NBC Red). (F) Shorts. (L) Diamond Lil, 1928-29; Cortez, 1929; Great Lover, 1932; Jewel Robbery, 1932; Room 349, 1930; Noble Experiment, 1931.

KELK, JACKIE. Actor. (R) News of Youth, 1935-36 (Ward Baking Co., CBS); Hello, Peggy, 1935-38 (Drackett Co. for Drano and Windex, NBC Red, Mutual); The Gumps, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); Big Sister, 1936-37 (Lever Brothers for Rinso, CBS); Death Valley Days, 1936-37 (Pacific Coast Borax Co., NBC Blue); Billy and Betty, 1935-37 (Sheffield Farms, WEAF, N. Y.); Terry and the Pirates, 1937-39 (Bowey's Inc., NBC Blue); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS). (F) 20th Century-Fox (f); Warner Bros. shorts. (L) No More Frontier, 1930; Bridal Wise, 1931; The Perfect Marriage, 1932; Goodbye Again, 1933; Gather Ye Rosebuds, 1934; Jubilee, 1935-36 (f); stock.

KELLER, EARLE R. Musical director, WAVE, Louisville. (R) Also WHAS, Louisville. (L) 1922. (V) 1915-35.

*KELLER, ROBERT S. Organist. (R) Betty Moore (Benjamin Moore, NBC Red).

KELLEY, BETTY L. Actress, WXYZ, Detroit. (R) Lone Ranger and Green Hornet (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.

KELLEY, DON. Announcer, WLS, Chicago. (R) Also KOIL, Omaha.

KELLEY, JOHN ("Chick"). Sports announcer and commentator, WBRY, Waterbury. (R) Local shows including one for Texas Co. (F) Shorts.

KELLEY, LARRY. Continuity writer, announcer, WXYZ, Detroit.

KELLEY, 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, BETTY. Singer. (R) Woman's Magazine of the Air 1933-39 (participating, NBC Red). (Currently associated with KGO-KPO, San Francisco).

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, JOE. Announcer. (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS and WGN, Chicago, since 1933. (L) Stock, 1910-13; 1917-19; Rex Snelgrove Players, 1920-22. (V) Kelly's Klowns, intermittently for 10 years.

KELLY, MARK. Commentator. (R) Man to Man Sports, 1937-38 (American Tobacco Co., CBS).

*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, PATSY. Comedienne. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) M-G-M, Universal, Columbia, First National, Warner Bros., 20th Century-Fox, Hal Roach Studios (f). (L) Earl Carroll's Sketch Book and Vanities; Wonder Bar, with Al Jolson; productions by Ziegfeld and Dillingham (f). (V) With Frank Fay, 1927.

KELLY, VIRGIL A. Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).

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KELSEY, AGNES. Soprano, CKY, Winnipeg. (R) Network and local programs. (L) Soloist with the Vancouver Symphony Orchestra.

KELSEY, CARLON. Musical director. (R) Then and Now, May to Dec., 1936 (Sears, Roebuck & 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.

KELSO, LOUIS ("Bill"). Announcer, special events and sports commentator, KFVD, Los Angeles. (L) 1934-36. (V) Personal appearances.

KELSO, MARIE M. Singer, KGDM, Stockton.

KEMP, EVERETT. Continuity writer, KTHS, Hot Springs. (R) Also KMBC, Kansas; local shows for Skelly Oil, others; transcriptions.

KEMP, HAL. Orchestra leader. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Music from Hollywood, 1937 (Liggett & 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.

***KEMP, HAROLD.** Script writer. (R) Battle of the Sexes, 1938-39 (Cummer Products, NBC Red); Spelling Bee, 1938-39 (Cummer Products, NBC Red). (Associated with Stack-Goble).

KEMPEL, KAREN. 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.

KEMPER, JIMMY. Singer, actor, writer. (R) Programs in Melbourne, Australia, for J. C. Williamson Theatres; NBC programs for Montgomery Ward, 1932; Bauer & 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 (sustaining, 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.).

KEMPER, LOU W. Announcer, singer, actor, KVOO, Tulsa. (R) Also WDOD, Chattanooga; WHB, Kansas City; transcriptions. (L) Winterset, 1937; Bury the Dead, 1937 (f). (V) Theatre appearances.

KEMPER, LUCREZIA. Script writer. (R) Mrs. Garrie Griswold & the Vaquero (Oxo, Ltd., NBC Red).

***KEMPINSKI, LEO.** Music arranger. (R) Carnation Contented Program (Carnation Milk Co., NBC Red).

KENDALL, CY. Actor. (R) The Silver Theatre (International Silver Co., CBS).

KENDALL, RUTH. Continuity writer. KCKN, Kansas City. (Also handles publicity.)

KENNEDY, CLEM. Pianist, KSFO, San Francisco. (R) Also KFRC, KGO, KJBS KPO, San Francisco.

KENNEDY, EDWARD M. Sports editor and commentator, WSPR, Springfield (R) Local shows for Edgeworth Tobacco others.

KENNEDY, JOHN B. Commentator, M.C. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA (RCA, NBC Blue); People's Rally Fun Quiz, 1938-39 (Mennen Co., Mutual).

KENNEDY, KEN. Announcer, WDAY Fargo. (Also artists bureau head).

KENNEDY, REED. Singer. (R) Gulf Headliners, 1936 (Gulf Refining Co., CBS); Pittsburgh Symphony Orchestra, 1936 (Pittsburgh Plate Glass Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS); The Songshop, 1937-38 (Coca-Cola, CBS). (GA) Chevrolet, Gulf summer show.

KENNEDY, SYDNEY R. Announcer, producer, CFCY, Charlottetown.

KENNY, NICK. Commentator, M.C., WMCA, New York. (V) Theatre appearances. (Radio columnist, New York *Daily Mirror*).

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

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Oxydol, NBC Red); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red); Jane Arden, 1938-39 (Ward Baking, NBC Blue); Hobby Lobby, 1938-39 (General Foods for Jell-O, summer, 1938, NBC Red; Fels & Co., 1938-39, NBC Blue). (LS) WJZ and WNEW, New York. (F) Shorts. (V) NBC Radio Revue. Currently with WNEW, New York.

KENT, BUNNY. Organist, WDAY, Fargo.

KENT, ELAINE. Ingenue (emotional, comedy). (R) John's Other Wife, 1938-39 (Louis Philippe, Edna Wallace Hopper, Old English Wax, BiSoDol, NBC Red); County Seat (sustaining. CBS). (L) Reinhardt's production of A Midsummer Night's Dream; stock.

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.

KENYON, L. H. (Tiny). Guitarist, M.C., 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) 1929-33. (PR) RCA Victor, Decca.

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.

KERNS, 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.

KESSLER, 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 Rosedale, 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.

KIDOODLERS, 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, KGKO, 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

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and Blue); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS). (F) RKO (f). (L) Kismet, 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.

KILPATRICK, ALICE. Singer, WGY, Schenectady.

KIMBALL, EDWARD B. Commercial and special events announcer, producer, actor, KDYL, Salt Lake City. (L) The Gorilla, 1927 (f). (V) Theatre appearances.

KIMBALL, JEANNE. Home economist, WDGY, Minneapolis-St. Paul.

KIMBERLY, HELENE. Pianist, singer, WROK, Rockford.

KIMBLE, WALTER. Musical director, organist, pianist, WDBO, Orlando. (V).

***KINCAID, DEANE.** Music arranger. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Red).

KINCAID, FRED. News commentator, KOCA, Kilgore. (R) Also sports commentator, KLAH, Carlsbad, 1938.

KINDER SISTERS (Elaine, Shirley, Barbara). Vocal trio, KDKA, Pittsburgh.

KING SISTERS. See Alyce, Donna, Louise and Yvonne King.

KING, ALYCE (The King Sisters). Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red); Signal Carnival, 1939 (Signal Oil, NBC Red); also programs for Ethyl Gasoline, 1938. (GA) Al Jolson's Shell show, Del Monte program, Lady Esther Serenade. (F) 20th Century-Fox; 3 Columbia shorts. (V) With Horace Heidt's Orchestra, Jay Brower, The King Sisters, 1932-39.

***KING, ANNETTE.** (R) NBC sustaining shows.

KING, BARRY. Announcer, KMBC, Kansas City.

KING, DEL. Announcer, M.C. (R) Avalon Time, 1938-39 (Brown & Williamson Tobacco Corp. for Avalon Cigarettes, NBC Red).

KING, DONNA (The King Sisters). Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (GA) Al Jolson's Shell show, Del Monte program and Lady Esther Serenade. (F) 20th Century-Fox; 3 Columbia shorts. (V) with Horace Heidt's Orchestra, and The King Sisters (1934-39). (PR) Brunswick.

***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, LOUISE (The King Sisters). Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (GA) Al Jolson's Shell show, Del Monte program, Lady Esther Serenade. (F) 20th Century-Fox, 3 Columbia shorts. (V) With Horace Heidt's Orchestra, Jay Brower and The King Sisters, 1932-39. (PR) Brunswick.

KING, MARGARET A. Singer, WBRE, Wilkes-Barre. (V) Theatre appearances.

KING, MARGRET T. Women's programs, KMOX, St. Louis. (R) Also KFRU, Columbia; WEW, 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).

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(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).

KING, WAYNE. Orchestra leader. (R) Lady Esther Serenade, 1932-38 (Lady Esther, Ltd., CBS, NBC Red). (V) Theatre appearances. Recording artist.

KING, YVONNE (The King Sisters). Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (GA) Al Jolson's Shell show and Del Monte program. (F) 20th Century-Fox; 3 Columbia shorts. (V) With Horace Heidt's Orchestra, Frank Trumbauer's Orchestra, and as The King Sisters, 1934-39. (PR) Brunswick.

KINGSLEY, MYRA. Talks on astrology. (R) Hecker's Information Service. 1937-38 (Hecker Products Corp., Mutual).

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.

***KINNE, ROGER. (Enna Jettick Seven).** Singer. (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).

***KINSELLA, WALTER.** Actor. (R) Dick Tracy, 1938-39 (Quaker Oats Co. NBC Red).

KINSEY, ELIZABETH. Actress, KGO-KPO, 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) Contented Hour, 1939 (Carnation Co., NBC Red); also announces ballroom broadcasts over Mutual. (V) Hotel appearances as M.C.

KIRILLOFF, 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) Emperial Russian Entertainer, 1923-24. (PR) RCA Victor.

***KIRK, GEORGE.** Singer. (R) Various CBS shows.

***KIRKLAND, MURIEL.** Actress. (R) Central City, 1938-39 (P & G, NBC Red).

KIRKPATRICK, JESS. Announcer, singer, M.C. (R) Rube Appleberry, 1937 (Campbell 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.

***KIRSTEN, DOROTHY. (Enna Jettick Seven).** Singer. (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).

***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"). Piano-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);

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Pick & Pat, 1935 (U. S. Tobacco Co., CBS); Ray Noble's Dance Orchestra, 1936 (Coca-Cola Co., CBS); Your Hit Parade, 1936 (American Tobacco Co., NBC Red); Vick's Open House, 1938 (Vick Chemical Co., CBS); Woman's Magazine of the Air, 1939 (local sponsors, NBC Red); Good Morning Tonite, 1939 (Alber Bros. Milling Co., NBC Red). (Currently associated with KPO-KGO, San Francisco).

KLEEB, 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 (Vadsco 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 Serenader, 1939 (Manhattan Soap for Sweetheart Soap, NBC Red). (In charge of Radio, Franklin Bruck Advertising Corp.).

***KLEMPERER, OTTO.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red).

KLIMENT, ROBERT F. Announcer, sports and special events commentator, program director, WEBR, Buffalo. (R) Also Smilin' 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, FELIX. Tenor. (R) Numerous guest appearances, Magic Key of RCA (Radio Corp. of America, NBC Blue). (LS) Schaefer Revue, 1938-39 (F & M Schaefer Brewing Co., WEAF, New York). (F) M-G-M. (L) Lead tenor, Hollywood Bowl production of La Traviata, 1935; San Francisco Opera Co.; Hollywood Opera Co.; concerts. (V) Theatre appearances. (PR) RCA Victor.

KNIGHT, RUTH A. Script writer. (R) Maxwell House Show Boat, 1937 (Maxwell House Coffee, NBC Red); Cavalcade of America, 1937-38 (E. I. du Pont, CBS); Aunt Jenny's Real Life Stories, 1938 (Lever Bros. CBS); Dr. Christian (Chesebrough 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 Paralyis 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.

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COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: OCTOBER 1937-APRIL 1938

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
October 1937				
Median of Programs	15.9%	8.2%	7.7%	3.3%
No. of Programs	14	59	17	38
November 1937				
Median of Programs	15.7%	7.5%	6.5%	3.7%
No. of Programs	15	61	19	40
December 1937				
Median of Programs	14.8%	8.2%	6.2%	3.8%
No. of Programs	15	60	21	40
January 1938				
Median of Programs	16.2%	8.8%	6.4%	4.1%
No. of Programs	15	59	18	52
February 1938				
Median of Programs	21.5%	10.3%	8.2%	4.5%
No. of Programs	15	61	17	55
March 1938				
Median of Programs	21.0%	9.5%	7.4%	4.8%
No. of Programs	14	61	17	52
April 1938				
Median of Programs	21.5%	10.4%	5.8%	4.6%
No. of Programs	13	49	17	47

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: MAY 1938-SEPTEMBER 1938

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
May 1938				
Median of Programs	18.8%	8.8%	5.8%	4.5%
No. of Programs	13	50	17	43
June 1938				
Median of Programs	18.1%	8.5%	4.0%	4.1%
No. of Programs	12	48	16	43
July 1938				
Median of Programs	14.3%	5.7%	4.5%	4.2%
No. of Programs	8	39	14	40
August 1938				
Median of Programs	14.3%	6.4%	4.7%	4.7%
No. of Programs	7	39	11	38
Aug.-Sept. 1938				
Median of Programs	18.0%	7.2%	5.4%	4.7%
No. of Programs	7	36	11	38

(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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KNUTTI, FRANK R. Conductor, arranger. WMMN, Fairmont. (R) Also free lance on NBC and CBS programs, 1932-36; PRG3, Rio De Janeiro, and LR1, Buenos Aires, 1937. (F) Shorts. (V) The Britton Band, 1928-37. (PR) RCA Victor. Bluebird, Decca.

KOBLER, 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).

KOCH, 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.

KOCKRITZ, EWALD. Continuity editor announcer, actor, 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).

KOGEN, HARRY. Orchestra leader. (R) Greater Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Melody of Romance (Jell-Sert Co., NBC Blue); Kaltenmeyer'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 (Ethyl 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 (Durkee 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).

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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, Bi-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, 1935-36 (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.

KRASS, MILT. Pianist. (R) Mary Margaret McBride, 1937-39 (General Foods Corp., CBS).

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.

***KRAUCH, W. H.** Producer, script writer. (R) Man to Man Sports, 1937-38 (American Tobacco Co., CBS); Fray & Braggiotti, 1938 (Sales Affiliates, CBS). (Associated with Milton Weinberg Advertising Co.).

KREAMER, KAYE. Women's programs, WROK, Rockford.

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).

***KRESS, FRED.** Script writer. (R) Avalon Time, 1938-39 (Brown & Williamson Tobacco Co., NBC Red).

KRETSINGER, JACK G. Sports announcer, producer, KGKB, Tyler. (R) Also KPDN, Pampa, 1937.

KREUTZER, GEORGE. Musician (Sunny Boys novelty group), CJRC, Winnipeg.

KREYMBORG, 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, EDWARD, JR. Producer. (R) Bobby Benson, 1932 (Hecker Products, CBS); Boake Carter, 1934-37 (Philco, CBS); Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber, NBC Red and Blue); Mary & Bob's True Story, 1938-39 (Macfadden Publications for True Story Magazine, NBC Blue).

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)

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WHN, WMCA, WOR, New York. (L) Yoshe Kalbe, 1933; Twelfth Night (Maude Adams Co., 1934); Fritz Leiber, 1934-35; Elitch's Gardens, 1935; others.

KRUM, FAYETTE. Script writer. (R) Girl Alone, 1936-39 (Kellogg Co., NBC Red, 1936-38; Quaker Oats Co., NBC Red, Sept. 1938 to 1939).

KRUMENACHER, JAMES (Bob). 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) Alone, and with the Four Notes, 1936, '38, '39; night club engagements. (Formerly member of CBS, Chicago, staff).

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.

KURTZMAN, DR. SAMUEL. Writer. (R) Chase & Sanborn Program, 1934 (Standard Brands, Inc., NBC Red); Eddie Cantor, 1935-36 (Lehn & Fink, CBS); Eddie Cantor, 1936-38 (Texas Co., CBS); Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS); Pepsodent Program Starring Bob Hope, 1939 (Pepsodent Co., NBC Red). (F) Samuel Goldwyn, United Artists; shorts. (Doctor of dental surgery).

KYLER, HESTER. Organist, pianist, accordionist, singer, program director, WCLO, Janesville. (R) Also WCMI, Ashland, WOOD, Grand Rapids; local shows for American Rolling Mills, others. (V) Fox-Lorraine Serenaders, others.

KYNE, PETER B. Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS). (F) Writer of many films for Universal, M-G-M, RKO, others. (Novelist).

KYSER, KAY. Orchestra leader. (R) Elgin Football Revue, 1935-36 (Elgin Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willy's Motor Car Co., Mutual); Kay Kyser's Musical Klass and Dance, 1938-39 (American Tobacco Co., successively Mutual and NBC Red). (V) Ten Years (PR).

KYTE, BENNY. Musical director, WXYZ, Detroit. (F) Commercials.

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LA BELLE, RUPERT. Actor (leads, characters, heavies). (R) Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue); Don Winslow of the Navy, 1937-39 (Kellogg Co., NBC Red and Blue); Kitty Keene, Inc., (P & G, CBS); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red). (F) Shorts. (L) Nightstick, Peacock, Appearances (f); stock. (V) The Lash, 1930; George Fawcett & Co., 1932.

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 Oswald, 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 (Charles Gulden for Mustard, NBC Blue); others, including transcriptions. (V) Theatre appearances, alone, 1936; with Benny Goodman's Orchestra, 1937. (PR) RCA Victor, Bluebird, Vocalion, Brunswick.

LACHANCE, EUGENE. Actor, CHRC, Quebec.

LA CURTO, JAMES. Dramatic actor. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Behind Prison Bars (Wm. R. Warner Co., NBC Blue); The Shadow (D. L. & W. Coal Co., Mutual); Your Unseen Friend (Beneficial Management Co., CBS). (LS) WMCA, WOR, New York. (F) Shorts. (L) The Firebrand, 1927; The County Chairman, 1936; A Slight Case of Murder, 1936; Fulton of Oak Falls, 1937.

LA DOUCEUR, GUY. Announcer, WCOU, Lewiston.

LAFFERTY, PERRY F. Producer, composer, WBRY, Waterbury. (R) Also WESG, Elmira; WOC, Davenport. (L) Wrote music and lyrics for various Yale musical comedies.

LA FORCE, CHARLES. Announcer, program 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, producer, WICC, Bridgeport. (R) Also Colonial Network.

LA HAYE, LOUIS. Announcer, sports, commentator, WICC, Bridgeport.

LAIDLAW, GRAYSON. Tenor, CKOC, Hamilton.

LAIR, JOHN. Script writer, producer, director. (R) Renfro Barn Dance, 1938 (Allis-Chalmers Manufacturing Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Cigarettes, Mutual).

LAKE, DONALD E. (Four Blackhawk Quartette). Accordionist, singer, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

LALLY, ED. Musical and program director, KGKO, Fort Worth. (V) Ed Lally's Orchestra, 7 years.

LALONDE, JEAN. Announcer, M.C., singer (bilingual), CKAC, Montreal. (V)

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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 WEBC, Duluth.

LAMB, RUSS. Singer, announcer, KFJZ, Fort Worth. (R) Also KRLH, Midland.

LAMBERT, 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.

LAMOUR, DOROTHY. Actress, singer. (R) Chase & Sanborn Program, 1937-39 (Standard Brands for Chase & Sanborn Coffee, NBC Red). (F) Paramount (s.f); shorts. (V) Theatre appearances, 1939. (PR) Brunswick.

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, successively 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 Bakeries, 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, WTOL, 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, DOROTHY, GRACE & BETTY. Harmony trio, WELI, New Haven. (R) Also WJZ, New York. (L) 1935-39. (V) Appearances at theatres, clubs, Yale proms.

***LANE, ELEANOR.** (R) Shows on WBZ, 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, ROSEMARY. Singer, actress. (R) Fred Waring's Pennsylvanians (Ford Motor Co., CBS); Your Hollywood Parade (American Tobacco Co., NBC Red). (F) Warner Bros. (V) Tour with Fred Waring's Pennsylvanians.

LANE, SUSAN. Actress, KCKN, Kansas City.

LANE, TOMMY. Singer (juvenile). (R)

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Joe Penner, 1938-39 (General Foods for Huskies, CBS). (L) Boy king in Caesar & Cleopatra, 1938.

LANG, HARRY. Actor. (R) Famous Jury Trials (Mennen Co., Mutual).

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, WHIO, Dayton. (F) Shorts. (L) Ziegfeld's Follies; others. (V) Circuit tour.

LANGE, JUNE. Singer, announcer, KDAL, Duluth. (V) Theatre and night club appearances.

LANGFORD, FRANCES. Singer. (R) Colgate House Party, 1932-33 (Colgate-Palmolive-Peet for Colgate Tooth Paste, NBC Red); Sparton Radio Hour, 1933 (Sparton Radios, NBC Red); Intimate Revue, 1933-34 (Emerson Drug Co. for Bromo-Seltzer, NBC Blue); Lombardo Land, 1933 (Plough, Inc., for St. Joseph Aspirin, NBC Red); Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, M-G-M, Republic, Warner Bros. (s,f). (L) Here Goes the Bride, 1931 (f). (V) Theatre appearances, 1931-34. (PR) Decca.

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).

LANTRY, C. C. (Harry). Announcer, KGA, Spokane.

LA PLANTE, ROY. Announcer, WFIL, Philadelphia. (R) Lone Ranger (participating, Mutual). (L) Stock.

LAPOIULE, 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, E. L.** Director. (R) Professor Quiz, 1937-38 (Nash-Kelvinator Corp., CBS). (Associated with Geyer, Cornell & Newell).

***LARSEN, HERMAN (Continental Quartet).** Baritone. (R) Contented Hour, 1932-38 (Carnation Milk, NBC Red).

***LARSEN, LARRY.** Organist. (R) Midstream, 1939 (P & G, NBC Red).

***LARSON, BENNETT.** Director, producer. (R) Eddy Duchin & His Orchestra, 1938-39 (American Tobacco Co., NBC Red). (Associated with Young & Rubicam).

***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-

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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) 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 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) Tastyeast 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) Myrt & 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.

LAUFERTY, 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, successively CBS, NBC Red and Blue).

LAWDER, 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

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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 Heatter, 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 & Davitto, 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 & Holcom, others.

LAWRENCE, MARY. Beauty stylist, WBBC, 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.

LAWRENCE, WILLIAM L. Director, producer. (R) Jack Oakie's College, 1937-38 (R. J. Reynolds, CBS); Dr. Christian, 1938-39 (Chesebrough Mfg. Co., CBS); I Want a Divorce, 1939 (Sussman, Wormser & Co., CBS). (F) Author of 2 comedies for Columbia. (L) Director, 1923-27. (V) Appearances with his own orchestra, 1921-23 and 1927-28. (Currently associated with KNX, Los Angeles).

***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 Linit, 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 SISTERS. (Carmen, Rosalie and Annett). Vocal trio. (R) Kate Smith's Bandwagon, 1936 (Great Atlantic & Pacific Tea Co., CBS); Arnold Johnson's Feen-A-Mint Program, 1937 (Health Products for Feen-A-Mint, Mutual). (LS) WGR, Buffalo, N. Y. (V) 1934-38.

LE BRUN, ANNETT. See Le Brun Sisters.

LE BRUN, CARMEN. See Le Brun Sisters.

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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 & THE LADS (Kenneth Adams, Virgil Bingham, Delores Taylor). Vocal trio, KANS, Wichita.

LEE, BARBARA. Dramatic actress. (R) March of Time, 1935 (Time, Inc., CBS); Your Unseen Friend, 1936-37 (Personal Finance Co., CBS); New York on Parade, 1937 (Consolidated Edison Co., WEAF); Court of Human Relations, 1937-38 (Macfadden Publications, NBC Red); Our Gal Sunday, 1938 (Anacin, Kolynos Toothpaste, CBS); Gang Busters, 1938 (Colgate-Palmolive-Peet, CBS). (L) Whatever Possessed Her?; Three Sisters, 1933; others.

***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 Puzzlewit, 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, LORETTA. Singer. (R) Your Hit Parade, 1935-36 (American Tobacco Co., CBS); Fleischmann's Hour, 1937 (Standard Brands, Inc., NBC Red). (GA) RCA Victor and Bond Bread programs. (F) Shorts. (V) Personal appearances, 1936-37.

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, WGBI, 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

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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.

LE KREUNE, PIERRE (Oliver Smith). Tenor. (R) Paris Night Life, 1931-32 Louis Philippe Cosmetics, NBC Blue); Manhattan Merry-Go-Round, 1936-39 (R. L. Watkins Co. for Dr. Lyon's Tooth Powder, NBC Red). (L) Concert tours in France.

LELLMAN, JACK H. Announcer, producer, WXYZ, Detroit. (R) Also Michigan Radio Network; KSTP, WDGY, Minneapolis-St. Paul; WEAU, Eau Claire. (F) Shorts.

LE MAY, MARY ANN. Continuity writer, women's programs, WISN, Milwaukee. (L) Little Theatre productions, 1937-39.

LE MAY, ROY. Actor, singer. (R) March of Time, 1937-38 (Time, Inc., and Servel, Inc., NBC Blue); Hello Peggy, 1938 (Drackett Co. for Drano, NBC Red). (LS) WEAF, WOR, WMCA, New York. (F). (PR).

L'ENGLE, 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.

***LENNI, FRANCESCI.** Actress. (R) Your Family & Mine, 1938-39 (Sealtest, Inc., CBS).

LENNOX, ELIZABETH. Contralto. (R) Palmolive Hour, 1928-31 (Colgate-Palmolive-Peet, NBC Red); Lucky Strike Dance Orchestra, 1930-31 (American Tobacco Co. for Lucky Strike Cigarettes, NBC Red); American Album of Familiar Music, 1932-33 and 1938-39 (Bayer's Aspirin, NBC Red); Everett Marshall's Varieties, 1934-35, and Broadway Varieties, 1935-37 (BiSoDol, CBS). (GA) General Motors, Coca-Cola, Radio Corp of America, General Electric. Chevrolet and other programs. (L) Concerts and recitals; appearances with New York Philharmonic Orchestra, New York Orchestra. (PR) Brunswick, RCA Victor, Edison, Columbia.

LENROW, BERNARD. Actor, narrator, announcer. (R) Bicycle Party, 1937 (Cycle Trades of America, NBC Red); The O'Neills, 1937 (P & 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).

LEONARD, JACK. Singer. (R) Tommy Dorsey's Orchestra, 1937-39 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue).

LEONARD, JAMES. Announcer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue).

LEONARD, RICHARD. Production director. (R) Stella Dallas, 1937-39 (Phillips' Milk of Magnesia, NBC Red); Toscanini concerts, 1937-39 (NBC Blue). (Production director, NBC).

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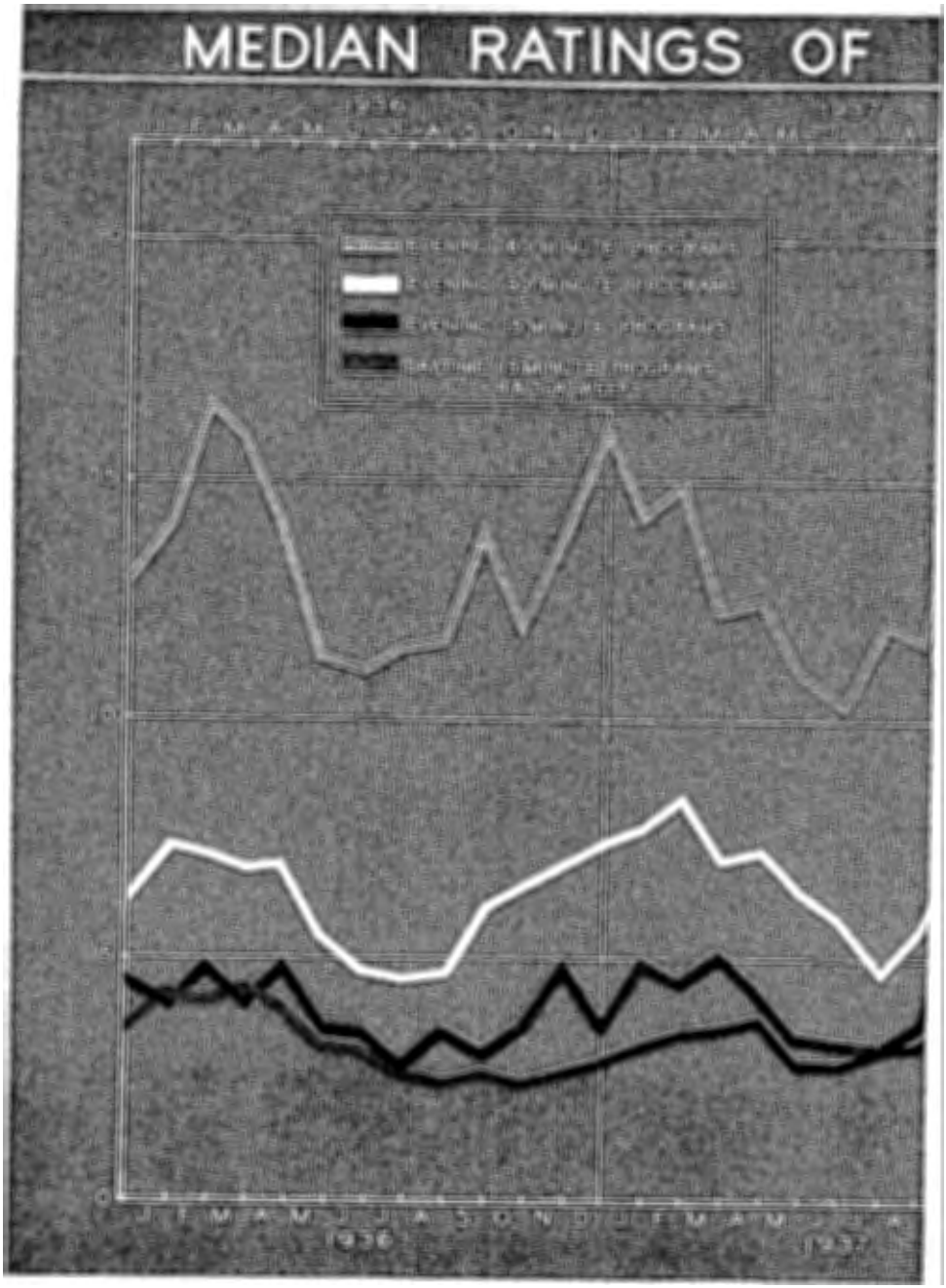

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LEONARDI, LEON. Musical director, conductor. (R) Do You Want to Be an Actor?, 1936-37 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Let's Go Hollywood, 1937-38 (Clairol transcriptions); Curtain Calls, 1938 (Ethyl Gasoline, California Radio 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, WFAA, Dallas. (R) Also Texas Quality Network; local shows for Tums, others.

LE ROY, HARRY L. Special events, sports announcer, commentator, narrator, KFWB, Los Angeles. (R) Hour of Opportunity, 1937-38 (Gallenkamp Shoe Co.). (L) Stock. (V) Monologist, 1922-23.

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 as 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); Myrt & 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.

***LEVANT, OSCAR.** Quiz program. (R) Information Please, 1938-39 (Canada Dry, NBC Blue). Orchestra director, The American Way, 1938-39; concert and symphonic appearances; composer.

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), 1935 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 Listerine, 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, 1938 (U. S. Tire 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, 1937-39 (sustaining, CBS); Chesterfield Program, 1938 (Liggett & Myers Tobacco Co., CBS); Lucky Strike Program, 1938 (American Tobacco Co., CBS); Guy Lombardo and His Orches-

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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, ANN. Entertainer, WHO, Des Moines. (R) Local shows for Willard Tablets, 1932; Standard Oil, 1933; Shell Gasoline, 1936; Mortons Salt, 1936. (L) Musical comedy, 1922-27. (V) 1927-31.

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 (Kidoodlers). (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 (Kidoodlers).

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 (P & G for Teel and Drene, CBS); Midstream, 1939 (P & 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, FULTON, JR. Commentator. (R) Fulton Lewis, Jr., 1938-39 (local sponsors, Mutual); chairman, American Forum of the Air, Jan. and Feb., 1939 (Mutual). (Washington correspondent, 1924-37; author of column, Washington Sideshow. 1933-37; lecture tours on national affairs).

***LEWIS, HELEN.** Actress. (R) The Mighty Show, 1938-39 (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 Truex, 1935; Pick & Pat, 1937. (F) Educationals (Pathe). (L) New Faces, 1936. (V) Skits for Ben Lyons 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

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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.

LEYSSAC, PAUL. Actor, diseur, lecture recitalist. (R) Series of broadcast and television programs featuring translations of stories of Hans Christian Andersen, 1936-39 (British Broadcasting Corp., 1936-37; NBC, 1938-39). (F) Gaumont-British (f). (L) Eva Le Gallienne's Civic Repertory, 6 years; Cyrano de Bergerac with Walter Hampden, 2 years; London productions, 1936-37 (f). Translator of Hans Christian Andersen stories into French and English.)

***LIETCH, CRAIG.** Member of the **Twin Trio.** (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

***LILLEY, JOSEPH J.** Choral director. (R) NBC shows.

LINDER, 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 W1XAL, Boston, 1936-37; currently casting director for Batten, Barton, Durstine & Osborn).

***LINDLAHR, VICTOR H.** Health program. (R) Victor H. Lindlahr, 1937-38 (Journal of Living, Mutual).

LINDQUIST, LANSING. Program director, 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, EBER. 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,

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1937-38 (participating, WNEW, New York.)

LIPSCOTT, ALAN. Writer. (R) Material for Willie & 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 Hooray 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, HERBERT, JR. Script writer. (R) In collaboration with David Victor: Her Honor, Nancy James, 1938-39 (International Cellucotton Products for Kleenex, CBS).

LITTLE, JACK. Announcer, commentator, KGW-KEX, Portland. (R) Standard Symphony, 1939 (Standard Oil Co. of California, NBC Red); football games, 1935-38 (Associated Oil Co.).

***LITTLE, LEE.** Announcer. (R) Professor Quiz (Nash-Kelvinator Corp., CBS).

LITTLE, LOU. Sportscaster. (R) Lou Little Football Forecast, 1937 (American Chicle Co., Mutual). (Football coach, Columbia University, N. Y.).

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.

LIVINGSTONE, MARY. Comedienne, actress. (R) Jack Benny Program (Chevrolet Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount. (V). (Mrs. Jack Benny in private life).

LJUNGDAHL, 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,

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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 WEEI, Boston; CFCN, CJCJ, 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, HORACE L. Announcer, KWKH-KTBS, Shreveport. (R) Time to Shine, 1938-39 (Griffin Mfg. Co., CBS).

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 Dreft, 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 Tidewater Oil, 1936-39; Ruppert Beer, 1938; Remington Rand, 1938; Brown & Williamson Tobacco Corp., 1938; others (all over WOR, New York); play-by-play Philadelphia 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) Appearances with Buddy Hassett, 1938.

***LOMBARD, CAROLE.** Actress. (R) The Circle, 1939 (Kellogg Co., NBC Red). (F) Paramount, 20th Century Fox, Columbia, MGM, Universal (s,f).

***LOMBARDO, CARMEN.** Singer. (R) Guy Lombardo and His Orchestra, 1936-38 (General Baking, CBS); Guy Lombardo and His Orchestra, 1938-39 (Lady Esther, Ltd., CBS).

LOMBARDO, 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.

***LOMBARDO, 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, DICK. Orchestra leader, WCCO, Minneapolis-St. Paul. (R) Local shows for Phillips Petroleum, Montgomery Ward. (V) Theatre appearances.

LONG, LUCILLE. Contralto. (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red).

LONG, ROBERT C. Musician, WMT, Cedar Rapids. (V) Theatre appearances. (PR) Decca.

LONGENECKER, C. 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); Screenscoops, 1938 (Old Gold Cigarettes, CBS); Lum and Abner, 1938-39 (General Foods for Postum, CBS); Joe Penner, 1939 (General Foods for Huskies, CBS); Screen Guild, 1939 (Gulf Oil, CBS). (Producer, CBS, Hollywood).

LONGFELLOW, MAURY. Vocal and orchestral arranger. (R) The Musical Steelmakers (also called It's Wheeling Steel), 1937-39 (Wheeling Steel, WWVA, Wheeling and WPAY, 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)

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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 Elmira 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 Stebbins 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).

***LORD, MRS. PHILLIPS H.** Actress. (R) Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue and Red).

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, EDWIN.** Actor. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).

***LOVE, JEAN.** Director. (R) Vanette Fashion Previews, 1939 (Vanette Hosiery 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.

***LOVE, SUNDA.** Actress. (R) Stepmother, 1938-39 (Colgate-Palmolive-Peet Co., CBS).

LOVEALL, ISHMEL (Si). Musician, WTAD, Quincy. (R) Other local stations; local show for Allis-Chalmers. (V) Theatre appearances.

LOVEJOY, JOHN T. Announcer, continuity writer, WOMT, Manitowoc.

LOVELL, ANNE E. Actress. (R) Toast to the Town, 1938 (Roma Wine Co., Inc., CBS). Currently with KSFO, San Francisco.

***LOVETON, JOHN.** Director. (R) Aunt Jenny's Real Life Stories (Lever Bros.,

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CBS). (Associated with Ruthrauff & Ryan.)

LOWE, DAVID. Stage and screen commentator, WNEW, New York. (R) Also WINS, New York.

***LOWE, DONALD H.** Announcer. (R) The Wife Saver (Manhattan Soap Co., NBC Red); Lorenzo Jones (Chas. H. Phillips, NBC Red).

LOWE, NORINE. Actress, WWNC, Asheville.

LOWELL, DOROTHY. Actress (dramatic, ingenue). (R) Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Our Gal Sunday, 1937-39 (Anacin, Kolynos, CBS); others. (F) Shorts. (L) Royalty Preferred, 1934; False Dreams, Farewell, 1935.

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).

LOWTHER, 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 (Campana 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); Vitalis Sport Quiz, 1938 (Bristol-Myers Co. for Vitalis, 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.

LULU BELLE (nee Myrtle Cooper; now Mrs. Scott [Skyland Scotty] Wiseman). Hill billy singer. (R) National Barn Dance, since 1933 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS, Chicago. (V).

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).

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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).

***LUSSIER, DANE.** Script writer. (R) It Happened in Hollywood, 1939 (George Hormel & Co., 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 WHKC, Columbus; local shows for Canada Dry, Standard Oil, others.

LYMAN, ABE. Orchestra leader. (R) Lucky Strike Hour, 1932 (American Tobacco Co., NBC Red); Phillips' Dental Magnesia Program, later Rambling Through the Night Clubs of New York, 1931-32; Hot from Hollywood, 1932-33; The Big Hollywood Show, 1933-34; Accordiana, later Melodiana, 1934-37; Waltz Time, 1933-39 (all Charles H. Phillips Chemical Co., CBS); Your Hit Parade, 1937 (American Tobacco Co., NBC Red). (F) 20th Century-Fox (f); shorts. (L) Good News, 1927. (V) Abe Lyman and His Band, since 1921. (PR).

***LYMAN, JOHN.** Producer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

LYMAN, PETER. Announcer, actor, producer, WTCN, Minneapolis-St. Paul. (R) Also Iowa Network. (L) Stock. (V) Theatre appearances.

LYNAM, LUCILLE. Singer, WOW, Omaha.

LYNCH, EDWARD M. Actor (dramatic, light comedy), writer, WBAX, Wilkes-Barre. (R) Also KGW, Portland; WSYR and WFBL, Syracuse; WIBX, Utica. (F) Warner Bros., First National, Paramount; shorts. (L) Stock (s). (V) Lynch & Dale, 1917-18; Conway & Lynch, 1920-24.

LYNCH, FRANK. Sports announcer, CKOC, Hamilton.

LYNN, EDWARD. Script writer. (R) Hollywood in Person (General Mills, CBS).

***LYNN, ROBERT.** (R) The Mighty Show, 1938-39 (Penick & Ford, for My-T-Fine Dessert, 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); Margot of Castlewood (Quaker Oats Co., NBC Blue); Uncle Ezra (Miles Laboratories for Alka-Seltzer, NBC Red).

***LYON, MARGUERITE.** Script writer. (R) Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co., NBC Red); Ballard's Oven Ready Biscuit Time, 1938-39 (Ballard & Ballard, NBC Red and Blue); Smilin' Ed McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue).

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).

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McALLISTER, DARYL D. Program manager, actor, writer, announcer, producer, WKY, Oklahoma City. (Also traffic supervisor).

McALLISTER, DeALVA. Singer (**Rhythmettes Trio**), KBST, Big Spring.

McALLISTER, H. J. ("Mac"). Chief announcer, KVI, Tacoma.

McALLISTER, JOHNNY. Producer, singer, character actor, WBT, Charlotte. (R) Local shows since 1934; also worked on television for CBS. (V) Theatres and night clubs.

McAVITY, THOMAS. Producer. (R) Passing Parade with John Nesbitt, 1938 (Union Oil, NBC Red); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); Candid Lady, 1938-39 (Pepsodent Co., NBC Red); others. (Associated with Lord & Thomas, Hollywood).

McBRIDE, MARY MARGARET (also known in radio as **Martha Deane**). Commentator. (R) Mary Margaret McBride, 1937-39 (General Foods Corp., CBS). (LS) Martha Deane Program, 1935-38 (group of sponsors, WOR, New York).

McBRIDE, WM. G. Announcer, special events commentator, actor, singer. WDBO, Orlando. (V) Theatre appearances.

***McCABE, LEO.** (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co., NBC Red).

McCALL, GEORGE. Hollywood commentator. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard Co. for Old Gold Cigarettes, CBS).

***McCALLION, JIMMY.** Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Billy & Betty (General Mills, NBC Red).

McCAMBRIDGE, MERCEDES. Actress. (R) Story of Mary Marlin, 1937-39 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1937-39 (Quaker Oats, NBC Red); Guiding Light, 1937-39 (Procter & Gamble, NBC Red); Your Health, 1937-39 (sustaining, NBC Blue); Fibber McGee & Co., 1937-39 (S. C. Johnson & Son, NBC Red); Don Winslow, 1938-39 (Kellogg Co., NBC Blue).

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, actor. WXYZ, 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.

McCARTY, ELGIN. Violinist, KWJB, Globe.

McCARTY, 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, KFVD, KHJ, KNX, KRKD, Los Angeles.

McCLAIN, JIMMY. Program director, script writer, actor, announcer, KABC, San Antonio. (R) Also WFAA, Dallas; WOAI, San Antonio; Texas Quality Network.

McCLAIN, PAULA. Actress. (R) Bachelor's Children (Cudahy Packing Co., CBS).

McCLEARY, GWEN. Continuity writer, actress, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co. (F) Commercials.

McCLENDON, JAMES. Organist, pianist, announcer, program director, WSTP, Salisbury.

***McCLURE, 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.

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McCOMB, 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.

McCONNELL, SMILING ED. M.C., singer, script writer. (R) Sunday Afternoon With Smiling Ed McConnell, 1936-39 (Acme White Lead & Color Works, NBC Blue); Ballard's Oven Ready Biscuit Program, 1938-39 (Ballard & Ballard Co., NBC Red and Blue).

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.

***McCORMACK, MYRON.** Actor. (R) Central City, 1938-39 (P & G, NBC Red).

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, 8 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.

McCORMICK, STEPHEN J. Announcer, WOL, Washington. (F) Shorts.

***McCOY, DOUGLAS.** Script writer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

McCOY, MALCOLM R. Actor, WXYZ, Detroit. (R) Lone Ranger and Green Hornet (local sponsors, Mutual and Michigan Radio Network). (L) Stock.

McCOY, ROBERT L. Bass singer, arranger, pianist. (R) Horace Heidt & His Brigadiers, 1936-38 (Stewart-Warner Corp., CBS, 1936-37, NBC Blue, 1938). (F) Shorts. (L) Desert Song, Hit the Deck (West Coast productions, f). (V) Theatre appearances.

***McCRAE, MARGARET.** (R) Joe E. Brown, 1938-39 (General Foods Corp., CBS).

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, CATHERINE.** Actress. (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).

McCUNE, DOROTHY. Women's news commentator, director of women's features, KVOO, Tulsa. (Also traffic manager).

McCUNE, VANCE. Comedian (blackface). (R) Aunt Jemima's Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue).

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

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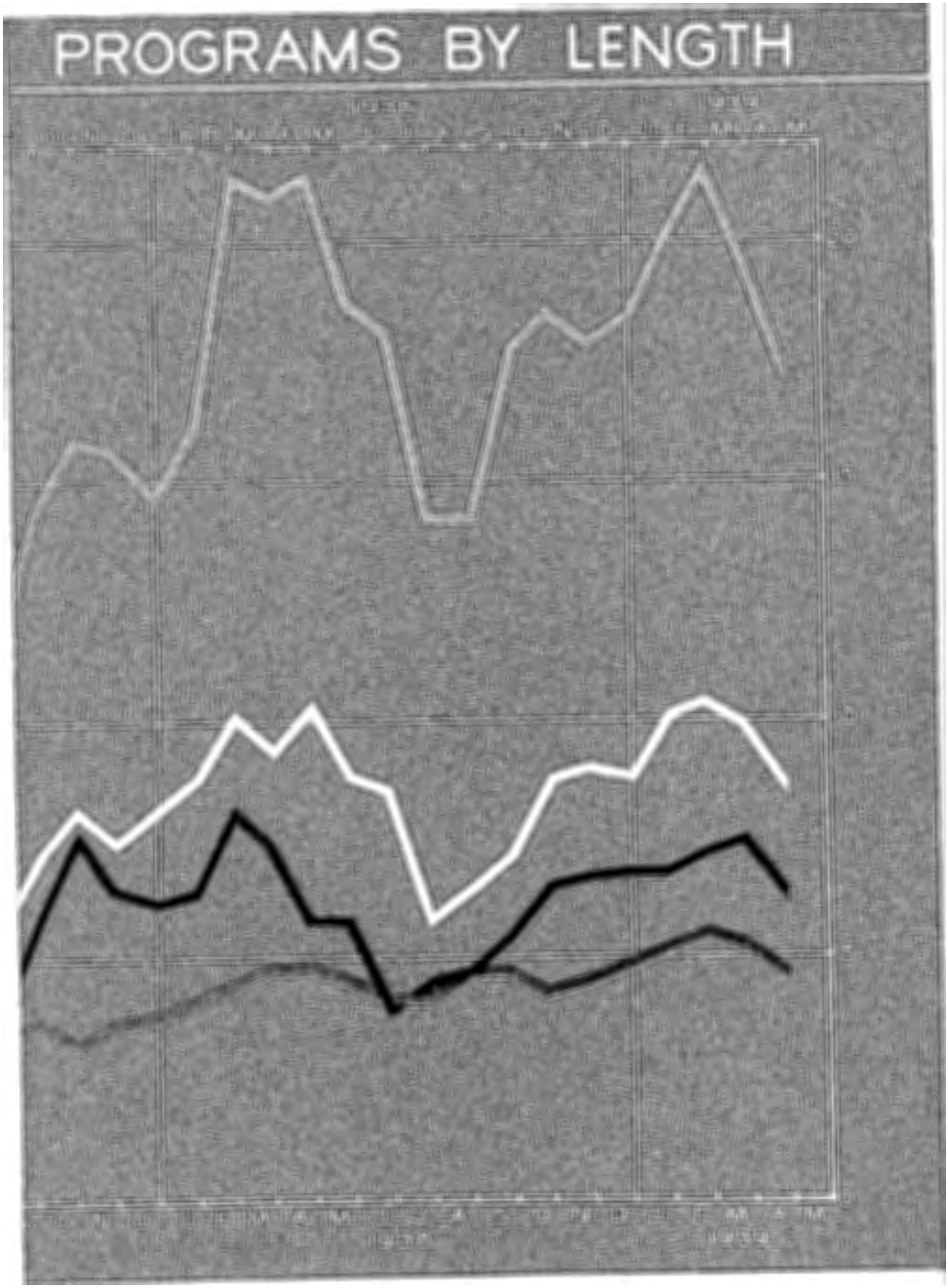

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Flute (NBC Red) and Amanda Snow (NBC Red); numerous special events programs.

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, Kolynos, 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 Dagger, 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 (BiSo-Dol, NBC Blue); Valiant Lady (General Mills, NBC Red and Blue); Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); numerous others, since 1927.

McDONNELL, JOSEPH G. Announcer, newscaster, KSOO-KELO, Sioux Falls. (R) Local shows for John Morrell & Co., others.

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).

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McGLOTHLIN, JOHN B. Announcer, actor, WCMI, 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. Wiggs of the Cabbage Patch (Hill's 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, Sheffield. (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.

McHENRY, MURPHY. Continuity writer. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard Co., CBS). (Has also done editorial work for *Screen Play* Magazine, *Movie Classic* Magazine, Los Angeles *Record*, VARIETY, others).

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, CAROLYN. (R) Guiding Light, 1937-39 (P & G, NBC Red).

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, JOHN.** Producer, director. (R) Manhattan Mother, 1939 (P & G, CBS). (Associated with Pedlar & Ryan).

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-

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ton. (R) Also WNOX, Knoxville; WSPA, Spartanburg; local shows for Standard Oil Co., others. (V) Various shows.

*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) Kruschen Salts Program, 1933 (E. Griffith Hughes Co., CBS); Climalene Co., 1933-34 (Climalene 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.

McMORROW, WM. F. Writer. (R) Shell Chateau, 1937 (Shell Oil Corp., NBC Red); Our Gal Sunday, 1937-38 (Anacin, Kolynos Toothpaste, CBS); also NBC Blue sustaining show, Batter Up, 1932. (LS) Way Down East, 1938 (sustaining, WOR, New York).

McMURRAY, E. H., JR. Announcer, reader, WHBQ, Memphis.

McNAMEE, GRAHAM. Announcer (commercials, sports). (R) Ed Wynn, Texaco Fire Chief (The Texas Co., CBS); The Royal Gelatin Hour (Standard Brands, Inc., NBC Red); The Time of Your Life (Gruen Watch Co., NBC Red); Royal Crown Revue (Royal Crown Cola, NBC Blue); others, including World Series baseball games, etc. Formerly singer over WEAF, New York (1923). (F) Universal, Paramount; narrator for Universal shorts.

McNAUGHT, LEE. Musician, KHQ-KGA, Spokane. (V) Theatre appearances.

McNAUGHTON, HARRY ("Bottle"). Comedian. (R) Phil Baker shows since 1933 (Armour & Co., 1933-35, NBC Blue; Gulf Refining Co., 1935-38, CBS; Hawaiian Pineapple Co, 1939, CBS). (F) Pathe, Warner Bros. and Columbia shorts (s, f). (L) Two Ziegfeld Follies, four Winter Garden Revues, three George M. Cohan shows, and productions by the Shuberts, Earl Carroll, Marc Klaw, the Selwyns and others (s,f). (V) Harry McNaughton & Andrew Tombes, 1927-28; theatre appearances with Phil Baker.

McNEIGHT, BOB. Pianist, WMBR, Jacksonville. (R) Also WJAX, Jacksonville; local show for Crazy Water Crystals, others. (L) Stock. (V) Accompanist to Lillian Herlein, 1925.

McNEILL, DON. Master of Ceremonies. (R) Pontiac Program, 1934 (Pontiac Motors, NBC Red); Climalene Carnival, 1935 (Climalene Co., NBC Red); Tea Time at Morrell's, 1937 (John Morrell & Co. for Red Heart Dog Food, NBC Red); others, including programs for Edelweiss, Fitch Shampoo, Coca-Cola. (V) Theatre appearances.

McNEW, BILLY. Entertainer, WNOX, Knoxville. (V) Tap dancer.

*McNULTY, DOROTHY. Actress. (R) 30 Minutes in Hollywood, 1937-38 (local sponsors, Mutual).

*McPHAIL, DOUGLAS. (R) Good News of 1939 (General Foods Corp., NBC Red).

McPHAIL, LINDSAY. Musical director. (R) Dr. Allan Roy Dafoe, 1936-38 (Lehn & Fink for Lysol, CBS and Canadian networks). (Composer of radio music; theatre director).

McQUAIN, WANDA. Singer (Rhythmettes Trio), KBST, Big Spring.

McRANEY, ROBERT L. Producer, organ-

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ist, announcer. (R) Sports announcer for Kellogg Co. broadcasts over NBC, Alabama State and Alabama Mutual networks. (V) The Paramount Pair, 1930-31; featured organist at various theatres; personal appearances. Currently with WSGN, Birmingham.

McSPEDDEN, 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.

McTIGUE, HARRY. Sports announcer, WHAM, Rochester. (R) Local shows for Socony-Vacuum, General Mills.

McWILLIAMS, JIM. Actor, producer. (R) Jim McWilliams' Question Bee, 1936-39 (George Washington Coffee Refining Co., NBC Red and Blue); Colgate Ask-It Basket, 1938-39 (Colgate-Palmolive-Peet, CBS). (V) For some 20 years.

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MAC & BOB. See Lester McFarland, Robert A. Gardner.

MacALISTER, CHARLES. Actor. (R) Death Valley Days, 1932-37 (Pacific Coast Borax, NBC Blue); Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales, NBC Red); Prof. Puzzlewit, 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).

***MAC BRYDE, JACK.** Actor. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); Central City, 1938-39 (P & G for Oxydol, successively NBC Blue and Red).

MacCRACKEN, CHESTER. Director. (R) Gang Busters (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); Boake Carter (General Foods, CBS); others. (On staff of Benton & Bowles, Inc.).

MacCREADY, H. B. Announcer, WEW, St. Louis. (R) Also KMOX, St. Louis shows for Chrysler Motor Co., Socony-Vacuum Co., General Mills, Inc. (L) 1935-38.

MacDONALD, ARCH J. Announcer, producer, continuity writer, WBZ-WBZA, Boston. (R) Local shows including Peter Paul program, Esso Reporter, RCA.

MacDONALD, EDWIN. Actor. (R) Death Valley Days, 1934 (Pacific Coast Borax Co., NBC Blue); Phantom Pilot, 1937 (Langendorf Bakeries, Mutual-Don Lee); My Secret Ambition, 1937-38 (Durkee Famous Foods, Inc., CBS). (LS) KYA, San Francisco. (L) Henry Duffy, 1926; Bless You Sister (with Alice Brady, 1927); stock. (V) Marian Murray Sketch, 1927. Now with KSFO, San Francisco.

***MacDONALD, JEAN.** Actress. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red & Blue).

MacDONALD, JEANETTE. Soprano. Vick's Open House, 1937-38 (Vick Chemical Co. for VapoRub and Va-tro-nol, CBS). (GA) Lux Radio Theatre, 1936 (Lever Bros. for Lux, CBS); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red). (F) Paramount, Fox, M-G-M (s). (L) Productions by the Shuberts, Ned Wayburn, Henry Savage (f); concert tour, 1939. (PR) RCA Victor.

MacDONALD, WILLIAM E. Announcer, KFNF, Shenandoah. (R) Participating program (Olson Rug Co., and others). Speedliners, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.

MacDONNELL, 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-

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tic material for Johnson Candy Co., American Legion, American Bankers Association and others.

*MacFAYDEN, HARRY. Producer. (R) Quite By Accident, Oct.-Dec., 1938 (Lamont Corliss & Co., NBC Red).

MacGREGOR, EVELYN. See The Madrigal Singers.

MacGREGOR, KENNETH. Producer. (R) Maxwell House Showboat, 1934-36 (General Foods, NBC Red); Palmolive Beauty Box Theatre, 1934-36 (Colgate-Palmolive-Peet, NBC Red and CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Jack Haley-Wonder Show, 1938-39 (Continental Baking, 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 producer for Benton & Bowles, Inc.).

MacHUGH, EDWARD. Gospel singer. (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, Mutual); Famous Jury Trials, 1936 (Mennen Co., Mutual); Johnson Family, 1936 (Pebeco Tooth Paste, Mutual); Alka-Seltzer News, 1937-38 (Miles Laboratories 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 Education for Mutual-Don Lee Network).

MACK, GILBERT. Actor, dialectician. (R) Gang Busters, 1937 (Colgate-Palmolive-Peet Co., CBS); Terry and the Pirates, 1938 (Boweys, 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. Currently with WHN, New York.

MACK, NILA. Writer and director of children's programs. (R) Currently, March of Games (sustaining, CBS); Columbia Workshop, 1938, as director; previously, 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) Brunswick.

MACK, WAYNE. Announcer, producer, actor, dramatic director, WGAR, Cleveland. (L) As musician toured Europe with concert band, 1927; Little Theatre work as director and actor.

MACKENZIE, NORRIS. Announcer, newscaster, continuity writer, CJCA, Edmonton.

MACKEY, GEORGE H. Announcer, WCOL, Columbus. (L) Dramatic stock. (V) Great London Ghost Show.

MacLAUGLIN, DON. Actor. (R) Famous Actors' Guild Presents "Second Husband", 1937-38 (Bayer Aspirin, CBS); Stella Dallas, 1937-38 (Chas. H. Phillips, NBC Red); Believe It or Not, 1938 (General 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 associated 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 director, announcer, continuity writer, KFYR, Bismarck. (R) Also KVOD, Denver.

MacMURRAY, TED. Production director. (R) Vic and Sade, 1937-39 (P & G for Crisco, NBC Red and Blue, CBS). Supervisor of production, WBBM, Chicago, 1936-38. (F) Commercial and slide films.

MACPHERSON, FREDERICK. Special events, sports, news announcer, KRE,

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Berkeley. (R) Also KJBS, San Francisco; KPMC, Bakersfield.

MACPHERSON, 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; **Annamary 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.

MAGNANTE, CHARLES. Accordionist. (R) Manhattan Merry-Go-Round, 1934-38 (Dr. Lyon's Tooth Powder, NBC Red); Hammerstein Music Hall, 1935-38 (Anacin, CBS); Waltz Time, 1935-38 (Phillips' Milk of Magnesia, NBC Red); Capitol Family, 1935-38 (NBC, CBS).

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.

***MAHER, WALLY.** (R) Candid Lady, 1938-39 (Pepsodent Co., NBC Red).

MAHIN, HUME DERR. Script writer. (R) Jack & Loretta (Kirkman & Son, CBS).

MAHONEY, GEORGE. Entertainer, WNAC-WAAB, Boston. (V) George and Juanita, 1936-39.

MAHONEY, WILKIE C. Gag writer. (R) Ben Bernie and All the Lads, 1935-37 (American Can Co., NBC Blue); The Perfect Fool, 1936-37 (Axton-Fisher Tobacco Co., NBC Blue); Your Hollywood Parade, 1938 (American Tobacco Co., NBC Red); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., NBC Blue). Currently under contract to Bob Hope for comedy material.

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 Corop., 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.

MALEY, BOB. Continuity writer, WLW-WSAI, Cincinnati. (R) Vick's Open House, 1938 (Vick Chemical Co., CBS); Smoke Dreams. 1938 (H. Fendrich, 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.,

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1939 (U. S. Tobacco Co., CBS). Several guest appearances. (F) Republic: Paramount shorts. (V).

MALONE, TED. (F. Alden Russell). Commentator (poetry and books). (R) Between the Bookends, 1936-39 (Lehn & Fink for Hinds Honey &. Almond Cream, 1936-37, CBS; sustaining, 1938-39, NBC Blue). (PR) RCA Victor. (Poetry editor, *Pictorial Review*).

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, Teatri 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, 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 (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, BUDDY. Singer, WHN, New York. (V) Embassy Boys, Reggie Boyd Unit, Irene Vermillion Girls' Band.

MANNERS, LUCILLE. Singer. (R) Cities Service Concert, since Feb., 1937 (Cities Service Co., NBC Red). (GA) Palmolive. Magic Key of RCA, Firestone and other programs. (L) Concerts, recitals.

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).

MANNING, TOM. Sports announcer. WTAM, Cleveland. (R) Notre Dame football games, 1935-36 (Kellogg Co.); Ohio State football games, 1937-38 (Kellogg Co., '37; Atlantic Refining, '38); others. (NBC announcer for World Series, 1932-34, '36-38; all major league All-Star games; National Open Golf Championships, 1932, '34-38; National Amateur Golf, 1934-35, '37-38; Western Open Golf since 1932; Ross-Garcia, Armstrong-Chavez, Walker-Risko and other fights; numerous special events).

MANSEAU, LUCIENNE. Singer, comedienne, CHRC, Quebec.

MANTLE, CHARLES, JR. Musician WKRC, Cincinnati. (V) 1938-39.

MANVILLE, BUTLER, Actor. (R) Arnold Grimm's Daughter 1937-38 (General Mills, Inc., CBS); Backstage Wife, 1938-39 (R. L. Watkins Co. for Dr. Lyon's Toothpowder. NBC Red).

MAPLE CITY FOUR (Al Rice, Fritz Meissner, Art Janes, 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.

MAPLES, NELSON. Orchestra leader, KQV, Pittsburgh. (V) S. S. Leviathan Band Act. (PR) RCA Victor.

MARAS, GEORGE J. See Prairie Pioneers.

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MARBLE, HARRY W. Announcer, WCAU, Philadelphia. (L) Repertory and stock.

MARCIN, MAX. Writer, director. (R) Creator of The Perfect Crime, dramatic sketch incorporated in Johnny Presents, 1938-39 (Philip Morris & Co., Ltd., NBC Red and CBS). (F) Paramount, M-G-M. (L) Cheating Cheaters, House of Glass, Silence, Three Live Ghosts; others.

MARCOU, YVETTE. Character actress, singer, pianist, CHRC, Quebec.

MARGET, MANNY. Sports announcer, KVOX, Moorhead. (R) Baseball and hockey for Wheaties over Kansas City station; also local programs out of Fargo. (V) Theatre appearances.

MARIANA, NICK. Sports announcer, continuity, actor, KGVO, Missoula.

MARIANI, HUGO. Musical director. (R) Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Bicycle Party (Cycle Trades of America, NBC Red); Empire Builders (Great Northern Railway, NBC Blue); other programs for Wm. Wrigley, Jr., Co., General Motors Corp., American Tobacco Co., Campbell Soup Co., etc. (F) Shorts. (V) Hotel engagements.

MARK, CARL. Special events announcer, WHK-WCLE, Cleveland. (R) Also WBNX, WEVD, WHN, WMCA, New York. (GA) True or False, 1938 (J. B. Williams Co., NBC Blue). (F) Shorts.

MARK, JACK. Script writer, interviewer, WLTH, New York City.

MARKEY, RAYMOND D. Sportscaster, WTHT, Hartford. (R) Baseball for Atlantic Refining Co., others. (L) Stock.

MARKO, ROBERT. Writer. (R) Jack Pearl, 1935 (Brown & Williamson Tobacco for Raleigh, CBS); Phil Baker, 1935-36 (Gulf Oil, CBS); Eddie Cantor, Texaco Town, 1936 (Texaco Co., CBS); Tuesday Night Party, with Dick Powell (formerly Al Jolson Show), 1937-39 (Lever Bros., CBS). (F) Shorts. (Author of Mirth Control, a farce comedy, and Such Goings On, a revue).

MARKS, GARNETT A. Announcer, actor, news and sports commentator, singer. (R) General Electric Hour, 1931 (General Electric Co., NBC Red); Gang Busters, 1938 (Colgate-Palmolive-Peet Co., CBS). (LS) KMOX, St. Louis; WENR, Chicago; WMCA and WOR, N. Y. (F) Warner Bros., Vitaphone, First National, 1929-30. (L) St. Louis Municipal Opera Co. (V) Personal appearances.

MARKWARD, BILL. Sports announcer, WCAM, Camden. (Reporter, Philadelphia *Daily News*).

***MARLOWE, RAYMOND.** Singer. (R) Standard School Broadcast (Standard Oil of California, NBC Blue).

MARR, ELLEN. Singer, actress, WCAU, Philadelphia. (R) Local shows for Household Finance Corp., Tastyeast, Inc., others. (L) Three Cornered Moon, others. (V) Benson & Marr.

MARROCCO, W. THOMAS. Violinist, WHEC, 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, HELEN. Singer. (R) Sigmund Romberg's Studio Party, 1934-35 (Swift & Co., NBC Red); Fireside Recitals, 1936-37 (American Radiator Co., NBC Red); substitute artist on Saturday Night Serenade, 1937 (Pet Milk Sales Corp., CBS); others, in 1934. (L) Columbia Theatre Associates, concert recitals.

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*MARSHALL, HERBERT. Actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS); also guest appearances on various network programs. (L) Brewster'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).

*MARSTON, ADELAIDE. Script writer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS).

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, J. T. W. Writer, director. (R) Beatrice Fairfax, 1937-38 (Hecker Products, Mutual); Julia Blake, 1938 (Armstrong Cork Co., transcriptions); School for Wives, 1938 (Corning Glass Works, transcriptions); The Mighty Show, 1938 (Penick & Ford for My-T-Fine Desserts, CBS). (Co-author, How to Write for Radio, Practical Radio Writing; currently associated with BBD&O).

MARTIN, JAMES. Baritone, WDRC, Hartford.

MARTIN, JANE. 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, MORA. Actress. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).

MARTIN, PAUL. Orchestra leader, KGO-KPO, San Francisco. (R) Musician in many orchestras, including Meredith Willson's. (V) Theatre appearances. (PR) RCA Victor.

MARTIN, TATTEE ("Three Vamps"). Singer, WIOD, Miami.

MARTIN, THOMAS E. Announcer, script writer, producer, newscaster, WGY, Schenectady. (R) Also WSYR, Syracuse; WIBX, Utica.

MARTIN, TONY. Singer, actor. (R) Burns & Allen, 1937-39 (General Foods for Grape Nuts, NBC Red 1937-38; Liggett & Myers Tobacco for Chesterfields, 1938-39, CBS). (F) 20th Century-Fox (f); RKO short. (V) Theatre appearances, 1939.

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).

*MARTINEK, LT. COMM. FRANK. Script writer. (R) Don Winslow of the Navy 1938-39 (Kellogg Co., NBC Red & Blue). (In collaboration with Al Barker).

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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: Cocoanuts, 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: Cocoanuts, 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 Corliss 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, KANS, Wichita.

MASON, SULLY. Singer, saxophonist. (R) Elgin Football Revue, 1935-36 (Elgin National Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willys Motors, Mutual); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strikes, NBC Red). (V) Kay Kyser's Orchestra. (PR) Brunswick.

MASON, SYDNEY. Actor, announcer. (R) Home, Sweet Home, 1934-35 (Procter & Gamble, NBC Blue and Red); Roses & Drums, 1934 (Union Central Life Insurance Co., CBS); The Gibson Family, 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935 (Procter & Gamble, NBC Red); Famous Jury Trials, 1936-37 (Mennen Co., Mutual); True Detective Mysteries, 1936 (Macfadden Publications, Inc., Mutual); Johnny Presents, 1936-37 (Philip Morris & Co., Ltd., NBC Red, CBS). (LS) KECA, KFVD, KFAC, KFI, Los Angeles; WEAF, WJZ, WMCA, WOR, New York; WXYZ, Detroit; WLW, Cincinnati. (F) Paramount, Biograph; Warner Bros. shorts. (L) Ebb Tide; A Lady Detained; others. (V) Theatre appearances. Currently with WWJ, Detroit.

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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.

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*MASTERMAN, E. D. Script writer. (R) Dog Heroes (Modern Food Process Co., NBC Blue).

MASTERS, FRANKIE. Orchestra leader, M.C., singer. (R) It Can Be Done, 1937-39 (Household Finance Co., NBC Blue, 1937-38; CBS, 1938-39). (F) Universal; shorts. (V) Theatre master of ceremonies, 5 years; night club appearances.

MASTROIANNI, 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.

MATTFELD, 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, JAMES F. Announcer, KGO-KPO, San Francisco. (R) Good Morning Tonite, 1938 (Alber Bros. Milling Co., NBC Red); Martha Meade, 1938-39 (Sperry Flour Co., NBC Red).

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.

MATTSON, 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); 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 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, TED. Playwright, actor, producer, M.C. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red); My Secret Ambition (Durkee Famous Foods, CBS). (LS) KPO-KGO, San Francisco. (L) Stock. (V) Ted Maxwell and Virginia Chester.

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.

MAY, RODERICK (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.

MAYAL, HERSCHELL. Actor. (R) Lone Ranger (Weber Baking Co. and Gordon Bakeries, Mutual).

MAYBERRY, LINN. Comedienne, KGO-KPO, San Francisco. (V) 1927-39.

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MAYHEW, F. E. ("Tiny"). Producer, KASA, Elk City. (R) Also WLAG (now WCCO), Minneapolis; WBBZ, Ponca City; KGHF, 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 Marlin, 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).

MEADE, EVERARD. Producer. (R) Assistant producer, Jell-O Program Starring Jack Benny, 1936 (General Foods, NBC Red); producer, Burns and Allen, 1937-38 (General Foods for Grape Nuts, NBC Red); producer, Tuesday Night Party (Al Jolson Show up to March 21, 1939) (Lever Bros. for Lifebuoy and Rinso, CBS). (Associated with Ruthrauff & Ryan, Hollywood).

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).

MEARS, MARTHA. Singer, actress. (R) Phil Baker, Armour Program, 1935-36 (Armour Co., NBC Blue); Colgate House Party, 1936 (Colgate-Palmolive-Peet, NBC Red); General Foods Kitchen Party, 1936 (General Foods Corp; NBC Red); It Happened in Hollywood, 1939 (Geo. A. Hormel & Co., CBS). (V) Theatre appearances.

MEDBURY, JOHN P. Writer. (R) Burns & Allen, 1937-39 (General Foods Corp., NBC Red, 1937-38; Liggett & Myers Tobacco Co., CBS, 1938-39). (F) Shorts (Columbia); also dialogue for Paramount. (Newspaper humorist).

MEDOFF, SAM. Arranger, composer, musical director, WARD, New York City. (L) 1938. (V) 1926-31.

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 Plowboys, 1933 (General Mills); Sons of the West, 1939 (Zenith Radio Corp.); others. (V) 3 Jacks, 1933-36. (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 (Vadsco 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);

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Alias Jimmy Valentine (R. L. Watkins Co., NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red).

MEISEL, GRAHAM J. News commentator. (R) Also WTNJ, Trenton; WIP, Philadelphia. (Formerly newspaper editor and publisher).

MEISER, EDITH. Writer, actress. (R) Scripts for Sherlock Holmes; The New Penny (with Helen Hayes), 1935-36; The Amateur Gentleman (Leslie Howard), 1935; sketches for Roland Young, Lionel Barrymore, Miriam Hopkins; The Life and Love of Dr. Susan, 1939 (Lever Bros. for Lux, CBS). (L) Stock; Three Garrick Gaieties; others. (V) 1927-28. (Partner, Edith Meiser & Thomas H. McKnight, radio productions).

MEISSNER, FRITZ. See Maple City Four.

***MELCHIOR, ELAINE.** Actress. (R) Pretty Kitty Kelly (Continental Baking Co., CBS).

MELCHIOR, LAURITZ. Operatic tenor. (R) Frequent guest appearances on Ford, General Motors, Chase Bank Lucky Strike and RCA programs; network opera broadcasts from the Metropolitan, New York, San Francisco and Chicago. Made first transatlantic broadcast from Marconi experimental station in England, 1917. (Leading heroic tenor, Metropolitan Opera, San Francisco Opera, Covent Garden, Chicago Grand Opera and Paris Grand Opera companies. Has sung more performances of Tristan, Siegfried and Tannhauser than any other artist, dead or living. Honorary president, Richard Wagner Society. Singer to the Royal Danish Court).

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 Helstrom). 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-Peet 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 Duey). 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).

***MENJOU, ADOLPHE.** Actor, M. C. (R) Texaco Star Theatre, Oct. 5-Nov. 2, 1938 (Texas Co., CBS). (F) Paramount, M-G-M, Columbia, 20th Century-Fox, Universal, Warner Bros. and others (s, f). Two years on the stage and in vaudeville.

MENKEN, HELEN. Actress. (R) Famous Actors' Guild Presents Second Husband, 1937-39 (Bayer Co., CBS). (L) Seventh Heaven; Queen Elizabeth, The Old Maid; others. (V).

MENSER, C. L. Producer. (R) Inside Story, 1938-39 (Ralston Purina, NBC Blue). (Formerly production manager, NBC Central Division.)

***MERCER, JOHN.** Singer, composer. (R) Benny Goodman's Orchestra, 1939 (R. J. Reynolds Tobacco Co., CBS).

MERCER, RUBY. Singer. (R) Packard Hour, 1937 (Packard Motor Cars, NBC Red). (GA) 1935-36: Palmolive Beauty Box Theatre, Maxwell House Showboat, Hammerstein Music Hall of the Air. (LS) Guest on Around New York, 1938 (Consolidated Edison, WEAF, N. Y.). (L) Forbidden Melody, 1936. (V) Theatre appearances. (Currently associated with WQXR, N. Y.).

***MEREDITH, JAY.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

MEREDITH, JUNE. Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).

MEREDITH, LEE C. Announcer, pianist, singer, WOMI, Owensboro.

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***MERESCO, JOE.** Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).

MERKER, 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.

***MERKUR, HARRY.** Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).

***MEROLA, GAETANO.** Conductor. (R) Standard Symphony (Standard Oil of California, NBC Red).

MERRIAM, DWIGHT J. Producer, program director, continuity writer, KROC, Rochester. (L) Stock. (V) 1932.

MERRIDEW, 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-WSAI, Cincinnati.

MERRILL, LOUIS. Actor. (R) Park Avenue Penners, 1936-37 (R. B. Davis Co. for Cocomalt, 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.

MERTZ, THERON C. Musician. (R) Burns & Allen (Campbell Soup Co., CBS). (F) Shorts (Warner Bros.). (L) Parisiana, 1928. (V) Wesley Barry & Band, 1926-28. Staff musician, KSFO, San Francisco.

MESSMER, DOTTY. See Music Maids.

METCALF, JOHN B. Hymn evangelist, WAAB-WNAC, Boston. (L) Operas. (V) Theatre appearances.

METZ, STUART B. Announcer. (R) Betty Moore Triangle Club, 1937 (Benjamin Moore Paint Co., NBC Red); Jell-O Summer Show, 1937 (General Foods for Jell-O, NBC Red); Pepper Young's Family, 1937-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); Road of Life, 1937-39 (Procter & Gamble for Chipso, NBC Red, 1937-39; CBS, 1938).

***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, WOMT, Manitowoc.

MEYER, RAM (also known as **Gene Loomis, Eric Goodwin**). Actor, announcer, singer, WMBR, Jacksonville. (R) Also WABC, WEAF, WOR, New York; WJAX, Jacksonville. (P) Paramount, M-G-M, others; also shorts. (L) Productions for George White, J. J. Shubert, George M. Cohan, David Belasco, Earl Carroll, Flo Ziegfeld, others. (V) Quiote Four, Bryant & Stewart. (PR) RCA Victor, Edison, Brunswick.

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-

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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.

***MICHAELIS, ADRIAN F.** Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).

MICHAELS, BUD. Actor. (R) Lone Ranger (Gordon Bakeries and Weber Baking Co., Mutual).

MICHAELS, RAY (Milt Herth Trio). Musician. (R) With Larry Clinton's Orchestra (Radio Corporation of America, NBC Blue); Isham Jones' Orchestra (Mar-O-Oil Shampoo, CBS); Carl Hoff's Orchestra (R. H. Macy, WOR, New York). (L) (f). (V) Milt Herth Trio; appearances with Kay Kyser's Orchestra. (PR) RCA Victor, Bluebird, Vocalion, Brunswick, Decca.

MICHAUD, GABRIELLE. Pianist, CHGB, Ste Anne de la Pocatiere.

MIDDLETON, BOB. Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).

MIDLAND MINSTRELS. (Charles Pryor, Kenneth White, Eddie Johnson, Bill Gall, Willie Ganz). Musicians, KMBC, Kansas City. (V) Theatre appearances.

***MILBURN, GEORGE.** Script writer. (R) Scattergood Baines, 1937-39 (Wm. Wrigley, Jr., Co., CBS).

MILDER, NATE. Announcer, sports, WALR, Zanesville. (R) News for Texaco Gasoline; others.

MILES, MRS. ALICE LOWE. Interviewer. (R) Husbands and Wives, 1936-37 (Lamont Corliss & Co., NBC Blue); Life and Love of Dr. Susan, 1939 (Lever Bros., CBS). (LS) WOR, New York. (Worked as team with Sedley Brown, 1936-37).

***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, ALICE DUER. Writer. (R) Live & Learn, 1939 (sustaining, Mutual). (F) Adaptations and original stories for D. W. Griffith, United Artists, Paramount, M-G-M and others. (L) Charm School, Spring Board, Roberta (story). Author of numerous short stories.

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, FREDDIE. Singer, pianist, M.C., WSYR, Syracuse. (R) Also NBC, New England Network and WXYZ, Detroit. (F) Paramount, Warner Bros. (V) 1918-30. (PR) Edison.

MILLER, IRVING. Actor. (R) The Wife Saver (Manhattan Soap Co., NBC Red).

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, JOHNNY. Commercial and sports announcer, singer, WSJS, Winston-Salem. (R) Baseball for Kellogg Co., Atlantic Refining Co., others. (V) Theatre appearances.

MILLER, L. A. (Jiggs). Announcer, character actor, continuity writer, program director, KFAB, Lincoln. (R) Also KFEQ, St. Joseph.

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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 WIBX, 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 Dooley, 1936 (Royal Typewriters, CBS); Nash Speedshow, 1936-37 (Nash Motors, CBS); Quality Twins, East and Dumke, 1936-37 (Knox Gelatine, CBS); Hammerstein Music Hall, 1937-38 (Kolynos 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, NOEL.** Actor. (R) When a Girl Marries, 1939 (Prudential Insurance Co., CBS).

MILLS, RUTH. Women's programs, WFIL, Philadelphia. (R) Also WGAR, Cleveland.

MILT HERTH TRIO. See Milt Herth, Frank Froeba, Ray Michaels.

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MILTON, ANN. Actress, script writer, women's newscaster, singer, KMBC, Kansas City. (R) Also WHB, Kansas City. (L) 1932.

***MILTON, JOHN.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

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 (Provident 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 8½ 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 League Football Picture; shorts.

MITCHELL, HOLLIS. Actor, WMBR, Jacksonville. (L) Mulatto, Boy Meets Girl, Brother Rat, others.

***MITCHELL, IRVING.** Producer, director. (R) The Mighty Show, 1938-39 (Penick & Ford, CBS). Associated with Batten, Barton, Durstine & Osborn).

MITCHELL, JACK O. Production manager, KTSA, San Antonio. (L) Doing Our Bit, 1918. (V) Jack Mitchell & Eileen Dove, Hokum Ala Class, 1919-31.

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, ROBERT B. Choral director **(Robert Mitchell and His St. Brendan's Boys)**, pianist, organist, arranger. (R) Guest appearances, with his St. Brendan's Boys: Thirty Minutes in Hollywood, 1937 (locally sponsored, Mutual); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Dr. Christian, 1938 (Chesebrough Mfg. Co. for Vaseline products, CBS); Al Pearce & His Gang, 1938, '39 (General Foods Corp. for Grape Nuts, NBC Red). (LS) Organist, Mid Morning Matinee, 1938-39 (Sears, Roebuck & Co., KHJ, Los Angeles). (F) Paramount, Warner Bros., RKO (f). (V) Theatre appearances, 1937, '38. (PR) Decca. (Formerly staff organist and pianist, KMTR and KEHE, Los Angeles).

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.

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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.

MOHN, MONTGOMERY. Dramatic actor. (R) Hawthorne House, 1936-39 (Wesson Oil and Snowdrift, NBC Red); Dr. Kate, 1936-39 (Sperry Flour, NBC Red); I Want a Divorce, 1937-39 (Sussman, Wormser & Co., NBC Red); also NBC Pacific Coast shows for Occidental Life Insurance Co., 1936-38, and Peters Shoe Co., 1937-39. (L) Taming of the Shrew and Within the Gates, 1935 (f). (V) The Drunkard, 1934-35.

MOLARSKY, OSMOND. Script writer. (R) Various scripts for Cavalcade of America, 1935-38 (E. I. du Pont, CBS).

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.

***MONKS, JAMES.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).

MONROE, CHARLIE. Hillbilly musician, WPTF, Raleigh. (R) Also WDBJ, Roanoke. (V) Charlie Monroe & His Radio Show. (PR) Bluebird.

MONROE, LUCY. Soprano. (R) Goodrich program, 1935; Lavender & Old Lace, 1935-36 (Sterling Products, CBS); Hammerstein Music Hall, 1936-37 (Anacin and Kolynos, successively NBC Blue, CBS); American Album of Familiar Music, 1936-37 (Bayer Aspirin, NBC Red). (GA) American Bank Program, Philadelphia Orchestra, Ben Bernie, Lanny Ross and Chevrolet programs. (L) Concerts, Metropolitan, St. Louis and Rochester Opera companies, 1938-1939.

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, PATSY. Singer, WLS, Chicago. (R) Also NBC and CBS, 1932-33. (F) Shorts. (V) Patsy Montana, Cowgirl Singer and Yodeler, 1932-38. (PR) Columbia.

***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.

MONTEUX, PIERRE. Symphony conductor. (R) Standard Symphony, seasonally for past 4 years (Standard Oil of California, NBC Pacific Coast Red). (L) Metropolitan Opera, 1917-19. (PR) RCA Victor. (Currently conductor of San Francisco Symphony Orchestra).

MONTGOMERY, MARSHAL. Ventriloquist. (R) Commercials on WBRE, Wilkes-Barre, and WOR, New York; currently Horse & Buggy Days (sustaining, WJZ, New York). (GA) For Men Only (Bristol-Myers for Vitalis, NBC Red). (F) Shorts. (L). (V) 1905-39; appearances in the U. S., England, Russia, France, Germany and Belgium.

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-

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vue; musical comedies. Member of Metropolitan and Chicago operas. Has appeared in concerts and operas throughout U. S. and Europe. Recordings.

MOORE, HAL. Announcer, news commentator, WNEW, New York. (R) Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets and A. S. Boyle Co., CBS); Pick and Pat, 1934-37 (United States Tobacco Co., CBS); Homemakers' Exchange (National Ice Advertising Co., NBC Red). (F) Paramount Newsreels.

MOORE, JACK. Announcer, KPLT, Paris. (R) Also Texas State Network; local shows for Coca-Cola Bottling Co., Gruen Watch, others.

MOORE, JAMES. Program director, singer, WLVA, Lynchburg. (R) Also CBS, Dixie Network and WBT, Charlotte. (L) Concert tours, 1928-30, 1932-33. (V) Single act, 1927-28. (Also assistant manager).

MOORE, JAMES F. Announcer, KRE, Berkeley.

MOORE, JOHN. Actor, singer. (R) The O'Neills, 1936-37 (Procter & Gamble, NBC Red and Blue); Hilltop House, 1937-39 (Colgate-Palmolive-Peet, CBS); Our Gal Sunday, 1937-38 (Anacin and Kolynos Toothpaste, CBS). (F) J. C. Williamson Corp., Australian producers (s). (L) 1933-35; The Great Waltz (Australian production), Music in the Air, The Merry Malones (s). (V).

MOORE, RAY A. Musician, WKRC, Cincinnati. (R) Also WLW, Cincinnati. (V) 1936-39. (PR) Victor.

MOORE, SAM P. 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, transcriptions. (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, WILFRED G.** Script writer. (R) Howie Wing, 1938-39 (Kellogg Co., CBS).

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 Energine, NBC Red); others. (L) Scarlet Pages; Candlelight; Soldier & Woman; Marco's Millions.

MORE, FRANCIS. Master of ceremonies, WWVA, Wheeling. (R) Also NBC and CBS shows; programs for Olson Rug Co., Crazy Water Crystals, Pinex Co., Brown & Williamson Tobacco Co., others. (L) Stock. (V) Theatre appearances. (PR) Decca, RCA Victor, Brunswick, Columbia.

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, BREWSTER.** Producer, script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS).

MORGAN, DALE F. Announcer, KSO-KRNT, Des Moines.

MORGAN, FRANK. Actor, comedian. (R) Good News, 1937-39 (General Foods Corp., NBC Red). (F) Paramount, M-G-M, Fox, Universal, United Artists (s,f). (L). (V) Skits.

MORGAN, GENE. Actor. (R) Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet for Super Suds, CBS). (F) Commercial shorts. (L) Stock, 3 years (f).

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MORGAN, HAROLD. Orchestra leader, WHO, Des Moines. (V) Floor show engagements, 1935-37.

***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, arranger, composer, 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 (George W. Caswell Co., CBS); Toast to the Town, 1937-38 (Roma Wine, CBS); others. (L) San Juan Pageant, 1936-37; Golden Gate Bridge Fiesta Pageant, 1937 (director).

MORGAN, JANE. Actress. (R) Silver Theatre (International Silver Co., CBS); Scattergood Baines (William Wrigley, Jr., Co., CBS); Dr. Christian (Chesebrough Mfg. Co., CBS); Lux Radio Theatre and Big Town (Lever Bros., CBS); also shows with Al Jolson, Eddie Cantor and Hedda Hopper; transcriptions. (L) Stock. (V) Personal appearances including one with Barbara Stanwyck. (PR) RCA Victor. (Currently associated with KNX, Los Angeles).

MORGAN, JOHN CARL. Announcer, WTAR, Norfolk.

MORGAN, RUSS. Orchestra leader. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, CBS); Johnny Presents, 1937-39 (Philip Morris & Co., CBS). (F) Paramount and Warner Bros. shorts. (V) Theatre, night club and hotel appearances, since 1935. (PR) Brunswick.

MORIN, BEATRICE. Pianist, organist, WOAI, San Antonio.

MORISSET, LOUIS. News analyst, script writer, actor, CKAC, Montreal. (R) Script for Grande Soeur, French version of Big Sister (Lever Bros., Canadian network); others. (V) Theatre appearances.

MORNING, GLENN. Pianist, WHO, Des Moines.

MORNING, SHARI. Character comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others. (V) Theatre appearances.

***MORRELL, NORMAN.** Director. (R) Sophie Tucker & Her Show, 1938-39 (American Tobacco Co., CBS). (Associated with Lord & Thomas).

***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 WORL, 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); Vince 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 (General 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, 193[illegible] (Socony-Vacuum, CBS); Chevrole[illegible] transcriptions, 1937-38; Alfred Wallenstein's Impressions, 1939 (sustaining, Mutual). (GA) General Foods, 1934; Consolidated Gas, 1937.

MORRISON, BRET. 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)

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SPRING 1939

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

Set Owners = 100%

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

SPRING 1939

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

Set Owners = 100%

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

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Paramount. (Writes in co-operation with Ed Beloin).

*MORROW, 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 Winthrop 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, ARNOLD. (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue).

MOSS, FRANK. Script writer. (R) Vanity Fair (Campana 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, WFBL, 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 (Durkee 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, AL. Musician, WKRC, Cincinnati. (V) 1937-39. (PR) RCA Victor Bluebird.

MUELLER, BOB. Trumpet player, KGNC, Amarillo. (L) Earl Carroll's Vanities, Jumbo; others. (V) Theatre appearances.

MUELLER, MARVIN E. Announcer, actor. (R) Slack Furniture Programs, 1932-35 (Slack Furniture Co., Inter-City Network); Magic Kitchen, 1935-37 (participating program); Phillips Poly Follies, 1936-39 (Phillips Petroleum, CBS). (LS) Numerous programs since 1932, including programs for Missouri Pacific Railroad, 1932-33; St. Louis Dairy, 1933-34; Kellogg Co., 1935-36; Standard Oil of Indiana, 1934; Lehn & Fink, 1935-36; Central Shoe Co., 1936; Pontiac Motor Co., 1936; L. Cohen Co., 1936-38; Penn Tobacco, 1936-38; Union Electric Co., 1936-38; General Grocer Co., 1937-38; also transcriptions, 1936-37. (F) Shorts. (V) Master of Ceremonies, 1936. (Currently assistant chief announcer, KMOX, St. Louis).

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.

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MULHOLLAND, ROSCOE, JR. Announcer, M.C., actor, newscaster, WKRC, Cincinnati. (R) Manhattan Mother, 1939 (Procter & Gamble, CBS). (L) 1938-39. (V) Theatre appearances.

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.

MULLINAX, EDWIN. Announcer, sportscaster, WHMA, Anniston. (R) Also WJBY, Gadsden; WMFO, Decatur; local programs for Sinclair Refining, others.

MULLINER, BETTY (Enna Jettick Seven). Singer. (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).

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.).

MURPHEY, EDWARD. Program producer, KWKH-KTBS, Shreveport. (R) Also KFWB, Los Angeles.

MURPHY, ED. Announcer, M.C., WROK, Rockford.

MURPHY, GEORGE. Actor, singer, M.C. (R) Hollywood Guild, 1939 (Gulf Oil, CBS). (GA) Hollywood Hotel (Campbell Soup, CBS); Good News (General Foods for Maxwell House Coffee, NBC Red). (F) M-G-M, Columbia, 20th Century-Fox, Universal, Paramount (s,f); shorts. (L) Good News, Anything Goes, Hold Everything, Of Thee I Sing, Roberta, Shoot the Works (s,f). (V) Hotel and club appearances.

MURPHY, GERTRUDE. Writer. (R) Professor Puzzlewit, 1937-39 (Gallenkamp Stores Co., NBC Red).

***MURPHY, NAN.** Dialogue writer. (R) Young Widder Brown, 1938 (Charles H. Phillips Chemical Co. for Cal-Aspirin and Haley's M-O, NBC Red).

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, KBND, Bend. (R) Also KAST, Astoria; WALR, Zanesville; WSAL, Salisbury.

MURRAY, BANKS A., JR. Producer, actor, director, WRC-WMAL, Washington. (F) Shorts. (L) The Five Kings. (Also writes column for the Washington *Herald*).

MURRAY, BILL. Actor. (R) Follow the Moon (Lehn & Fink for Pebeco Toothpaste, CBS).

MURRAY, FEG. Hollywood commentator. (R) Seein' Stars, 1937-38 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue). (F) National Screen Service trailer, 1934. (Seein' Stars cartoons for King Features).

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MURRAY, J. HAROLD. Singer, actor, WTIC, Hartford. (R) Also guest, Rudy Vallee, Paul Whiteman, Ted Hammerstein, 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 (Captain 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 Tomato 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 Oswald).

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 (Sealtest, 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, Knoxville. (V) Theatre appearances.

MUSIC MAIDS (Denny Wilson, June Clifford, Dotty Messmer, Alice Sizer, Virginia Erwin). Vocal quintet. (R) Kraft Music Hall, 1939 (Kraft-Phenix Cheese Corp., NBC Red). (F) Universal (f). (PR) Decca.

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. Newcaster and editor, KYA, San Francisco. (Also publicity director).

***MYERS, JOANNE.** (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).

MYERS, JOE. Spot sports announcer, news commentator, KFEL, Denver. (R) Also KOA, Denver; local shows for Brown & Williamson Tobacco Co.

MYRT & MARGE (Donna Damerel, Myrtle Vail). Actresses. (R) Myrt & Marge, 1931-36 (William Wrigley, Jr., Co., CBS); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS). (F) Universal. (V) Personal appearance tours; Myrt & Marge, 1934-35.

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.

***NAECKEL, E. G.** Producer. (R) Fitch Bandwagon, 1938-39 (F. W. Fitch, NBC Red); Interesting Neighbors (F. W. Fitch, NBC Red). (Associated with L. W. Ramsey).

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NAGEL, CONRAD. Actor, M. C. (R) The Silver Theatre, 1938-39 (International Silver Co., CBS); Passing Parade, July to Oct., 1938 (Union Oil Co., NBC Red); Seventy-Six Review with Conrad Nagel, 1938 (Union Oil Co., NBC Red). (F) M-G-M, Warner Bros., United Artists, RKO, Grand National (s,f). (L) Stock.

NAGLER, AL. Sports announcer, WJBK, Detroit. (R) Also Michigan Radio Network; WXYZ, Detroit. (F) Newsreels.

NAGY, CHARLES. Musical director, WLAC, Nashville.

***NAHER, JOHN.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successively CBS, NBC Red and Blue).

NALEPA, FRANK C. Bass, **Millmen Quartet.** (R) Musical Steelmakers, 1937-38 (Wheeling Steel Corp., Mutual).

NALLEY, VELVA. Singer, WXYZ, Detroit. (R) Also KFWB, Los Angeles. (V) California Sophisticates of Song.

NAPPO, CARMEN (Knights of Rhythm). Accordionist, arranger, WHBF, 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) Sparton Triolians, 1933-35 (Sparton Radios, successively NBC Red and Blue); Studebaker Champions, 1934-36 (Studebaker Motors, NBC Red, 1934-35; 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 Camay 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.

NEESE, ERLU. Tenor, WBIG, Greensboro. Winner of Feen-A-Mint National Amateur Hour (CBS), 1936. (V) Theatre appearances.

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, HOWARD M. Announcer, WDAY, Fargo.

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NELSON, KATHLEEN. Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (V) Tour with Horace Heidt.

NELSON, MARIE. Character actress. (R) Romance of Helen Trent, 1932-38 (Edna Wallace Hopper, others, CBS); Bachelor's Children, 1935-39 (Old Dutch Cleanser, CBS, 1936-39, Mutual, 1935-38); Lucky Girl, 1936-38 (Minit Rub, Mutual); Manhattan Mother, 1939 (P & G, CBS). (L) Stock, 1904-29. (V) Act with husband, Rodney Ranous.

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.

NESBITT, JOHN. Narrator, commentator. (R) The Passing Parade, 1936-39 (Duart Sales Co., NBC Red, 1936-37; Mutual, Sept. to Dec., 1937; Union Oil Co., 1938, NBC Pacific Coast Red; Gulf Oil Corp., 1938-39, CBS); House of Melody, 1936-37 (Bank of America, NBC Pacific Coast Blue). (F) M-G-M: producing and commentating series of shorts. (L) Pacific Coast dramatic stock companies, as actor and director, 1931-33.

***NETTINGA, PAUL.** Singer. (R) Hymns of All Churches, 1938-39 (General Mills, NBC Red & Blue).

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, WBRY, 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).

NEWMAN, ROBERT. Writer. (R) The Air Adventures of Capt. Frank Hawk, 1938 (General Foods Corp., transcriptions); several scripts for Rudy Vallee Show, 1936-37 (Standard Brands, Inc., NBC Red), and Lucky Strike Hit Parade, 1938 (American Tobacco Co., NBC Blue). (LS) The Dreamer, 1936 (WPA show, WOR, New York).

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.

NICHOL, 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.

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NICHOLS, NICK. Children's program director, WJBK, 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.

NICKSON, GEORGE. Singer. (R) Woman's Magazine of the Air, March-May, 1939 (Sperry Flour Co., NBC Red). (V) Theatre appearances.

NIDAY, KATHLEEN. Actress (leads, characters). (R) Road of Life, 1938 (Procter & Gamble for Chipso, 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, 1938; The Big Blow, 1938. (V).

***NIESEN, GERTRUDE.** Singer. (R) Good News of 1939 (General Foods Corp., NBC Red). (F) Short (Paramount). (V).

NIGRO, ANNE. Pianist, WMEX, Boston.

NILES, KEN. Announcer, producer. (R) Hollywood Hotel, 1934-38 (Campbell Soup Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Dick Powell, 1935 (Old Golds, CBS); Burns & Allen, 1937 (Campbell Soup Co., CBS); Gateway to Hollywood, 1939 (William Wrigley, Jr., Co., CBS); others. (F) Warner Bros.; shorts. (L) Henry Duffy, 1928-29. (V) Theatre appearances.

NILES, WENDALL. Announcer. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS); Chase & Sanborn Program (Standard Brands, Inc., NBC Red).

NILSSEN, 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.

NOBLE, RAY. Orchestra leader. (R) Ray Noble's Orchestra, 1935 (Coty Cosmetics, NBC Red); Ray Noble's Dance Orchestra, 1936 (Coca-Cola, CBS); Burns & Allen, 1937-39 (General Foods for Grape Nuts NBC Red, 1937-38; Liggett & Myers Tobacco for Chesterfields, CBS, 1938-39). (F) Paramount, RKO (f). (V) Theatre appearances, 1936-37. (PR) Victor and 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

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(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). (L) Musical comedies, dramas. (F) Shorts. (V) Ryan & Noblette, H'Ya Boys.

NOEL, HATTIE. Comedienne, singer. (R) Eddie Cantor's Camel Caravan periodically in 1938 and '39 (R. J. Reynolds Tobacco Co., CBS). (F) Shorts. (L) 1933-34. (V) Theatre, club and circuit engagements, 1908-39. (Also dancer).

NOLL, HERMAN E. Sports announcer, WKOK, Sunbury. (R) Football games for Read and Derrick, Inc., and Atlantic Refining.

NOLTE, LOIS MAE. Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (V) Tour with Horace Heidt.

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, harmonica player, WHO, Des Moines.

NORMAN, IRENE. Soprano, CHRC, Quebec.

***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, PATRICIA. Singer. (R) Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Fireside Recitals, 1937 (Koppers Coke, NBC regional). (GA) Watch the Fun Go By, 1938 (Ford Motor Co., CBS). (F) Shorts. (V) Single act; featured with Eddy Duchin at various hotels.

***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; WWNC, Asheville. (V) 1919-33.

***NORRIS, BOBBY.** (R) Shows on WAAB, Boston.

NORRIS, PAUL W. Organist, WSOC, Charlotte. (R) Also WENR, Chicago; WSUI, Iowa City. (V).

NORSEMEN QUARTET. See Hal Gordon, Adrian Revere, Ed Lindstrom, Kenneth Schon.

NORTHROP, FREDERICK. Bass violinist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.

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 members 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 Industrial Savings Bank, Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red): Design for Happiness, 1938 (American Tobacco Co., Mutual); Buddy Clark Orchestra, 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).

NOVELTY ACES, THE. See Clarence Dooley, Harold Maus, J. Alan Rinehart, Lenore B. Rinehart, Hazel M. Turner.

NOVENSON, JOE. Singer, sports announcer, WAIR, Winston-Salem.

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***NOVIS, DONALD.** Singer, actor. (R) Fibber McGee & Co. (S. C. Johnson & 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, Kolynos, NBC Red); Smilin' Jack, 1939 (Sweets Co. 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, WSAY, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (L) Civic Repertory Theatre, 1936-37.

NUTTRELL, ROLAND C. Organist, WCAO, Baltimore.

NYLAND, RALPH (The 8 Men). Singer, WLW-WSAI, Cincinnati. (R) Smoke Dreams, 1936-39 (H. Fendrich, Inc., successively Mutual & NBC Red); Vocal Varieties, 1937-39 (Lewis-Howe Co., NBC Red); others for Brown & Williamson Tobacco Co., Dodge Motor Co. (V) 1932-36.

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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 (Campana 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, Flin 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, Ashtabula. (V) Theatre appearances. (PR) Cameo.

O'BRIEN, MICHAEL. Producer, actor, script writer, CKMO, Vancouver. (R) Also CKY, Winnipeg. (L) Stock.

O'CONNOR, CHARLES. Announcer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS); Philip Morris Program (Philip Morris & Co., Ltd., NBC Red); Johnny Presents What's My Name? (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where? (Philip Morris & Co., Ltd., Mutual); Breezing Along (Philip Morris & Co., Ltd., Mutual); True Story Court of Human Relations (Macfadden Publications, NBC Red).

O'CONNOR, DONNELL. 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

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ensemble. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

***O'DELL, EDNA.** (R) CBS shows.

OFFHAUS, RUSSELL E. Announcer, WCOP, Boston. (R) Also WAAB, WNAC, Boston; WBEN, WEBR, WGR-KWBW, Buffalo; WFEA, Manchester; transcriptions. (L) Stock, 1932-37. (V) Vogues of 1937.

***O'FLAHERTY, MARGOT.** Script writer. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., Mutual).

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; 5 World Series. (V) Theatre appearances 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 Red); 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.; appearances 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).

O'KEEFE, WALTER. Comedian, singer, M.C. (R) Town Hall Tonight, summer edition (Bristol-Myers Co., NBC Red); Hollywood Mardi Gras, 1938 (Packard Motor Car Co., NBC Red); Tune Up Time, 1939 (Ethyl Gasoline Corp., CBS). Also several guest appearances. (F) Pathe. (L). (V).

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.

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OLMSTED, ALMA RAE. Actress, WBAP, Ft. Worth. (R) Helen's Home, 1938-39 (Lehn & Fink, Texas Quality Network).

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, 1936; 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 Pinex 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, WFBL, 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, CHARLES.** Dialogue writer. (R) Second Husband, 1938-39 (Bayer, CBS).

O'NEILL, DOLORES C. Singer, WCAU, Philadelphia. (L) 1936. (V) With Art Shaw, 1937; appearances at theatres, clubs. (PR) Brunswick.

O'NEILL, JEAN. Singer (popular). (R) Allwite 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.

***OPPENHEIMER, JESS.** Script writer. (R) Hollywood Mardi Gras (Packard Motor Co., NBC Red); Hollywood Guild, 1939 (Gulf Oil, CBS).

ORAVETZ, JULE. Sports commentator, WRJN, Racine.

O'REAR, MARY. Singer, script reader, WOWO-WGL, Ft. Wayne. (V) Theatre appearances.

ORMANDY, EUGENE. Conductor. (R) Conductor of Philadelphia Orchestra, 1937-38 (Group of American Banks, NBC Blue). (Successively conductor for Judson Radio Program Corp., a division of the Columbia Concerts Corp.; conductor, New York Philharmonic Symphony Orchestra for Anna Duncan Dancers; summer series, Robin Hood Dell, Philadelphia, 1930; conductor, Minneapolis Symphony Orchestra, 5 years; co-conductor, Philadelphia Orchestra, since 1936).

ORMAY, GYULA. Conductor. (R) Good Morning Tonite, 1936-39 (Alber Bros. Milling Co. for Cereals, NBC Pacific Coast Red).

ORR, BEN, JR. Producer, announcer KTRH, Houston.

***ORR, WALLACE.** Producer, director, N. W. Ayer. (R) Football play-by-play, September-December, 1938 (Atlantic Refining Co., special network).

***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, JACK.** (R) The Mighty Show. 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).

ORRISON, WILLIAM. Actor, WMBR,

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SPRING 1938

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

Set Owners = 100%

Program	Rural Areas Rating	Rural Areas Rank	Large Cities Rating	Large Cities Rank
Chase & Sanborn	32.2	1	44.9	1
Jack Benny	27.8	2	38.6	2
Major Bowes	22.1	3	23.2	9
Lowell Thomas	20.1	4	14.3	21
National Barn Dance	16.7	5	11.1	30
Burns & Allen	15.8	6	24.8	6
Town Hall-Allen	15.3	7	25.5	4
Lux Radio Theatre	14.9	8	27.4	3
One Man's Family	14.6	9	17.9	16
Phil Baker	14.1	10	22.9	10

SPRING 1938

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

Set Owners = 100%

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

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Jacksonville. (R) Also WFLA, Tampa; transcriptions. (L) Stock.

*ORTEGA, SANTOS. Actor. (R) Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet Co., CBS); This Day Is Ours, 1938-39 P & G, CBS).

ORVIS, FRANK. Script writer. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue).

OSBORN, INNIS G. Writer. (R) Scripts for Cavalcade of America (E. I. du Pont de Nemours, CBS), Dr. Christian (Chesebrough Mfg. Co., CBS), and Lux Radio Theatre (Lever Bros. Co., CBS); sole writer of Voice of America (Underwood Typewriter Co., CBS), Great Moments in Medicine (E. R. Squibb & Son, NBC Red); numerous network sustaining shows, and material for Hudson-Essex, Maxwell House Coffee, Forhan's Toothpaste. Fro Joy Ice Cream, Wahl Pen, and Philco.

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.

*OSBORNE, VERNA. Singer. (R) Woman's Magazine of the Air. March to May 1939 (Sperry Flour Co., NBC Red).

*OSGOOD, CONNIE. Actress. (R) Midstream, 1939 (P & G, NBC Red).

OSGOOD, RICHARD E. Actor, commentator, writer, producer. WXYZ, Detroit. (R) Also WSPD, Toledo; WGAR, Cleveland; WHPC, Canton; WKBN, Youngstown; Michigan Radio Network; WOR; NBC; CBS. (F) Paramount (f); shorts. (L) Productions by Henry W. Savage, George Tyler, A. H. Woods, John Golden, Jed Harris, Arthur Hopkins, and others.

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, WLAW, 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.

OTTEN, 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 NOVELODEONS. 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).

OVENS, 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 & Williamson Tobacco Co., NBC Red); other Mutual and local shows. Also feature writer for American magazine, newspapers, etc. (Currently associated with WLW, Cincinnati).

OWEN SISTERS (Ellen, Emmy, Sophie). Singing trio. (R) Renfro Valley Barn Dance, 1938 (Allis-Chalmers Co., Mutual). (LS) Sponsored and sustaining, WLW, Cincinnati. (V) Red Hot and Beautiful, Chicago and road.

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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.

OWEN, WINFRED H. Musical director, KARK, Little Rock. (L) Band Box Revue, 1931 (f). (V) Slatz Randalls' Orchestra, 1934.

OWENS, JACK. Singer, pianist, composer, KEHE, Los Angeles. (R) Network shows including Pennzoil Parade, 1933 (Pennzoil Co., CBS); Ted Weems' Orchestra, 1933-34 (Real Silk Hosiery 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.

OWENS, TEX (The Texas Rangers). Cowboy singer and yodeler, musician, KMBC, Kansas City. (R) Aladdin Lamp Co., 10 years. (V) Theatre appearances, 4 years. (PR) Decca.

OYANGUREN, JULIO M. Concert guitarist. (R) Cafe of Red Tiger, 1936 (Spud Cigarettes, Mutual). (GA) Rudy Vallee, Fleischmann Hour, 1935 (Standard Brands, NBC Red); Paul Whiteman, 1936 (Jergens-Woodbury Corp., NBC Blue); Magic Key of RCA, 1936 (Radio Corporation of America, NBC Blue); Kate Smith's Bandwagon, 1937 (Great Atlantic & Pacific Tea Co., CBS). Sustaining, NBC Red, 1939. (L) Recitals, 1935, '37. (PR) Columbia, RCA Victor.

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***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, WLTH. New York City. (R) Programs for Bond Bread, Dromedary Dates and others. (L) Jewish theatre groups (s, f).

PADGETT, PAT. Comedian. (R) Friendship Town, 1931-32 (Chesebrough 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,

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1939 for summer (Jergens-Woodbury Sales Corp., NBC Blue). (F) Warner Bros.

***PAGE, MEREDITH.** Script writer. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS); Frank Simon & His Armco Band (American Rolling Mills, NBC Blue). (Associated with N. W. Ayer).

PAGE, PAUL. Singer, pianist, announcer. (R) Paul Page, North Star of the Air, 1935-36 (L. C. Smith Typewriters, KINY Juneau, Alaska). (F) Commercials. (V) Theatre and hotel appearances. (Currently associated with NBC, Chicago).

PAGET, JOE. Sports announcer, WJDX, Jackson. (R) Also KICA, Clovis.

PAGLIARI, GINO. Announcer (Italian programs), WHOM, Jersey City. (R) Also WVFW, New York.

PAIGE, RAYMOND. Musical director. (R) Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Raymond Paige, 99 Men and a Girl, since Feb. 22, 1939 (U. S. Rubber Co., CBS). (F) Warner Brothers, RKO (f). (V) Theatre appearances.

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 & Fink 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 Dreft, NBC Red). (F) Shorts. (L) Pop Goes the Weazel, 1935 (f). (PR).

PALMER, GRETTA. Writer, commentator. (R) One O'Clock Gossip, Jan. to July, 1936 (Walker-Gordon Milk, Mutual); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS). (Formerly columnist and woman's page editor, New York *World-Telegram*; currently writer for national publications).

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.

***PANIMA, NORMAN.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

PANTAGES, LLOYD. Commentator. (R) Lloyd Pantages Covers Hollywood, 1937 (Raymonds, Inc., CBS). (Newspaper columnist).

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 Puzzlewit, 1938 (Gallenkamp Stores, NBC Red); other Pacific Coast shows, transcriptions. (Currently associated with KGO-KPO, San Francisco).

***PARKER, FRANK.** Singer. (R) Burns & Allen, Sept. to Oct., 1938 (Liggett & Myers, CBS); A & P Gypsies (A & P Tea Co., NBC Red); Cities Service Concert (Cities Service, NBC Red). (L) Concert and musical comedies. (V).

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

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Jergens Lotion, NBC Blue); Welch Presents Irene Rich, 1937-38 (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, MALCOLM ("Mack"). Director, studio supervisor, WICC, Bridgeport. (R) Also Colonial and Mutual networks. (L) New York-Guilford Players.

***PARKER, MARY.** (R) Howie Wing, 1938-39 (Kellogg Co., CBS).

PARKER, MORRISON. Announcer, WIL, St. Louis.

***PARKER, OLIVE.** Actress. (R) Road of Life (Procter & Gamble, NBC Red).

PARKER, SETH. See Phillips H. Lord.

PARKES, HAROLD. Announcer, producer, KUTA, Salt Lake City. (R) 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 Kolynos, 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.

PARKYAKARKUS (Harry Einstein). Comedian (dialect). (R) Eddie Cantor, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Jimmy Durante, 1934-35 (Chase & Sanborn summer show, NBC Red); Eddie Cantor, 1935-36 (Lehn & Fink for Pebeco Toothpaste, CBS); Texaco Town, 1936-37 (Texas Co. for Texaco Gasoline, CBS); Rinso Program Starring Al Jolson, 1937 to Mar. 14, 1939; Tuesday Night Party since Mar. 21, 1939 (Lever Brothers, CBS). (F) (RKO) (f). (V).

PARRILLO, JEANNIE. 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 Thrivo Dog Food, NBC Blue). (F) M-G-M, Warner Bros., RKO, Universal, Educational (s.f); shorts. (V) Theatre appearances.

***PARRISH, JOHN.** Actor. (R) Life Can Be Beautiful, 1938-39 (P & G, CBS).

PARSONS, EDGAR. Musical director, producer, arranger, KFAM, St. Cloud. (R) Also Texas Quality Network and KGNC, Amarillo.

PARSONS, HARRIET. Writer, commentator. (R) Substituted for Louella Parsons in Hollywood Hotel, summers of 1936-37 (Campbell Soup Co., CBS); News Behind the News in Hollywood, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue). (F) Columbia Pictures (shorts). (Daughter of Louella Parsons).

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) 1914-25; productions by Charles Dillingham, John Cort, Henry W. Savage and the Shuberts (f). (V) Single act.

PARSONS, LOUELLA. Interviewer. (R) Hollywood Hotel (Campbell Soup Co., CBS). (Film columnist, Hearst newspapers; Universal Service Syndicate; executive editor, Hearst Motion Pictures).

PASCOE, LT. COL. A. W. (Pallie). Sportscaster, CHAB, Moose Jaw. (R) Boxing matches, 1938-39 (Army & Navy Stores and Totton Motors); others.

***PASTER, ROBERT.** Producer. (R) The Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS).

PASTERNACK, JOSEF. Conductor. (R) Around the World with Libby (Libby,

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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.

PASTOR, TONY. Singer, saxophonist (Artie Shaw's orchestra). (R) Melody and Madness, 1938-39 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (F) Shorts. (V) Theatre appearances. (PR) RCA Victor, Bluebird.

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, GEORGE. Producer, announcer, actor, WAVE, Louisville. (L) Dramatic stock, 1922-26; Brown Players, 1927-29; National Theatre Players, 1932.

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).

***PATTON, ALICE.** (R) Backstage Wife (R. L. Watkins Co., 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, CHARLES F. Conductor, organist. (R) Home on the Range, 1936 (William R. Warner Co. for Vince, NBC); Kate Smith, 1936-39 (Great Atlantic & Pacific Tea Co., CBS, 1936-37; General Foods, CBS, 1937-39); Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Hobby Lobby, 1937-39 (sustaining, Mutual, 1937; Hudson Motor Car Co., CBS, 1937-38; Fels Co., NBC Blue, 1938-39); Grand Central Station, 1938 (Lambert Pharmacal for Listerine Products, CBS); Workshop, Manhattan Matinee and Designs in Harmony (sustaining, CBS). (LS) Magic Melody, 1938-39 (Master Kraft Oil Burner, WJZ, New York). (F) Paramount short. (V) Theatre conductor, 1929-35. (PR) RCA Victor, Decca. (Currently staff member, CBS).

PAUL, ED. Announcer, actor. (R) National Barn Dance, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Meet the Folks, 1937 (Mantle Lamp Co., WLS); How I Met My Husband, 1937-38 (Armand Co., WLS); Virginia Lee and Sunbeam, 1937-38 (Northwestern Yeast Co., WLS). (L) Summer stock. (Currently associated with WCFL, Chicago).

***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 Dreft, CBS); Grand Hotel, 1936-38 (Campana Sales, NBC Blue); First Nighter, 1936-38 (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.

PAYNTOR, 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 (Pepsodent Co., 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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***PEARLMAN, BERNARD.** Glee Club leader. (R) The Laugh Liner, 1938-39 Wm. Wrigley, Jr., Co., CBS).

PEARMAN, FLORINE H. Actress, WBAP Fort Worth. (R) Helen's Home, 1935-39 (Lehn & Fink, Texas Quality Network).

PEARSON, FORT. Announcer, news commentator. (R) The Guiding Light, 1937-39 (Procter & Gamble for White Naptha Soap, NBC Red); Dr. Dollar 1937-38 (Vocational Service, Inc., NBC Red); Interesting Neighbors, 1937-38 (F. W. Fitch Co. for Fitch Shampoo, NBC Red); Attorney-at-Law, 1938 (S. C. Johnson & Son, Inc., NBC Blue); Fitch Bandwagon, 1938-39 (F. W. Fitch Co., NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue).

PEARSON, TED. Announcer. (R) Studebaker Champions (Studebaker Sales Corp., NBC Blue); Good News of 1938 and '39 (General Foods Corp., NBC Red); others.

PEARY, HAROLD. Actor (dramatic, comedy, dialects). (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Fibber McGee and Molly (S. C. Johnson & Son, NBC Red); Girl Alone (Kellogg Co., CBS); Story of Mary Marlin (P & G, NBC Red and Blue); It Can Be Done (Household Finance Corp., NBC Blue); First Nighter (Campana Sales Corp., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp. NBC Red); Welcome Valley (Household Finance Corp., NBC Blue); Grand Hotel (Campana Sales Co., NBC Red); Madame Courageous (Durkee Famous Foods, NBC Blue); many others. F) Silent films (L) Henry Duffy, Mac Loon Productions, Fulton Theatre Stock. (V) With Sylvia Breamer, 1926.

PEASE, JIM. Script writer. (R) Attorney-at-Law, 1938 (S. C. Johnson & Son Inc., NBC Blue); Win Your Lady, 1938 summer show (Jergens-Woodbury Sales NBC Blue).

PEATTIE, YVONNE. Actress, KGO-KPO San Francisco. (R) I Want a Divorce 1938-39 (S & W Fine Foods, CBS); Dr Kate, 1938 (Sperry Flour Co., NBC Red)

PECK, CHARLES. Juvenile actor. (R) Paul Whiteman Show, CBS; Al Jolson Program, CBS; Bill and Ginger, CBS. (F) Goldwyn, MGM, Universal.

PECK, HARRY D. Announcer, KFBI, Abilene. (R) Programs for Firestone Tire & Rubber; others.

***PECK, LELAND.** Director. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).

PEDRO, DON. Orchestra leader, guitarist singer, CKWX, Vancouver. (R) Also CJOR, Vancouver; Canadian Broadcasting Corp.

PEDROSO, N. Lecturer, Spanish-English script translator, writer, announcer, WCAU, Philadelphia. (R) Also short wave station W3XAU; WPEN, Philadelphia; WRVA, Richmond. (L) England. (V) The Magical Piano, 1920.

PEEPLES, CORNELIUS. Juvenile dramatic actor. (R) Little Orphan Annie (The Wander Co., NBC Red); Romance of Helen Trent (Edna Wallace Hopper, others, CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Lum and Abner (Horlick's Malted Milk Corp., NBC Blue); Grand Hotel (Campana Sales Co., NBC Blue); Uncle Ezra (Miles Laboratories, Inc., NBC Red); Jack Armstrong (General Mills, Inc., NBC Red); Tale of Today (Princess Pat, Ltd., NBC Red); First Nighter (Campana Sales Co., NBC Red); Welcome Valley (Household Finance Corp., NBC Blue); Stepmother (Colgate-Palmolive-Peet, CBS); Those Happy Gilmans (General Mills, NBC Red and Blue). (L) Dead End, 1936-37.

PEERCE, JAN. Tenor. (R) Radio City Music Hall, 1932-39 (sustaining, NBC Blue); Chevrolet Presents Rubinoff and His Violin, 1935-36 (General Motors for Chevrolet Cars, NBC Red); Gulf Summer Show, 1939 (NBC Red). (GA) Programs for Palmolive Soap, Chase & Sanborn Coffee, Ford Cars, Lucky Strike Cigarettes, Vitalis, Radio Corp. of America; soloist, Arturo Toscanini broadcasts. NBC Blue. (F) Shorts. (V) Theatre appearances. (PR) Brunswick.

PELL, HUGH D. Singer, WHBF, Rock Island.

***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);

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Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red); Contented Hour, 1935-39 (Carnation Milk Co., NBC Red); Red Grange Forecasts & Scores, Sept. to Nov., 1938 (Pure Oil Co., CBS).

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, 1935-39 (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.

PENNER, JOE. Comedian. (R) The Baker's Broadcast 1933-34 (Standard Brands, Inc., NBC Blue); The Park Avenue Penners, 1936-38 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (F) Paramount, RKO. (L) Greenwich Village Follies, 1927; Tattle Tales, 1928; East Wind, 1929. (V) Since 1923.

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.

***PEPPER, HARRY.** Script writer. (R) Pick & Pat, 1938 to Feb., 1939 (U. S. Tobacco Co., CBS).

PERCILLA, MARTHA. Pianist, announcer, WGPC, Albany. (R) Also transcriptions. (L) First Lady, Stage Door, others. (V) Pianist for amateur shows, 1937.

***PERELMAN, S. J.** Master of ceremonies WOR, New York. (R) Author! Author! (sustaining, WOR). (F) Writer for various pictures.

PERKINS, CY. See Ralph Powell.

PERKINS, GEORGE. Program director, producer, WFBL, Syracuse.

PERKINS, KENNETH. Writer. (R) Sheriff Bob, series of skits aired as NBC Blue sustainers, April to May, 1939. (F) Fox, First National, RKO, Warner Bros. (L) Co-author: Creoles (Dinehart & Herndon), Desire (Erlanger), Dance with Your Gods (Laurence Schwab).

PERKINS, LOU. See the Three Romeos.

PERKINS, RAY. M.C., comedian, singer, pianist. (R) Judge Magazine Program, 1925-26 (Judge Magazine, WJZ, New York); Crush Dry Cronies 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 Barbasoloist, 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, FRANK W.** Director. (R) Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co., NBC Red). (Associated with Henri, Hurst & McDonald).

PERRIN, SAM. Writer. (R) Phil Baker (Armour, Gulf Oil Corp., CBS); Jack Haley, Maxwell House Showboat (Gen-

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eral Foods, NBC Red); Jell-O Program Starring Jack Benny (General Foods, NBC Red); Hollywood Guild (Gulf Oil Corp., CBS). (F) Paramount, United Artists.

PERRIN, 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 (Forhan'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-Erickson, 1933-38; currently independent producer).

PERRY, BOB. Special events announcer, program director, WORL, Boston.

PERRY, CAMERON. Announcer, CJOC, Lethbridge.

PERRY, DICK. (Perry Dickey). Writer, actor, announcer, KABC, San Antonio.

PERSKY, ARTHUR. Juvenile actor, WWNC, 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 Hollywood, 1937-38 (local sponsors, Mutual).

PERSSION, LEON. Music director, cellist, WIBA, Madison. (Cello instructor, University of Wisconsin).

PESSL, YELLA. Harpsichordist with The Madrigal Singers, q.v. (Teacher of the harpsichord and interpretation of 16th and 18th century music, Columbia University).

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 director, CJOR, Vancouver. (R) Also KFWB, Los Angeles; Canadian Broadcasting Corp. (F) Shorts.

PETERSEN, HARRY A. Violinist, WHBF, Rock Island. (V) Theatre appearances.

PETERSON, ARTHUR H., JR. Dramatic actor. (R) Grand Hotel, 1936-38 (Campana Sales for Dreskin, NBC Red); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); The Guiding Light, 1937-39 (Procter & Gamble for White Naphtha Soap, NBC Red); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Girl Alone, 1937-38 (Kellogg Co., NBC Red); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Story of Mary Marlin, 1938-39 (Procter & Gamble for Ivory Flakes, NBC Red and Blue); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red). (LS) KSTP, WTCN, WCCO, Minneapolis-St. Paul. (L) Character leads, stock.

PETERSON, AUSTIN. Writer, producer. (R) Hollywood Mardi Gras, 1937-38 (Packard Motor Co., NBC Red); Passing Parade, 1938 (Gulf Oil Corp., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS).

PETERSON, CLIFF. See the Escorts & Betty.

PETERSON, DONALD. Producer, director. (R) Programs on WHN, WMCA, WOR, New York. (Head of Peterson Radio Productions).

***PETERSON, HARVEY.** Conductor, music arranger. (R) Woman's Magazine of the Air, March-May, 1939 (Sperry Flour Co., NBC Red).

PETERSON, HOWARD L. Organist, arranger, composer, WLS, Chicago. (Formerly arranger and staff composer for Wayne King; concert work as accompanist; Columbia recordings).

PETERSON, MERLE B. Announcer, KYOS, Merced. (R) Local shows including one for Philco Dealers. (Also technician).

***PETERSON, RUTH.** Actress. (R) Hawthorne House (Wesson Oil & Snowdrift, NBC Red).

PETERSON, VERNA. Pianist, WDAY, Fargo.

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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'Neills (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.

PETRUZZI, JACK. Actor. (R) Lone Ranger (Gordon Bakeries and Weber Baking Co., Mutual).

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.

PETTERSON, 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 Jemima'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, ARTHUR. Script writer (with Sam Perrin for Phil Baker). (R) Phil Baker (Armour, Gulf Oil Corp., CBS). (F) Paramount.

***PHILLIPS, BERNARD.** (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS).

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, ERNIE.** Script writer. (R) Wonder Show—Jack Haley, 1938-39 (Continental Baking, CBS).

***PHILLIPS, HELEN.** Script writer. (R) Benny Goodman's Orchestra (R. J. Reynolds, CBS).

***PHILLIPS, HOWARD.** Singer. (R) CBS shows.

PHILLIPS, IRNA. Script writer, actress. (R) The Guiding Light, 1937-39 (Procter & Gamble, NBC Red); Today's Children, 1933-38 (Pillsbury Flour Mills Co., NBC Red); The Road of Life, 1938-39 (P & G for Chipso, CBS, 1938; NBC Red, 1938-39); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

PHILLIPS, MILDRED L. Singer, WDAN, Danville.

PHILLIPS, PAUL. Writer, continuity editor. (R) Phillips Poly Follies, 1937-38 (Phillips Petroleum Co., CBS). Currently with KMOX, St. Louis.

PHILLIPS, ROGER. Sports announcer, WDSU, New Orleans.

PHILPUT, HUGH E. Announcer, KARK, Little Rock. (L) Four seasons (f).

PHIPPS, SALLY. Actress, Federal Theatre Radio Division. (F) Fox Films, Warner Bros. Gaumont-British (f); shorts. (L) Once in a Lifetime, 1931; Knock on Wood, 1935 (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,

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'36 (General Foods for Jell-O, 1934, Horowitz Margaretten, 1936, WMCA, New York); I Give My Life, 1938-39 (General Foods for Maxwell House Coffee, WMCA, New York). (GA) Rudy Vallee, 1935-37 (Standard Brands, NBC Red); This Is New York, 1939 (sustaining, WABC, New York). (F) Sphinx Film Corp.: numerous films, principally in Yiddish (s); shorts. (L) (s). (V) 1929-39; East Side Symphony, Woiking Goil; also appearances in England, South Africa and Paris. (PR) RCA Victor.

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, yodeler, 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.

PIONEER QUARTET (Arthur Davis, Dick Fulton, Russell Mitchell, Jr., Cass Ward Whitney). Singers, KDKA, Pittsburgh. (R) Local shows for Westinghouse Electric & Mfg. Co., 1932 and Graham Paige Motor Co., 1934.

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.

PLATTNER, 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.

POLK, VIRGINIA L. Singer, WOWO, Ft. Wayne. (R) Local shows for Barnsdall Refining Co., Peruna, others.

POLLACK, BEN. Orchestra leader. (R) Park Avenue Penners, 1938 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General

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SPRING 1937

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

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Jack Benny	26.8	1	34.7	1
Maj. Bowes' Amateur Hour	22.2	2	22.2	4
Lowell Thomas	17.6	3	12.3	16
Horlick's Lum and Abner	17.4	4	8.4	30
Lux Radio Theatre	16.9	5	24.4	2
Eddie Cantor	16.8	6	24.1	3
Fibber McGee and Molly	14.7	7	11.9	18
Amos 'n' Andy	14.3	8	13.1	13
Phil Baker	14.0	9	18.7	7
National Barn Dance	12.8	10	10.3	29

SPRING 1937

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

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Jack Benny	34.7	1	26.8	1
Lux Radio Theatre	24.4	2	16.9	5
Eddie Cantor	24.1	3	16.8	6
Maj. Bowes' Amateur Hour	22.2	4	22.2	2
Royal Gelatin Hour-Rudy Vallee	21.9	5	10.4	20
Town Hall Tonight-Allen	21.6	6	12.7	11
Phil Baker	18.7	7	14.0	9
Hollywood Hotel	18.2	8	10.9	18
Kraft Mus. Hall-Bing Crosby	17.1	9	9.1	24
Al Jolson	17.1	9	9.6	22

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Foods, CBS); also programs for Fleischmann's Yeast, 1930; Radio Corporation of America, 1929; transcriptions. (F) Shorts. (L) Top Speed, 1930; Hello Daddy, 1929-30 (f). (PR) RCA Victor, Columbia, Decca, Brunswick, Variety.

POLLOCK, CHANNING. M.C., speaker. (R) Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS). (F) Author of numerous books, adapted for the screen. (L) Author of The Red Widow (Raymond Hitchcock), 1911; A Perfect Lady (Rose Stahl), 1914; Roads of Destiny (A. H. Woods), 1918; The Fool (Selwyn & Co.), 1922; others. (Author and producer of 31 plays, most of which have been adapted for the screen.)

POLLOCK, GRANT. Announcer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red); Standard School Broadcast (Standard Oil Co. of California, NBC Blue).

PONS, BEATRICE. Actress. (R) Eno Crime Clues, 1935 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Singing Lady, 1937 (Kellogg Co., NBC Blue); Gang Busters, 1937 (Colgate-Palmolive-Peet, CBS); Kate Smith's Bandwagon, 1937 (Great Atlantic & Pacific Tea Co., CBS); Believe It or Not, 1938 (General Foods, NBC Red); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (L) Mahogany Hall, 1934; Gilbert & Sullivan Repertory, 1934; Men in White (road), 1934; others.

PONS, LILY. Coloratura soprano. (R) Thirteen-week engagements during 1935-36-37, Chesterfield Program (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS). (GA) Ford, General Motors and Chesterfield programs; Metropolitan and San Francisco Opera broadcasts. (F) RKO (s). (Member of the Metropolitan, San Francisco, Buenos Aires, Colon, Paris, Covent Garden, Rome, Chicago and Monte Carlo Opera companies). (PR) RCA Victor.

POOLE, BILL. Program director, WGPC, Albany. (R) Local shows for Kellogg Co., Nehi Bottling Co., others.

POOLE, BOB. Announcer, WBIG, Greensboro. (R) Also WNEW, WOR, WEVD, New York.

POOR, MURRELL. Announcer, M.C., singer, WMMN, Fairmont. (L) Concerts. (V) Theatre appearances. (PR) Odeon, Okeh.

POORE, JOHN W. Announcer, WHBQ, Memphis.

POPE, L. F. (Bill). Sports announcer, WESG, Elmira. (R) Baseball broadcasts for Atlantic Refining Co.

PORTER, DEL. See The Foursome.

PORTER, EARL. Musician (bass, tuba), WIL, 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, continuity editor).

***PORTER, R. A.** Director. (R) Terry & the Pirates, 1937-39 (Bowey's, Inc., for Dari-Rich, successively NBC Red and Blue); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo Quinine, NBC Red). (Vice-President and radio director, Stack-Goble, New York).

PORTER, SUE. Home economist, women's programs, WWNC, Asheville.

POSKA, AL. Announcer, producer, program director, KEHE, Los Angeles.

POST, EMILY. Speaker (ethics, etiquette, social problems). (R) Etiquette, 1930-31 (Procter & Gamble, CBS); General Electric Home Circle, 1932-34 (General Electric, NBC Red); Emily Post, How to Get the Most Out of Life, 1937-38 (Florida Citrus Commission, CBS); The Right Thing to Do, 1938-39 (George W. Luft Co. for Tangee Lipstick, NBC Red). (LS) WOR, New York, 1936-37. (GA) Aunt Jenny's Real Life Stories, March 3, 1938. (Author, writer).

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).

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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, DICK. Singer, actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS); Your Hollywood Parade, 1937-38 (American Tobacco Co., NBC Red); Tuesday Night Party, since March, 1939 (Lever Bros., CBS). (GA) Baker's Broadcast (Standard Brands, Inc., NBC Blue); Your Hit Parade (American Tobacco Co., NBC Red); others. (F) Warner Bros., First National, 20th Century-Fox. (V) M.C., 3 years; personal appearances.

POWELL, KENNETH. Announcer, WESG, Elmira. (R) Also KDKA, Pittsburgh. (F) Commercial shorts.

POWELL, RALPH (Cy Perkins). Musician, novelty entertainer, KFNF, Shenandoah. (R) Crazy Crystal Cowboys, 1936 (Crazy Water Crystal Co.); Cy Perkins Melody Rangers, 1937 (Montgomery Ward); Cy and Freckles (Allis-Chalmers Mfg. Co.) and Cy Perkins Melody Mountaineers (Sears Roebuck & Co.) on WTAD, Quincy, during 1938. (V) Personal appearances.

***POWELL, WILLIAM.** Actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS). (F) Paramount, MGM, Warner Bros., First National, RKO. (L) 10 years.

POWER, TYRONE. Actor. (R) Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales for Woodbury Soap, NBC Blue). (F) 20th Century-Fox (s). (L) Katharine Cornell-Guthrie McClintic Co. (f).

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.

POWERS, TOM. Dramatic actor, monologues. (R) Central City, 1938-39 (P & G for Oxydol, NBC Red). (LS) Life Studies, one man show, 1935-37 (S. C. Johnson & Son for Johnson's Wax, WEAF, New York, 1935-36; WOR, New York, 1936-37). (GA) 14 appearances with Rudy Vallee, Royal Gelatin Hour (Standard Brands, NBC Red). (F) Vitagraph, 1910-12 (s). (L) Starred for 10 years with Theatre Guild; also productions for Sam Harris, John Golden, Mercury Theatre and numerous others (s). (V) Personal appearances in America and England. (Wrote all of his Life Studies programs, now published in book form).

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, MANNY.** (R) Ben Bernie and All the Lads, 1938-39 (American Tobacco Co., CBS).

***PRAGER, SAMMY.** Pianist. (R) Jack Berch and His Boys (Manhattan Soap Co., NBC Blue).

PRAIRIE PIONEERS. (George J. Maras, Joseph L. Hall, William K. McMeins, Chester Smith). Cowboy band, KMBC, Kansas City. (V) Theatre appearances.

***PRATT, R.** Director, producer. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue); Gulden Serenaders, 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.,

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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).

PREMMAC, CHARLES. Singer, M.C., script writer, character actor (French characterizations). (R) Bourjois-Evening in Paris, 1930-32 (Bourjois & Co., Inc., CBS); Round the World Cooking School, 1932-36 (General Foods, CBS and NBC Red). (LS) Ida Bailey Allen's Homemakers of the Air, 1936-38. (L) Opera and concert work, here and abroad. (V) 1931; personal appearances, 1934.

PRENTISS, ED. Actor. (R) Guiding Light, 1937-39 (Procter & Gamble, NBC Red); A Tale of Today, 1937-39 (Princess Pat, Ltd., NBC Red); It Can Be Done, 1937-39 (Household Finance Corp., successively NBC Blue, CBS); Bob Becker's Chats About Dogs, 1939 (John Morrell & Co. for Red Heart Dog Food, NBC Red); others. (Currently associated with WGN, Chicago).

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 Farm Products Co., NBC Red); Value Varieties, 1937 (W. T. Grant, transcriptions). (Has written script of Joe Palooka for Heinz; 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, HOWARD. Tenor. (R) A & P Gypsies, 1935-36 (Great Atlantic & Pacific Tea Co., NBC Red); Fox Fur Trappers, 1937 (I. J. Fox, NBC Red); Hammerstein Music Hall, 1938 (Kolynos Toothpaste, CBS); Chevrolet Musical Moments, 1938 (coast-to-coast transcriptions). (L) Revenge with Music, 1935 (f). (V) Theatre appearances. (PR) Decca.

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.

***PRINGLE, WILLIAM.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

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)

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Pet Milky Way (Pet Milk Sales Corp., CBS); Saturday Night Serenade (Pet Milk Sales Corp., CBS). (Executive vice-president, Gardner Advertising Agency.)

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); Scattergood Baines, 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, BiSoDol, 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 Marlin, 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 Warden 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.

***PYLE, RUSSELL.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, Inc., successively CBS, NBC Red and Blue).

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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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*QUILLAN, JOE. (R) Tune Up Time (Ethyl Gasoline, CBS).

QUINE, RICHARD. Actor. (R) Park Avenue Penners, 1937-38 (Cocomalt, CBS); Texaco Town, 1937-38 (Texas Co., CBS); Dr. Christian, 1938-39 (Cheseborough Mfg. Co., CBS). (F) Universal, Warner Bros., RKO, Monogram, Mascot (f). (L) Counsellor-at-Law, 1932-33; Cavalcade, 1933 (f). (V) Single act, 1928-32.

QUINN, BILL. Juvenile (straight, character). (R) Renfrew of the Mounted, 1936 (Continental Baking, CBS); Just Plain Bill, 1936 (Anacin, BiSoDol, 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, DON. Writer (comedy script). (R) Fibber McGee & Molly, 1936-39 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Swift Review, with Olsen and Johnson, 1933-34 (Swift & Co., CBS); Smackouts, 1932-36 (sustaining, NBC). (F) Paramount.

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.

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RABB, STUART. Newscaster, WSJS, Winston-Salem.

*RABY, JOHN. Actor. (R) When a Girl Marries, 1939 (Prudential Insurance Co., CBS).

*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.

RAFFELLI, ANGELO. Tenor. (R) Vocal Varieties, 1937 (Lewis-Howe Co., for Tums, NBC Red); Smoke Dreams, 1937-38 (La Fendrich Cigars, NBC Red). (LS) WOR, New York City, 1933; WJJD, Chicago, 1935. (F) Educational shorts, 1933. (L) Concert tours.

RAFFETTO, MICHAEL. Actor, producer. (R) One Man's Family, 1932-39 (successively sponsored by Wesson Oil & Snowdrift, 1932-34; Kentucky Winners Cigarettes, 1935; since 1935, Standard Brands for Tender Leaf Tea, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red). (L) Stock, 1921-22.

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-WAAB, 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).

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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, ISABEL. Actress (character leads, comedy, dialect). (R) Dan Harding's Wife, 1936-38 (National Biscuit Co., NBC Red); Story of Mary Marlin, 1936-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue); Fibber McGee & Molly, 1936-39 (S. C. Johnson & Son for Johnson's Wax, NBC Red); First Nighter, 1936-38 (Campana Sales for Italian Balm, NBC Red). (F) M-G-M. (L) Stock; The Noose (Mrs. Henry B. Harris); If I Were Rich (William Anthony McGuire) and numerous others.

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). (LS) 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, Linit, 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.

RASH, BRYSON B. Announcer, WRC-WMAL, Washington. (F) Shorts. (L) Stock, 1924-25; Joan of Arc, 1933 (f). (V) Buster Brown, 1925-28.

***RATHBONE, BASIL.** Actor, M.C. (R) The Circle, 1939 (Kellogg Co., NBC Red). (F) MGM, First National, RKO, Gaumont-British, Universal, Warner Bros. (s). (L).

RATHBUN, JACK. Sportscaster, announcer, WMBR, Jacksonville. (R) Also WJAX, Jacksonville; local shows for General Mills, Inc., Brown & Williamson Tobacco Co., others.

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RATIGAN, WILLIAM C. Continuity writer, announcer, producer, KOA. Denver. (F) Wrote script for Walt Disney Studio.

RATKUS, JOSEPH. Announcer (Lithuanian program), WHOM, Jersey City.

RATLIFF, 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) Vanette 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, CECIL.** Actor. (R) Road of Life, 1938-39 (P & G, 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.

RAYE, MARTHA. Singer, actress, comedienne. (R) Rinso Program Starring Al Jolson, 1936-39; title changed to Tuesday night Party, Mar. 21, 1939 (Lever Bros. Co., CBS). (F) Paramount (s,f). (L) Earl Carroll's Sketch Book, 1934; Calling All Stars, 1935. (V) Bud & Margie, 1919-32; Benny Davis Revue, 1932; personal appearances.

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.

RAYMOND, JACK. Actor, writer. (R) The First Nighter, 1937 (Campana Sales for Italian Balm, NBC Red); Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (F) Hal Roach, M-G-M, Universal, RKO, Paramount (f); shorts. (V) Raymond & Miller, 1912-25; Honey Boy Evans Minstrels, 1915-16; theatre appearances.

RAYNOR, HAL. Writer, composer, actor. (R) King Kill Kare of Wheatsworth Castle, 1932-33 (National Biscuit, NBC Blue); Baker's Broadcast, 1933-34 (Standard Brands for Fleischmann's Yeast, NBC Blue); Wooley, the Moth, 1935 (Enoz Chemical Co., NBC Blue); Park Avenue Penners, 1936-38 (R. B. Davis for Cocomalt, 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, 1935-37 (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; WFAP, 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).

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*READICK, 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).

READY, ELIZABETH. Script writer, director. (R) Dr. Allan Roy Dafoe, 1937-38 (Lehn & Fink, CBS).

REAGAN, J. NEIL. Sportscaster, M.C., WOC, Davenport. (V).

REARDON, CASPER. Harpist. (R) Camel Caravan, 1933-34 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (GA) Programs for General Motors, Studebaker, Chevrolet, Ford, American Can, Royal Gelatin, Kraft-Phenix, Shell Oil, Sealtest Laboratories, Radio Corp. of America, Feen-A-Mint. (F) Universal (f). (L) I Married an Angel, 1938-39 (f). (V) Theatre appearances. (PR) Brunswick, Master, Liberty. (Guest artist: Philadelphia Orchestra, National Symphony Orchestra, Cincinnati Symphony, General Motors Symphony).

*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) Toured 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).

REDFIELD, BILLY. Dramatic actor. (R) March of Time (Time, Inc., NBC Blue). (LS) Let's Pretend. and Jr. G-Men (Fischer Baking Co., WOR, New York). (F) Shorts. (L) Swing Your Lady; Excursion; Virginia; Stop-Over; Our Town.

*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, BiSoDol, Kolynos, NBC Red); Joyce Jordan—Girl Interne (McKesson & Robbins, CBS); Dog Heroes (Modern Food Process for Thrivo 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 I. 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.

*REEVES, MARY W. Dialogue writer, script contributor. (R) Romance of Helen Trent, 1937-39 (Louis Philippe and Edna Wallace Hopper Cosmetics, CBS); Second Husband, 1938 (Bayer, CBS).

REEVES, ROSSER. Script editor. (R) David Harum (B. T. Babbitt for Bab-O, NBC Red); Doc Barclay's Daughters (Personal Finance Co., CBS). (Copy chief, Blackett-Sample-Hummert, New York).

REHM, SARA. Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual).

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-

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zine of the Air, 1936-37 (H. J. Heinz Co., CBS); The March of Time, 1937-38 (Time and Life Magazines, NBC Blue); Tommy Dorsey's Orchestra, 1938 (Brown & Williamson Tobacco Corp. for Raleigh and Kool Cigarettes, NBC Blue); Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS); The Mighty Show, 1938-39 (Penick & Ford, Ltd., for My-T-Fine Dessert, CBS); Grand Central Station, 1938-39 (Lambert Pharmacal Co. for Listerine products, CBS); Valiant Lady, 1938-39 (General Mills for Wheaties, NBC Red and Blue); Pepper Young's Family, 1939 (Procter & Gamble for Camay Soap, NBC Red and Blue); Philip Morris Program, 1939 (Philip Morris, Ltd., NBC Red). (L) Mercury Theatre productions of Caesar and Shoemaker's Holiday, 1937-38.

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 (P & G, NBC Red); Howie Wing, 1938-39 (Kellogg Co., CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton 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).

REINHERZ, SID. Orchestra leader, composer, arranger, musical director, WCOP, Boston. (R) Also Yankee and New England networks. (F) Shorts. (V) Wrote music for various theatres, 1932-36. (PR) Brunswick.

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.

REISMAN, LEO. Orchestra leader. (R) Pond's Dance Program, 1930-33 (Lamont Corliss Co., NBC Red); Philip Morris Program, 1933-37 (Philip Morris & Co., Ltd., NBC Red); Your Hit Parade, 1937-38 (American Tobacco Co., NBC Red, CBS); others. (LS) WEAF, WOR, New York. (F) Shorts. (L) Good Morning Dearie, 1922. (V) Numerous vaudeville and dance engagements at hotels, cafes, etc. (PR) RCA Victor.

***RELLER, ELIZABETH.** Actress. (R) Doc Barclay's Daughters, 1939 (Personal Finance, CBS).

***REMINGTON, BOB.** Singer, musician. (Member of the **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.

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,

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1911-23. (Formerly columnist, *Morning Telegraph, N. Y. Star, Vaudeville News, Radio World*).

RENAN, 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.

RENARD, 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 Spearmint 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.

RETTENBERG, MILTON. Pianist, composer, conductor. (R) Nathaniel Shilkret (Eveready Co., NBC Red, 1925-28; Eastman Kodak Co., NBC Blue, 1928-33; Mobil Oil, NBC Red, 1930-33); B. A. Rolfe and Orchestra, 1928-31 (American Tobacco Co., NBC Red); Cities Service Concert, 1929-38 (Cities Service Co., NBC Red); Chesterfield Presents, 1932-35 (Liggett & Myers Tobacco Co., CBS); Molle Minstrel Show, 1933-35 (NBC Red); John Charles Thomas, 1935-36 (Wm. R. Warner Co., NBC Blue); Singing Lady, 1936-38 (Kellogg Co., NBC Red). (PR) 1926-35.

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).

REY, ALVINO. Guitarist. (R) Famous Foods Parade, 1931 (Durkee Famous Foods, NBC); Horace Heidt and His Brigadiers, 1935-38 (Stewart-Warner Corp., successively CBS and NBC Blue). (LS) WTAM, Cleveland, 1927-28. (F) Shorts. (V) Horace Heidt Orchestra.

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, Elk City. (V) Theatre appearances.

RHODES, DORIS. Singer. (R) Philip Morris and Schlitz Beer programs; CBS Vocalists, 1938-39 (sustaining). (GA) Rudy Vallee program (Standard Brands NBC Red). (V) Theatre appearances alone and with Milton Berle, Phil Baker; night club engagements. Musak recordings.

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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.

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RHODES, JANE. Singer, actress. (R) Hollywood Mardi Gras, June, 1937 to Feb., 1938 (Packard Motor Car Co., NBC Red). (F) Paramount, Universal, RKO (f). (V) Night club 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).

***RICARDI, ENRICO.** Chorus director. (R) Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); Joe Penner, 1938-39 (General Foods Corp., CBS).

RICARDO, PABLO. Orchestra leader, violinist. (R) Woman's Magazine of the Air, 1937-39 (participating program, NBC Pacific 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, JERRY.** Script writer. (R) With Dave Elman: Hobby Lobby, 1938-39 (General Foods Corp., summer of 1938 NBC Red; Fels & Co., 1938-39, NBC Blue).

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 Cowl, Blanche Yurka, Ethel Barrymore and others.

RICH, FREDDIE. Orchestra leader. (R) Frigidaire program, 1935; Socony Flying Red Horse Tavern, 1935-36 (Socony-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 Vogues, 1922. (V) 1916, '33.

RICH, IRENE. Actress. (R) Welch Presents Irene Rich, 1933-1939 (Welch Grape Juice Co., NBC Blue). (F) Warner Bros., Fox, Pathe. (V).

RICH, JIMMY. Organist, actor, producer, writer, WNEW, New York. (R) The Nursery Crime Detective Series, NBC sustaining. (V) Joymakers, 1937; organist for Radio City Music Hall. (Also director of music bureau).

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.

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***RICHTON, ADDY.** Script writer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS).

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, 1939, Mutual; various local sponsors, Mutual). (LS) WXYZ, 1935-39. (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, WPAY, Portsmouth.

RIDDELL, CORWIN. Newscaster, editor, WOAI, San Antonio.

RIDGEWAY, JACK E. Commercial and special events announcer, actor, KTHS, Hot Springs.

RIDGWAY, AGNES. Script writer. (R) Those We Love 1938-39 (Lamont Corliss & Co., NBC Blue).

RIEP, ERNEST C. (Jack Hamilton). Announcer, WIBX, Utica. (L) 1934.

RIGGS, NELL. Pianist, WHK-WCLE, Cleveland. (R) Also WADC, Akron; WGAR, Cleveland; WOR, New York; others. (V) Theatre appearances.

RIGGS, THOMAS W. Ventriloquist, comedian, singer **(Tommy Riggs and Betty Lou).** (R) Royal Gelatin Hour, 1937-38 (Standard Brands, NBC Red); Quaker Oats Party, 1938-39 (Quaker Oats Co., NBC Red). (F) Universal (f). (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 Mountaineers, 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 Mountaineers, 1935; WLS road shows, 1937; WLW road show, 1938. (PR) Bluebird.

RINES, JOE. Orchestra leader, comedian. (R) Iodent Dress Rehearsal, 1936-37 (Iodent Toothpaste, NBC Blue); Time of Your Life, 1937-38 (Gruen Watch Co., NBC Red). (V) Vaudeville, night clubs. (PR) Brunswick.

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 Pennsylvanians (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

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(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).

***RIZA, SAID.** (R) The Mighty Show, 1938-39 (Penick & Ford, 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, CURTIS W. Script writer. (R) Peter's Surprise Party, 1938 (Peters Shoe Co., NBC Red); It's a Fact, 1938-39 (International Shoe Co., NBC Red).

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, JACK. Comedy writer. (R) Al Pearce & His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red). (F) Assistant director and second unit director, David Selznick and M-G-M, 1936-37. (L) Pasadena Playhouse.

ROBERTS, KENNETH. Announcer, actor. (R) Mary Margaret McBride, 1937-39 (General Foods for Minute Tapioca, CBS); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); The Shadow, 1937-39 (Blue Coal, Mutual); The Life of Mary Sothern, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Hobby Show, 1938 (Narragansett Beer & Ale, CBS New England Network); Guy Lombardo & His Orchestra, 1938-39 (Lady Esther Co., CBS); Lady Esther Serenade, 1938-39 (Lady Esther Co., NBC Red); Sophie Tucker and Her Show, 1938-39 (Roi-Tan Cigars, CBS). (F) Shorts. (L) Christopher Morley's production of After Dark, 1929-30; Hitch Your Wagon, 1937.

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, ARNOLD.** (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).

ROBERTSON, B. G. Special events announcer, program director, KWKH-KTBS, Shreveport.

ROBERTSON, JESSE A. Musician, singer, KGNC, Amarillo. (R) Also WFAA, 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, TRAFTON. Announcer, producer, writer, singer, KVOO, Tulsa. (R) Also WABC, New York; WTAR, Norfolk; guest appearances on WGH, Newport News; WMCA, New York; WOL, Washington; WRVA, Richmond.

***ROBIN, MILDRED.** Actress. (R) Life Can Be Beautiful, 1938-39 (P & G, CBS); Doc Barclay's Daughters, 1939 (Personal Finance, CBS).

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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, EDWARD G. Actor. (R) Big Town, 1937-39 (Lever Bros. for Rinso, CBS). (GA) Your Hollywood Parade, Dec. 29, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red). (F) First National, Columbia Pictures, United Artists, Warner Bros. (s). (L) Ten Theatre Guild productions. (V) Bells of Conscience, written by himself.

***ROBINSON, ELSIE.** 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, KEN. Script writer. (R) Adventures of Dari Dan, 1937 (Bowey's, Inc., for Dari Rich, NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red). (Currently continuity editor, NBC Central Division).

ROBINSON, MAX. Announcer, WHO, Des Moines.

ROBISON, CARSON J. Actor, composer (cowboy, hill-billy). (R) Eveready Battery Hour, 1924-28 (National Carbon Co., NBC Red); Dutch Masters Minstrels, 1928-30 (Dutch Masters Cigars, NBC Blue); Bar X Ranch, 1933-34 (Health Products, NBC Blue, CBS); Carson Robison and His Buckaroos, 1937-38 (E. W. Rose & Co., Mutual). (F) Shorts (Pathe, Columbia, Fox). (V) London, 1932-36. (Phonograph recordings, 1925-31.)

ROBSON, WILLIAM N. Director, writer. (R) The Columbia Workshop (sustaining, CBS). (F) Paramount, Universal. RKO. (PR) Columbia. (Instructor of Radio Writing, New York University).

***ROCHE, J. P.** Director. (R) Bachelor's Children (Cudahy Packing Co., CBS). (President of Roche, Williams & Cunnyngham).

***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.

RODGERS, HARRY E. Organist, WMEX, Boston. (R) Also Yankee Network; WHDH, Boston; local shows for Fels & Co., Gillette Razor Co. (V) Musical director, 1911-20; theatre organist, 1920-32.

RODMAN, VICTOR. Actor (character, heavy). (R) Those We Love, 1938-39 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Universal. (L) Productions by Henry Duffy, Erlanger, Louis MacLoon and others.

***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).

ROECKER, EDWARD O. Baritone, M. C. (R) Pipe Smoking Time (rebroadcast later in the evening with Pick & Pat) 1937-39 (U. S. Tobacco Co., CBS). (L) Amateur productions. (V) Appearances at theatres, fairs, etc.

ROEHL, JOSEPH E. Sports announcer KOB, Albuquerque. (R) Home football

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games, University of New Mexico, 1937-38; others.

ROEN, LOUIS. Announcer. (R) The Guiding Light, 1937-38 (Procter & Gamble for White Naphtha Soap, NBC Red); local announcer for Philadelphia Orchestra, 1937-38 (Group of American Banks, NBC Blue); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue).

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 (Mobilgas); 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, EDWIN L. Announcer, singer, WRC-WMAL, Washington. (R) One-time announcing for Sanka Coffee program, 1935; American Can program, 1936; numerous local shows since 1931. (L) Vagabond King, 1925-26; Bless You, Sister, 1927; Three Musketeers, 1928. (V) Beau Geste Singers, 1926-27.

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; Ethmoid's Follies 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-Peet, CBS); Girl Interne, 1937-39 (Calox Tooth Powder, CBS and Yankee Network); Boake Carter, 1938 (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); Kate 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 (commercials, 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).

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ROMINE, DOUGLAS J. Commercial and sports announcer, producer, news editor, KARK, Little Rock. (R) Also KVOO, Tulsa; KWBG, Hutchinson; KVGB, Great Bend; KLZ, Denver.

RONEY, WILLIAM J., JR. Announcer, WRC-WMAL, Washington. (R) Also KFBB, Great Falls; local shows for RCA and others.

RONSON, ADELE. Actress. (R) Buck Rogers in the 25th Century, 1932-36 (Cream of Wheat Corp., CBS); Ray Noble and His Dance Orchestra, 1935 (Coty, Inc., NBC Red); The Gibson Family, 1936-37 (Procter & Gamble, NBC Red); On Broadway, 1937 to March, 1938 (General Foods for Diamond Crystal Salt, NBC Blue); John's Other Wife, 1937-39 (Louis Philippe, Edna Wallace Hopper, NBC Red); others, not current. (L) Productions by William Brady, George Tyler, Crosby Gaige, Theatre Guild and others (f).

***ROOS, JOANNA.** (R) John's Other Wife, 1938-39 (Louis Philippe Cosmetics, NBC Red).

RORABAUGH, DUKE. Writer, producer, WFIL, Philadelphia. (R) Their Greatest Story, 1938 (Libby, McNeill & Libby, Mutual). (L) Acted and directed 30 amateur plays. Also appeared as piano soloist at various hotels. Program director, announcer, writer, WIBG, Philadelphia, 1932; writer, producer, Transamerican Broadcasting & Television Corp., 1937-38.

ROSCOE, MICHEL. Pianist, WOR, New York. (LS) Gambling's Musical Clock, 1928-39 (Illinois Meat Co., Childs Restaurants; currently sponsored by General Mills, WOR, New York).

ROSE, JACK. Script writer. (R) Time to Shine, 1938 and '39 (Griffin Manufacturing Co., NBC Blue).

ROSE, M. WILLIAM. Juvenile. (R) Houseboat Hannah, 1938-39 (P & G for Lava Soap, NBC Red and Blue); Those Happy Gilmans, 1938-39 (General Mills for Corn Kix, NBC Red); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red).

ROSE, WILLIAM. Singer, announcer, continuity writer, producer, WQDM, St. Albans. (R) Also WGY, Schenectady; WOKO, Albany. (F) Shorts. (V) Three Shades of Blue, Banjoleers. (PR) Brunswick.

***ROSE MARIE.** Singer. (R) NBC shows.

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 (Colgate-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.

ROSEN, CHARLES. Announcer. (R) Polish Melodies (Katro-Lek Laboratories, Inc., Mutual).

ROSEN, 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.

***ROSENMOND, LLOYD.** Director, producer, script editor. (R) Doc Barclay's Daughters (Personal Finance Co, CBS); Our Gal Sunday (Anacin, Kolynos, CBS); Lorenzo Jones (Charles H. Phillipps 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-Hummert).

***ROSENOVA, OLGA.** Actress. (R) Betty & Bob (General Mills, Inc., NBC Red and Blue).

ROSENWALD, MONTE. Announcer, producer, KGNC, 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).

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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 Allwite. 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).

ROSS, LANNY. Tenor, actor. (R) Maxwell House Show Boat, 1931-37 (General Foods Corp. for Maxwell House Coffee, NBC Red); Hollywood Mardi Gras, 1937-1933; Columbia Pictures 1937, (s); Your Hit Parade, 1939 (American Tobacco Co., CBS). (F) Paramount, 1933; Columbia Pictures 1937 (s); shorts. (L) Racketty Pachetty House (debut as child actor), 1912 (f). (V) Theatre appearances since 1933. Also concert work (debut, Nov., 1936, at Town Hall, New York); tours. (PR).

ROSS, LYNN. See Elmira Roessler.

ROSS, NORMAN. Announcer, news and sport commentator. (R) Your Parlor Playhouse (Lovely Lady Cosmetics. Mutual).

ROSS, ROBERT J. Script writer. (R) American Revue. 1934 (American Oil, CBS); Sinclair Minstrels, 1935-36 (Sinclair Refining, NBC Blue); Revue de Paris, 1936 (Dr. Lyon's Toothpowder, NBC Blue); A & P Bandwagon, 1936 (Great Atlantic & Pacific Tea Co., CBS); Broadway Merry-Go-Round, 1937 (Dr. Lyon's Toothpowder, NBC Blue); Texaco Town, 1937-38 (Texaco Gasoline, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); Texaco Star Theatre, 1938-39 (Texaco Gasoline, CBS); guest appearances of Tom Howard. Smith & Dale, Teddy Bergman, Babe Ruth, Phil Cook.

***ROSS, RUTH R.** Producer. (R) Court of Human Relations, 1938 (Vadsco Sales Corp., Mutual). (Associated with Albert M. Ross, Inc.).

ROSS, SHIRLEY. Singer, actress. (R) Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Your Hit Parade, 1937 (American Tobacco Co., NBC Red). (F) M-G-M, Paramount, Columbia, B. P Shulberg (f); shorts. (L) Anything Goes, 1935 (s). (V) 1933-34; personal appearances; once singer with Gus Arnheim's orchestra.

ROSSETTI, MARY. Singer, actress, KNX, Los Angeles. (R) Various CBS shows including program for George A. Hormel & Co. (L) 1925-26.

ROTH, ALLEN. Musical director (symphony). (R) Programs for Dodge Bros., Phillips Petroleum, Lambert Pharmacal for Listerine Products, Pittsburgh Plate Glass Co. for Paints; musical director for CBS in charge of St. Louis station, 3 years, and created sustaining program, St. Louis Blues; currently musical director for NBC, New York.

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ROTHIER, LEON. Basso, WQXR, New York. (L) Grand Opera, 41 years (Metropolitan, 29 years; Opera Comique, Paris; Chicago Opera; others).

ROTHWELL, CONNIE. Cellist, KHQ-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, Champaign.

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.

ROVENTINI, JOHNNY (Johnny of the Philip Morris Programs). Master of Ceremonies. (R) Johnny Presents (Philip Morris & Co., Ltd., NBC Red since 1933 and CBS since 1937); What's My Name?, 1938-39 (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where, March to May, 1939 (Philip Morris & Co., Ltd., Mutual); Breezing Along, 1939 (Philip Morris & Co., Ltd., Mutual).

***ROWE, 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).

ROWLAND, HELEN. Humorous talks. (R) Hecker Information Service, 1937 (Hecker H-O Products, Mutual). (GA) Theatre of the Air (Lever Bros. for Lux, CBS). (Columnist: "The Marry-Go-Round" for King Features Syndicate; author of 8 books; former public speaker.)

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).

ROWSWELL, ALBERT K. ("Rosey"). Sportscaster, announcer, humorist, philosopher. (R) Clicquot Club Eskimos, 1933 (Clicquot Club Co., NBC Red). (LS) Gimbel Brothers program (WCAE, Pittsburgh); baseball broadcasts for Duquesne Light Co., General Electric, Socony-Vacuum Oil Co. and General Mills, 1938 (KDKA, Pittsburgh).

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 (Tastyeast, NBC Blue); Kate Smith's Bandwagon (Great Atlantic & Pacific Tea Co., CBS); Popeye, the Sailor, 1938 (Joe Lowe Corp. for Popsicles, 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.

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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 (Chesebrough 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-Peet for Palmolive Soap, CBS); others. (F) Shorts. (V) Theatre appearances.

RUBIN, MABEL. Commentator, KGDM, Stockton.

RUBINOFF, DAVE. Violinist, conductor. (R) Chase & Sanborn Program, 1931-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebeco Toothpaste, CBS); Chevrolet Presents Rubinoff and His Violin, 1935-37 (Chevrolet Motor Co., NBC Red, CBS). (F) Shorts; 20th Century-Fox (f). (V) Rubinoff and His Violin; concert tours.

***RUBY, BEVERLY.** Actress. (R) The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

RUBY, HARRY. Writer. (R) Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS). (F) M-G-M, Warner Bros., Paramount, RKO, First National, 20th Century-Fox, Hal Roach Studios, as story, music and lyrics writer (principally in collaboration with Bert Kalmar, q.v.) (L) Five O'Clock Girl, The Rambler, Animal Crackers, Good Boy, Helen of Troy, N.Y. (Wrote titles for Three Little Words, Who's Sorry Now, I Wanna Be Loved by You, written by Bert Kalmar).

RUDD, RUDY. Pianist, WDAY, Fargo.

RUDDELL, MARIE G. Singer, WJMS, Ironwood. (L) Concerts.

RUFFNER, EDMUND B. ("Tiny"). Announcer, M. C. (R) Maxwell House Showboat (Maxwell House Coffee, NBC Red); Rinso Program Starring Al Jolson and Tuesday Night Party (Lever Bros. Co., CBS); The Park Avenue Penners (R. B. Davis Co. for Cocomalt, CBS); Big Town (Lever Bros. Co. for Rinso, CBS). (Vice-president, Ruthrauff & Ryan).

***RUGGLES, CHARLES.** Actor, comedian. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, M-G-M, Warner Bros. (L) Stock; New York appearances.

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 KFH, Wichita; various programs over KANS, Wichita; KMOX, St. Louis. (L) Stock (f). (Formerly sports and theatre editor).

RUICK, MELVILLE H. Actor, announcer. (R) Lux Radio Theatre, 1935-39 (Lever Brothers Co. for Lux, CBS); Hollywood Hotel, 1934-38 (Campbell Soup Co., CBS); free lance on other shows. (F) M-G-M, Warner Bros., Republic Pictures (f); shorts. (L) Mrs. Bumpstead Leigh, with Mrs. Fiske, 1930; Leaning on Letty, with Charlotte Greenwood, 1935-36 (f); stock. (V) Theatre appearances as Master of Ceremonies and band leader.

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.

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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, FORD, JR. Comedian, singer, guitarist. (R) Dad and Junior, 1938 (Wheatena, Mutual). (LS) First Prize Kitchen Studio, 1937 (Albany Packing, WGY, Schenectady).

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, LARRY. Music arranger. (R) Poetic Melodies, 1937-38 (William Wrigley, Jr., Co., CBS); Laugh Liner, 1938 to Jan. 1, 1939 (William Wrigley, Jr., Co., CBS); Knickerbocker Playhouse, 1939 (P & G for Teel and Drene, CBS); News and Rhythm, 1939 (Bowey's, Inc., for Dari-Rich, CBS). (LS) Programs for Sinclair Refining and Dodge Motors, 1939 (WBBM, Chicago).

RUSSELL, RUSS. 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).

RUSSELL, WILLIAM H. Entertainer, musician, KFEQ, St. Joseph. (V) 1914-22.

RUSSEY, HAROLD. Program director, writer, sports and news commentator, announcer, WHMA, Anniston.

RUTLAND, ROBERT H. (Georgia Slim). Fiddler, singer, KVOO, Tulsa. (R) Also West Virginia Network; WCMI, Ashland; WHIS, Bluefield. (V) Personal appearances. (PR) RCA Victor Bluebird.

RUVINSKY, ABRAM. Member of concert orchestra, WHKC, Columbus.

RUYSDAEL, BASIL. Narrator. (R) Your Hit Parade, 1935-39 (American Tobacco for Lucky Strike Cigarettes, 1935-37, NBC Red; 1935-39, CBS); Romantic Rhythms, 1937 (Chevrolet Motor Car Co., CBS); currently, Cavalcade of America E. I. du Pont de Nemours, CBS), Kay Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red). (F) Paramount; shorts. (L) Productions by Sam Harris, Henry Savage, Tom Wilkes, Gatti Casazza and others (f). (V) Theatre appearances.

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 Penners, 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

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SPRING 1939

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

Set Owners = 100%

Program	Rural Areas Rating	Rural Areas Rank	Large Cities Rating	Large Cities Rank
Ma Perkins	10.9	1	7.8	2
The Guiding Light	9.8	2	7.7	3
Bachelor's Children	9.5	3	5.9	14
The Woman in White	9.3	4	6.3	12
Pepper Young's Family	8.6	5	6.8	5

SPRING 1939

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

Set Owners = 100%

Program	Large Cities Rating	Large Cities Rank	Rural Areas Rating	Rural Areas Rank
Ben Bernie	8.6	1	4.9	38
Ma Perkins	7.8	2	10.9	1
The Guiding Light	7.7	3	9.8	2
Magic Key of RCA	7.4	4	5.2	35
Pepper Young's Family	6.8	5	8.6	5

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Foods for Huskies, CBS); Quaker Party, 1939 (Quaker Oats, NBC Red). (V) Straight man for Joe Penner.

RYAN, QUIN A. Sports and newscaster, commentator, WGN, Chicago. (R) Quin Ryan's News Commentary, 1939 (Bathasweet Corp., Mutual). Various shows for Standard Oil Co., Ford Motor Co., Dodge Motor Co., others. (V) Theatre appearances. (Manager, WGN, Chicago).

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.

RYLES, L. F. ("Buddy"). Guitarist, bass violinist, cowboy singer, KUJ, Walla Walla. (R) Also KEX, Portland. (V) Arizona Wranglers, 1934-35; theatre appearances.

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***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.

***SACHS, MILTON (The Eight Men).** Singer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).

SADLER, SHIRLEY JANE. Singer, dramatic actress. (R) Eddie Dunstedter Program, 1934 (Hamm Brewing Co., transcriptions); Sing Neighbor Sing, 1936-37 (Purina Mills, transcriptions). (LS) Rothschild Program, 1935 (Maurice I. Rothschild, WCCO, Minneapolis-St. Paul). (Currently associated with WBBM, Chicago).

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. GERMAIN, KAY. Singer. (R) Currently: Cantor's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Signal Carnival (Signal Oil Co., NBC Red). (F) Shorts. (V) Appearances with Anson Weeks' orchestra, 1934-36; theatre appearances, 1939. (PR) Brunswick, with Anson Weeks.

ST. HILAIRE, ROLLAND. Actor, CHRC, Quebec.

ST. JOHN, CHARLES J. Bowery Mission Service conductor, WHN. New York. (Superintendent of Bowery Mission).

***ST. LEGER, FRANK.** Conductor. (R) Fireside Recitals (American Radiator Co., NBC Red).

***SALB, 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-

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39 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Warner Bros., Fox, Hal Roach, M-G-M, Universal, Columbia, Major, Republic and RKO (f); shorts. (L) Productions by John Golden, Belasco and others. (V) Lewis & Gordon acts and single, 1924-26; Chautauqua.

SALERNO, 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.

SALERNO, 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, HARRY. Musical conductor. (R) Your Hit Parade, 1935-37 (American Tobacco for Lucky Strike Cigarettes, CBS); Your Unseen Friend, 1935-38 (Personal Finance Co., CBS); Hobby Lobby, 1937-39 (Hudson Motor Car Co., 1937-38, CBS; summer show, 1938, General Foods for Jell-O, NBC Red; Fels & Co., 1938-39, NBC Blue). (V).

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.

SAMISH, ADRIAN. Producer. (R) We, the People, 1937-39 (General Foods for Sanka Coffee, CBS); Hollywood Guild, 1939 (Gulf Oil, CBS). (Associated with Young & Rubicam, Hollywood).

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 (**Rythmettes Trio**), KBST, Big Spring.

SANDERS, DOLLIE C. Singer, whistler, KUJ, Walla Walla.

SANDERS, ERNIE. Announcer, WHO, Des Moines. (R) Local shows including Acme Musical Clock (Acme White Lead & Color Works), 1935; A & P Musical Clock (A & P Tea Co.), 1935; Gene & Glenn (Kellogg Co.), 1936-37; Olson Musical Clock (Olson Rug Co.), 1937. (V) Red & Ernie & the Merry-Men, 1934.

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).

SANGSTER, MARGARET. Script writer. (R) Arnold Grimm's Daughter, 1937-39 (General Mills, Inc., CBS, NBC Red and Blue).

SANNELLA, ANDY. Orchestra leader. (R) Martha and Hal (Humphrey's Homeopathic 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-

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Chalmers Mfg. Co., others. (V) Theatre appearances.

SARENT, LEW. Announcer. (R) Phil Baker, 1937 (Gulf Oil Corp., CBS). (V) Theatre appearances. Currently with WEEI, Boston.

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, RAY. Announcer. (R) The Goldbergs, 1937-39 (Procter & Gamble for Oxydol, NBC Red, 1937; WHN, 1938; CBS, 1938-39). (LS) Original Amateur Hour, 1935-38 (P & G for Oxydol, WHN); Coca-Cola Sports Review, 1937-38 (Coca-Cola, WHN, New York City). (F) Warner Bros. shorts, as commentator. (Currently staff announcer, WHN, New York).

SAUNDERS, SID. Announcer, KMOX, St. Louis. (R) Also WBBM, Chicago; local shows for Ford Motor Co., Philco Radio & Television Corp., H. Fendrich 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.

SAVALLI, JOSEPH. See Ray Marshall.

SAVOY SISTERS, THE (Norma and Esther Sagle, Gloria Gindele). Vocalists, WKRC, Cincinnati.

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 Broadcasting Corp., woman commentator for West Coast division of CBS. (L) Summer stock (f). (Currently associated with KNX, Hollywood).

SAXE, 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).

SCARBOROUGH, 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.

SCHAFER, JOAN S. Women's programs, actress, special features, KFPY, 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.

***SCHALL, R. B.** Script writer. (R) Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner, NBC Blue).

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.

SCHEEL, NICK. Program director, producer, KGLO, Wichita Falls.

SCHEIBE, CAL. See The Cadets.

***SCHEUER, ARNOLD, JR.** Script writer. (R) Court of Human Relations, 1938-39 (Vadsco Sales Corp., Mutual).

SCHILLING, FLORENCE. Singer, actress (straight, character), announcer. (R) Pretty Kitty Kelly, 1938 (Continental

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Baking Co., CBS); The O'Neills, 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 Hearn.

***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.

SCHMIDT, REINHOLD (Continental Quartet). Bass. (R) Contented Hour, 1932-39 (Carnation Milk, NBC Red).

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 (Rinso, 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) UFA (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).

SCHOOLEY, IVAN. Singer, announcer, KOA, Denver. (R) My Secret Ambition, 1938 (Durkee Famous Foods, Inc., CBS).

***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 Biow 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.

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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, DAVID.** Script writer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

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.)

SCHWARZ, ROY M. Commercial writer. (R) Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red).

***SCHWARZMAN, ARTHUR.** Conductor. (R) Standard School Broadcast (Standard Oil of California, NBC Blue).

SCHWINN, 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, WSAY, 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.

SCRIBNER, JAMES L. Actor. (R) Plays all characters in The Johnson Family, 1938-39 (Ramsdell, Inc., Mutual). (V) Theatre appearances.

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 Get Rich, 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-

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tions, Crime Marches On (New York); Three Men on a Horse (Australia) (s,f). (V) Theatre appearances.

*SEAGER, ALLAN. Script writer. (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).

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.

SEAGRAVE, 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, WRETHA. 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).

SEAVER, EDWIN. Book critic and lecturer. WQXR, New York City. (Author of The Company, Between the Hammer and the Anvil; lecturer, New School for Social Research; formerly on literary staff, New York Evening *Post* and New York *Sun*).

SECKLER, BILL. See Six Hits and a Miss.

*SECREST, CECIL. Script writer. (R) The Right Thing to Do, 1938-39 (George W. Luft Co. for Tangee Lipstick, NBC Red).

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.

SEDGWICK, JANICE. Actress, WHO, Des Moines. (R) Local shows including Courteous Colonels (Barnsdall Refining Co., 1936). (L) Little Theatre productions, 1935-36.

SEEL, CHARLES. Dramatic actor. (R) The Life of Mary Sothern, 1934-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Just Plain Bill, 1933-34 (Kolynos Dental Cream, CBS); Crown & Headlight Overall Frolic, 1935-37 (Crown & Headlight Overalls, Mutual); Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); others, including shows for Mennen Shaving Cream, Macfadden Publications, Ken-Rad Radio Tube Co., Ovaltine and Princess Pat, Ltd. (F) Famous Players, Fox, Warner Bros., Paramount; shorts. (L) Productions by Wagnals & Kempner, Cohan & Harris, Earl Carroll, A. H. Woods and the Selwyns. (V) Dramatic sketches with Howard Kyle, Dagmar Godowsky. (Currently associated with WLW-WSAI, Cincinnati).

SEIBOLD, FRANK W. Musician, WHAM, Rochester. Formerly member of Rochester Philharmonic, Sousa's Band, Philadelphia Municipal Band. (Also librarian).

SELDES, GILBERT. Commentator. (R) Headlines and Bylines, 1938-39 (sustaining, CBS). (GA) Information Please, 1939 (Canada Dry Ginger Ale, NBC Blue). (Director of CBS television programs; formerly columnist, N. Y. *Journal & American;* currently free lance).

*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.

SELLS, PAUL (Texas Rangers). Pianist, accordionist, organist, arranger, 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) 1925-28. (PR) Decca.

***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.

SEVERN, STEVE. Writer, producer. (R) The Pet Club (sustaining, Mutual). (LS) Just Dog, 1935-36 and Dog Stories, 1937 (Humphrey's Homeopathic Medicine Co., WOR, N. Y.); The Pet Club, 1938 (Strongheart Dog Food, WOR). (Lectures on dogs).

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, ANNE. Actress. (R) Lead in The Story of Mary Marlin, 1937-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue). (L) Productions by William Brady, 1930; the Shuberts, 1931-32; Leo Bulgakov, 1932.

SEYMOUR, DAN. Announcer, commentator, M. C. (R) Bobby Benson & Sunny Jim, 1936 (Hecker H-O Products, CBS); Major Bowes Original Amateur Hour, 1936-37 (Chrysler Corp., CBS); News, 1937 (Baume Bengue, CBS); The Monday Night Radio Show, 1938 (The Brewers' Assn., CBS); Benny Goodman's Swing School, 1937-38, and Benny Goodman's Orchestra, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes and Prince Albert, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Raymond Paige, 99 Men and a Girl, 1939 (U. S. Rubber Co., CBS); Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS). (F) Columbia (narrator, commentator), 1937; shorts.

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.)

SHACKLEY, GEORGE H. Orchestra leader, director of vocal units. (R) Dale Carnegie in Little Known Facts About Well Known People, 1935 (Maltex Cereal, CBS); Homemaker's Exchange, 1937-38 (National Ice Advertising, CBS, 1937; NBC Red, 1938); Moonbeams, 1938-39 (Gambarelli & Davitto, Mutual); transcriptions. (LS) Ave Maria Hour, 1935-39 (St. Christopher's Inn, WMCA, New York); Unseen Jury, 1938 (Morris Plan Bank, WEAF, New York). (V) Theatre appearances.

SHAFER, JOHN. Special events director, sportscaster and editor, announcer, WKY, Oklahoma City. (R) Also KFAB-KFOR, Lincoln; WJAG, Norfolk. (L) 1926.

SHAFFER, LLOYD. Orchestra leader. (R) Time to Shine, 1937 (Griffin Mfg. Co. for A.B.C. Shoe Polish, NBC Blue). (Musical director, WLW-WSAI, Cincinnati, WINS, New York City).

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.

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*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 Refining, CBS); 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.

*SHAVELSON, MEL. Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

SHAW & LEE (Al Shaw, Sam Lee). Comedians. (R) Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Double Everything, 1937-38 (Wm. Wrigley, Jr., Co., CBS). (GA) Rudy Vallee Hour, Shell Chateau, Eddie Cantor Program, Ford Program. (F) Warner Bros., 20th Century-Fox (f); shorts. (L) Five O'Clock Girl, 1927-28; Shubert's Pleasure Bound; Artists & Models, 1930-32 (s). (V) Shaw & Lee, 1921-27; theatre appearances.

SHAW, ARTIE. Orchestra leader. (R) Melody and Madness, 1938-39 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (F) Shorts. (V) Theatre and hotel appearances. (PR) RCA Victor, Bluebird.

SHAW, CLIFFORD. Pianist, composer, arranger, WAVE, Louisville. (R) Also WNOX and WROL, Knoxville; WLAP, Louisville; guest, WBOW, 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, JEAN. Singer, WCAU, Philadelphia. (R) Local shows for Household Finance, General Mills, Mobiloil. (V) With Jack Denny, 1936-37.

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; WFAA, 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,f). (V) Theatre appearances.

SHAWN, 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.

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(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; WTAR, 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 Sharples, 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, ETHEL. Singer, WHN, New York. Also WJZ, New York. (GA) Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red). (F) Shorts (Universal). (V) Ed Sullivan's Dawn Patrol, Larry Rich Revue, Ethel Shepard Revue.

SHEPPARD, 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.)

***SHEPPARD, 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, BILLY. Singer, KDKA, Pittsburgh. (R) Maurice Spitalny & Orchestra (sustaining, NBC Red). (V) With Gus Edwards, four years.

SHERMAN, FLOYD. Singer. (R) Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); Johnny Presents, 1937-39 (Philip Morris & Co., CBS, NBC Red); The Songshop, 1937-38 (Coca-Cola, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEAF, New York City); Stepping Along, as member of the Enna Jettick Seven, 1939 (Enna Jettick Shoes, WABC, New York).

***SHERMAN, RANSON.** Script writer. (R) Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue).

SHERMAN, ROSALIND. Interviewer, commentator, WNEW, New York.

SHERMAN, WILLIAM N. Announcer, WAVE, Louisville. (R) Also WGRC, New Albany.

SHERMAN, WINTHROP. Announcer, sportscaster, WBAP, Ft. Worth. (R) Also Texas Quality Network; KNOW Austin.

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*SHERRY, ELINOR. Singer, WOR, New York.

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).

*SHEVLIN, PAT. Conductor. (R) Dad & Junior, 1938 (Wheatena Corp., Mutual).

*SHIDELER, DOROTHY. Actress. (R) Road of Life, 1938-39 (P & G, CBS).

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, FRED. (R) Candid Lady, 1938-39 (Pepsodent Co., NBC Red).

*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.

SHIPP, ANN. Musician (violin, viola, saxophone), WBAP, Ft. Worth. (R) Helen's Home, 1937-38 (Hinds Honey & Almond Cream, Texas Quality Network).

*SHIRLEY, ALF. (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

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, Kolynos, 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. DeMille, 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.

SHIRLEY, VIVIAN. Writer, commentator. (R) Leopold Stokowski, 1931-32 (Philco Radio Corp., CBS). (LS) WHAT, WIP, Philadelphia; WNEW, New York. (GA) Heinz Magazine of the Air (H. J. Heinz Co., CBS). (Former staff columnist for *World-Telegram;* also has written for Philadelphia Evening *Ledger,* N. Y. *American).*

SHOOBE, LOUIS. Bass and tuba **(Raymond Scott Quintet).** (R) Your Hit Parade, 1938-39 (American Tobacco for Lucky Strike Cigarettes, CBS); Pick and Pat in Pipe Smoking Time, 1938-39 (U. S. Tobacco for Model, CBS); Johnny Presents, 1938-39 (Philip Morris & Co., CBS. NBC Red); Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (F) Selznick Productions, with Raymond Scott Quintet (f): shorts. (V) Swing Club and appearances with Raymond Scott. (PR) Decca, Brunswick, RCA Victor.

*SHORE, VIOLA BROTHERS. Script writer. (R) Joe E. Brown, 1938-39 (General Foods Corp., CBS).

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.

SHREVE, ROBERT G. Singer, WOWO-WGL, Ft. Wayne. (V) Theatre appearances. (PR) Stark.

SHRIVER, WILLIAM, JR. Sports announcer, commentator, WFBR, Balti-

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SPRING 1938

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

Set Owners = 100%

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

SPRING 1938

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

Set Owners = 100%

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

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more. (R) Also WCAO, Baltimore. (L) Holiday, The Bat, others.

*SHULTZ, JOHN. Announcer, director (R) Arthur Godfrey, 1938 (Barbasol Co., CBS); Gabriel Heatter, 1938-39 (R. B. Semler, Mutual; local on WOR since Jan., 1939); Hollywood News Girl, 1938-39 (Lydia Pinkham Medicine, '38; Aurora Laboratories, '39, Mutual). Voice of Experience, 1938-39 (Lydia Pinkham Medicine Co., Mutual). (Associated with Erwin, Wasey & Co., Inc.).

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, others.

SHUMATE, JAMES D. Singer, KMOX, St. Louis. (V) Theatre appearances.

*SHUMSKY, OSCAR. Member of the Primrose Quartet. (R) NBC sustaining shows.

SHUTAN, 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.

SILBER, ROSLYN. Actress (dramatic, comedy). (R) Role of Rosie 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 Oxydol, NBC Red, 1937; WHN, N. Y., 1938; CBS, 1938-39); others. (V) Theatre appearances with The Goldbergs.

SICKLES, WALTER S. Program director, announcer, producer, WWSW, Pittsburg.

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.

*SIMEONE, HARRY. Chorus director. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS).

SIMMONS, ARVID K. (Knights of Note). Singer, guitarist, 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.

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).

SIMMS, VIRGINIA ("Ginny"). Singer. (R) Elgin Football Revue, 1936 (Elgin Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willys Motor Car Co., Mutual); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strike Cigarettes, NBC Red). (V) Appearances with Kay Kyser. (PR) Brunswick, Vocalion.

SIMON, FRANK. Bandmaster. (R) Armco Band, 1933-39 (American Rolling Mill Co., NBC Blue). (Appearances at national and state band concerts and with

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various musical organizations, as bandmaster 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 SISTERS (Mary, Loessa, Jessie). Singers, WOAI, San Antonio. (R) Also KABC, KMAC, KONO, KTSA, San Antonio. (V) Theatre appearances.

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, JAY. Announcer. (R) Arnold Grimm's Daughter, 1937-39 (General Mills' Gold Medal Hour, CBS, NBC Red and Blue); Sinclair Headliner, 1937-38 (Sinclair Refining Co., WBBM, Chicago).

SIMS, LEONARD (Curley). Mandolin player, WWVA, Wheeling. (R) Also KQV-WJAS, Pittsburgh; WHK-WJAY, Cleveland. (V) Theatre appearances.

SIMS, W. B. ("Pappy"). Hill-billy band leader, WQAM, Miami. (V) Happy Sims, 1910-14.

SINCLAIR, JEAN. Singer, CHAB, Moose Jaw.

SINDER, EDWIN F. Musician (clarinet, violin, piano), WHAS, Louisville.

***SINGER, SALLY.** Singer. (R) NBC shows.

SINGIN' SAM (Harry Frankel). Ballad singer. (R) Singin' Sam, 1936-37 (Wasey Products, Inc. for Barbasol, NBC Blue). (GA) Appearances on The Songshop (Coca-Cola Co., CBS). Now on WHN, New York (for Coca-Cola of N. Y.).

SINGING MURALTS. Vocalists, WDAY, Fargo.

SINGISER, FRANK K., JR. Newscaster, commentator. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS). (LS) Newscasts over WOR, New York, for various sponsors, including Hotel Bar Butter, Richfield Oil, Harvester Cigars, B. C. Headache Remedy, North American Accident Insurance Co. (F) Shorts. (V) Theatre appearances, 1930. (PR) RCA Victor.

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-

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dent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) Universal, Warner Bros., M-G-M (f); shorts. (PR) Brunswick.

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 Contented 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.

SKOLSKY, SID. Commentator. (R) Sid Skolsky-Hollywood News, 1937-38 (Emerson Drug Co., NBC Blue). (Newspaper columnist.)

SKULLY, AL. Musician (guitar, accordion), WHK-WCLE, Cleveland. (R) Lum & Abner (Ford Motor Co., NBC Red). (V) Hotel and club engagements with various orchestras.

SKYLAND SCOTTY (Scott Wiseman). Singer (hillbilly). (R) National Barn Dance, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Blue). (Associated with WLS, Chicago, since 1933). (F) Republic; shorts. (V) Theatre appearances. (PR) American Record Corp.

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 (Vadsco 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.

SLICER, HERNDON. Singer, pianist, entertainer, WDBJ, Roanoke. (V) Circuit, 1920-21; 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-

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ern Coal for Blue Coal, Mutual); Easy Aces, 1935-39 (Anacin, NBC Blue); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros. for Spry, 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 Calox 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.

***SLONE, SIDNEY.** Actor. (R) Famous Jury Trials (Mennen Co., Mutual).

SMALL, FRANKLIN H. Program director, announcer, WARD, New York City. (R) Local shows for Jacob Ruppert Brewery, Nash-Kelvinator, and others.

SMALL, MARVIN. Script writer. (R) Let's Play Games (E. Fougera & Co., Mutual).

SMALL, MARY. Singer. (R) Ben Bernie and All the Lads, 1938-39 (American Tobacco for Half and Half Smoking Tobacco, CBS). (GA) Rudy Vallee, Joe Cook and Al Pearce programs; Magic Key of RCA; others. (LS) George Jessel's Jamboree, 1939 (Reid's Ice Cream, WJZ, New York). (F) Shorts. (V) Theatre appearances: debut, 1933, latest engagement, 1939.

SMALLENS, ALEXANDER. Conductor. (R) Sealtest Rising Musical Stars (Sealtest, Inc., NBC Red); Ford Sunday Evening Hour (Ford Motor Co., CBS).

***SMALLEY, JACK.** Producer. (R) It Happened in Hollywood, 1939 (George A. Hormel & 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 Bysinger.

SMITH BROTHERS, THE. Hillbilly vocal trio, WOAI, San Antonio.

SMITH, ABRAHAM. 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, sportscaster, KOWH, Omaha.

SMITH, C. B. M. Musician. WHO, Des Moines. (L) 1930-37. (V) 1911-30. Formerly member of various concert bands and dance orchestras.

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, CLARA WRIGHT. Question and answer program. (R) The Fact Finder, 1938-39 (sustaining, CBS). (Previously associated with the U. S. Information Service).

***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

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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 WEBR, Buffalo. (L) Chonita, 1933; Miss Cherry Blossom, 1934; Count and 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-Peet, NBC Blue); Gang Busters (Colgate-Palmolive-Peet, 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); Eno Crime Clues (Eno 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, JERRY. Cowboy singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, Brown & Williamson Tobacco Co., others. (V) Theatre appearances. (PR) Decca, RCA Victor.

***SMITH, JOE BATES.** Script writer. (R) Dr. Christian (Chesebrough Mfg. Co., CBS).

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, KENT.** Actor. (R) Central City, 1938-39 (P & G, NBC Red).

SMITH, LEROY E. Producer, singer, actor, writer, KVOO, Tulsa. (R) Also KCMO, KMBC, Kansas City. (L) Stock and opera.

SMITH, LLOYD W. Trumpeter, WHIO, Dayton. (L) George White's Scandals, 1923. (V) Appearances with stage bands, pit musician. (PR) Columbia, RCA Victor, Banner, Vocalion.

SMITH, LOIS T. Musician, KSAL, Salina.

***SMITH, MARJORIE.** Actress. (R) My Secret Ambition, 1937-38 intermittently (Durkee Famous Foods, CBS).

SMITH, MARSHALL. See the Foursome.

***SMITH, MARY.** Actress. (R) Road of Life, 1938-39 (P & G, CBS).

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);

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Melodiana, 1934-36 (Phillips' Dental Magnesia, CBS); Manhattan Merry-Go-Round, 1934-38 (Dr. Lyon's Toothpowder, NBC Red). (GA) Evening in Paris, American Album of Familiar Music, others. (L) Pied Piper of Hamlin (American Opera Co.), 1925 (s).

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, SALLIE.** Actress. (R) Backstage Wife, 1938-39 (R. L. Watkins Co., NBC Red).

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 (Barnsdall Refining, CBS); local shows.

SMOLEN, VIVIAN. Ingenue. (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co. for Milk of Magnesia, NBC Red); David Harum, 1938-39 (B. T. Babbitt 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 (BiSoDol, NBC Blue), Central City (P & G for Oxydol, NBC Red and Blue) and other programs.

***SMOOTHIES, THE (Babs Perran, Charlie Ryan, Little Ryan).** Singers. (R) Vocal Varieties, 1936-39 (Lewis-Howe Co., NBC Red).

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.

SNODGRASS, DUANE. Actor. (R) Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Uncle Walter's Dog House, 1939 (Brown & Williamson Tobacco for Raleigh, NBC Red). (LS) Mad Hatterfields, 1937-39 (Horlick's Malted Milk, WLW, Cincinnati); others.

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-

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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.

***SOKOLOFF, NIKOLAI.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red).

***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.

SONGER, WAYNE E. Musician, WHO, Des Moines. (R) Local shows for Barnsdall Refining Co., Virginia Dare Extract Co., Budweiser Beer Co.

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, KANS, Wichita.

SOPHISTICATED LADIES (Jeannie Baxter, Henrietta Rosenberg, Dorothy Latterman). Harmony trio, WCAE, Pittsburgh.

SORCE, CHARLES. Tenor. (R) Dog Heroes, 1935-37 (Modern Food Process for Thrivo Dog Food, NBC Blue); American Pageant of Youth, 1937 (Tastyeast, NBC Blue). (LS) Horn & Hardart Hour, 1930-32 (Horn & Hardart Baking Co., WABC, New York); Red Robin Hosiery Program, 1934 (WWJ, Detroit). (V) Appearances with Horn & Hardart troupe, 1932.

***SORENSEN, NORMAN.** Pianist, KOA, Denver.

SOREY, VINCENT. Violinist, conductor, composer. (R) Vincent Sorey Orchestra, 1929 (Jewel Tea, CBS); Gauchos, 1932 (Lucky Strike Cigarettes, CBS); Vincent Sorey Orchestra, 1933 (Old Gold Cigarettes, CBS; Pontiac Motors, CBS); Charis Musical Review, 1934 (Charis Corsets, NBC Red); others, not current. (LS) White Fleet, WOR, 1927; National Grocery, WOR, 1928; Planter's Peanuts, WINS, 1935-36; Childs Restaurants and General Mills, WOR, 1937-39. Transcriptions for Bristol-Myers, Cutex. (Musical director, CBS, 1929-35; WOR, New York, 1924-29; WINS, New York, 1935-36).

SORG, THEODORA. Dramatic actress. (R) Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently associated with KSFO, San Francisco.)

SOSNIK, HARRY. Orchestra leader, composer, pianist. (R) Al Pearce and His Gang, 1936 (Pepsodent Co., NBC Red); Harry Sosnik Orchestra, 1936-37 (Real Silk Hosiery Mills, NBC Blue); Your Hit Parade, 1937 (American Tobacco Co., NBC Red); Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales Corp., NBC Blue); Joe E. Brown, 1938-39 (General Foods, CBS). (V) Theatre and hotel engagements. (PR) Decca.

SOTHERN, 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).

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SOUBIER, CLIFFORD. Character comedian. (R) First Nighter, 1931-37 (Campana 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 (Enoz Chemical Co., NBC Blue); Uncle Ezra, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Red). (F) Warner Bros. (f). (L) 1910-30. (V) Theatre appearances.

SOULE, OLAN E. Actor (juvenile leads, light comedy). (R) We are Four, 1936-37 (Libby, McNeill & Libby, Mutual); A Tale of Today, 1936-37 (Princess Pat, Ltd., NBC Red); Bachelor's Children, 1935-39 (Cudahy Packing Co., for Old Dutch Cleanser, CBS, 1936-39; Mutual, 1935-38); Science in the News, 1936-38 (University Broadcasting Council, NBC Red); Jenny Peabody, 1937 (F & F Laboratories, CBS); Zenith Foundation, 1937-38 (Zenith Radio, CBS). (L) Dramatic stock; Morgan Wallace, Ralph Bellamy, E. G. Gifford (f).

***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 (Cadillac Motor 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).

SPARKS, JEFF. Announcer, commentator, actor, M. C., writer. (R) Gus Edwards' Show, 1936 (Warner Bros., Mutual); Bide Dudley, 1937 (Glame Nail Polish, Mutual); health commentator for a series of transcriptions, 1937-38; Victor H. Lindlahr, 1937-38 (Journal of Living, Mutual); The Lamplighter, 1938-39 (local sponsors, Mutual). (LS) Winx Varieties, 1937 (Winx Mascara, WOR, New York). (V) Theatre appearances.

***SPARKS, NED.** Comedian, actor. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) First National, Universal, RKO, 20th Century-Fox, Paramount, M-G-M, Warner Bros.

SPARLING, EARL. Script writer. (R) Kitchen Cavalcade (C. F. Mueller Co., NBC Blue).

SPARLING, GEORGE. Script writer. (R) Hello, Peggy (The Drackett Co., NBC Red).

SPARNON, 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.

***SPEAKER, ROBERT.** Singer. (R) Hymns of All Churches, 1938-39 (General Mills, Inc., NBC Red and Blue).

SPEAKS, MARGARET. Soprano. (R) Voice of Firestone since 1934 (Firestone Tire and Rubber Co., NBC Red). Has also made numerous concert appearances. (L). (V) 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.

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SPENCER, EDITH. Actress (dramatic, character). (R) Friendship Village, 1932 (Chesebrough 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.

SPIECKERMAN, HERB. Baritone (The 8 Men). (R) Vocal Varieties, 1936-39 (Lewis-Howe for Tums, NBC Red). (F) Warner Bros., as member of male octette.

***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.

SPILLMAN, 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 Chocolateers. (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-KRNT, 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); Wheatenaville, 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 (Durkee 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.

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SQUIRES, LUCILLE. Singer, yodeler (Cowboy songs), KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1937-39 (participating, NBC Red).

SQUIRES, LUISE. Actress. (R) Famous Jury Trials (Mennen Co., Mutual).

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 (Maltex Cereal, CBS); You, the Unseen Jury, 1938 (Morris Plan, 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, GRACE.** (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS).

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 Hollywood 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, KWJB, 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).

STAHL, DICK. Musician, singer, KWTO-KGBX, Springfield. (R) Also KGNC, Amarillo; KCMO, Kansas City; XEPN, Mexico. (V) Bob & Dick and Their Texas Tune Tusslers, 1934-36.

STAHL, GEORGE L. Sports announcer, WKOK, Sunbury. (R) Football games for Rea and Derrick, Inc., and Atlantic Refining.

STAHL, GERTRUDE W. (Kay Irving). Vocalist, commentator, KWTO-KGBX, Springfield. (R) Local shows including one for Allis-Chalmers Co.

***STALEY, ARNOLD.**. (R) As member of Range Riders: Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); Neighbor Boys: Avalon Time. 1938-39 (Brown & Williamson, NBC Red).

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.

***STANDER, ARTHUR.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

***STANFORD, ANTHONY.** Producer. (R) Royal Desserts Program (Standard Brands, Inc., NBC Red). (Associated with J. Walter Thompson).

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 Sodero'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.

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SPRING 1937

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

Set Owners = 100%

Program	Rural Areas Rating	Rural Areas Rank	Large Cities Rating	Large Cities Rank
Ma Perkins	11.9	1	7.1	6
Betty & Bob	11.8	2	5.9	11
Today's Children	11.1	3	8.7	1
David Harum	9.1	4	7.6	2
Vic and Sade	8.7	5	7.0	8

SPRING 1937

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

Set Owners = 100%

Program	Large Cities Rating	Large Cities Rank	Rural Areas Rating	Rural Areas Rank
Today's Children	8.7	1	11.1	3
Magic Key of RCA	7.6	2	6.8	13
David Harum	7.6	2	9.1	4
Guy Lombardo	7.5	4	4.3	21
Kaltenmeyer's Kinderg'rten	7.3	5	7.3	9

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STANTON, ANDREW T. Announcer. (R) Pretty Kitty Kelly, 1937-39 (Continental Baking Co., CBS). Announcer, producer and sports commentator, free lance and as staff member of WCAU, 1927-30; WIP, Philadelphia, 1932-34; WLW, Cincinnati, 1935. Former partner, Shilkinton Service, an electrical transcription firm, 1931-32. (F) Commercial shorts.

STANTON, BOB. Announcer, WWJ, Detroit. (V) Melody Boys.

STANTON, CARL M. Producer. (R) Pepsodent Program Starring Bob Hope. 1938-39 (Pepsodent Co., NBC Red); others, not current. (Associated with Lord & Thomas, Hollywood).

***STANTON, HARRY.** Member of the Signaleer Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).

STARK, CHARLES. Announcer, commentator, actor, M.C. (R) Scattergood 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, JOSEPHINE. Singer, pianist. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (V) Theatre appearances.

***STARR, JUDY.** (R) Time to Shine. 1937 (Griffin Mfg. Co., CBS). (V) Appearances with Hal Kemp Orchestra.

STARR, MARTIN. Hollywood news commentator, film reviewer, drama critic, M.C., WMCA, New York.

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.

STEGMEYER, BILL. Arranger, 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*).

STEMMLER, NICK. Sports announcer, director, WSYR, Syracuse. (R) Baseball for Atlantic Refining, General Mills, Socony-Vacuum.

STEN, RUDOLPH. Musician, WNAX, Yankton. (V) Theatre appearances. (PR) Decca, RCA Victor, Columbia.

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 (Cummer Products for Energine, NBC Red); roles, intermittenly, on Gang Busters (Colgate-Palmolive-Peet, CBS); Town Hall Tonight (Bristol-Myers, NBC Red); We,

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the People (Sanka Coffee, CBS); Our Gal Sunday (Anacin, Kolynos, CBS); Pretty Kitty Kelly (Continental Baking, CBS) and others. (LS) Houshold Finance News, 1937 (Household Finance Corp., WABC, New York). (F) Narrator for newsreels, industrial films, travelogues.

STERLING, STEWART. Writer. (R) Eno Crime Clues, Jan., 1933 to June, 1936 (Harold F. Ritchie & Co. for Eno Effervescent Salts, NBC Blue); Red Trails, 1935 (American Tobacco, NBC Blue). (LS) Maverick Jim, 1933-34 (Ronko Malt, WOR, N. Y.). Associated with Douglas Storer, production firm.

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, WJBK, 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 Signaleer 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.

***STEVENS, KENNETH.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successively CBS, NBC Red & Blue).

STEVENS, LARRY. Actor, announcer, KNX, Los Angeles. (R) Also CBS.

STEVENS, LEITH. Musical director. (R) Network programs for Molle Shave 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.

STEVENSON, JAMES. News and sports commentator, WJR, Detroit. (R) Local shows for B. F. Goodrich, Penn Tobacco, others; transcriptions. (V) Theatre appearances.

STEVENSON, WILLIAM D. Tenor. (R) The Musical Steelmakers, 1937-38 (Wheeling Steel Corp., Mutual). (Church soloist, 3 years).

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, MICHAEL. Singer. (The 8 Men). (R) Lilac Time, 1935-37 (Pinaud, NBC Red); Smoke Dreams, 1935-39 (H. Fendrich for LaFendrich and Charles Denby Cigars, NBC Blue); Vocal Varieties, 1936-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-39, as soloist (Brown & Williamson Tobacco for Bugler Cigarettes, NBC Blue); staff bass, WLW, Cincinnati, 1934-39. (V) Theatre appearances.

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

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Broadway, 1932; Two Seconds, 1931-32; Wine of Choice, 1937-38 (f). (V) Theatre appearances.

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, HAROLD. Orchestra leader. (R) Harold Stokes Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Lifetime Revue, 1938 (W. A. Sheaffer Pen Co., Mutual). (Currently associated with WGN, Chicago).

STOKES, LEONARD. See the Songsmiths and the Songshop Quartet.

STOKOWSKI, LEOPOLD. Conductor. (R) Philadelphia Orchestra (Group of American Banks, NBC Blue). (GA) Magic Key of RCA (RCA, NBC Blue). Conductor of the Cincinnati Orchestra, 1909-12; Philadelphia Orchestra since 1912; world-famed conductor, organist. (F) Paramount, Universal (f).

STOLL, GEORGIE. Musical director. (R) Eddie Dooley, Sports Talk, 1934-35 (Shell Petroleum Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Camel Caravan, 1936-38 (R. J. Reynolds Tobacco Co., CBS). (F) M-G-M, Paramount, Columbia (musical director).

***STONE, ANN.** Actress. (R) Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue); Candid Lady, 1938-39 (Pepsodent Co., NBC Red).

STONE, CHARLIE. Producer, announcer, singer, WMBR, Jacksonville. (R) Scattergood 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.

STONE, JOE C. Musician (bass fiddle), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS). (V) Kramer & Boyle.

STONE, LYNN. Script writer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS).

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STONEMAN, LLOYD (The WSPR Concert Trio). Violinist, director of trio, WSPR, Springfield.

STOOKEY, 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").

***STOPAK, JOSEPH.** Conductor. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue).

***STORDAHL, ALEX.** Music arranger. (R) Tommy Dorsey's Orchestra (Brown & Williamson, NBC Red).

***STORER, DOUGLAS.** Producer. (R) Dale Carnegie, How to Win Friends and Influence People (Colgate-Palmolive-Pett Co., NBC Red). (President, Douglas Storer, program producers).

STORM, JOY. Announcer. (R) Harriet Parsons, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue); Welch Presents Irene Rich, 1938-39 (Welch Grap 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 Minstrels, 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, CHESTER ("Chet"). Actor (juvenile leads). (R) The O'Neills, 1935-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue, 1935-39, CBS, 1938); Johnny Presents, 1937-38 (Philip Morris & Co., NBC Red, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James, 1938-39 (Kleenex, CBS); Smilin' Jack, 1939 (Sweets Co. of America, for Tootsie Rolls, Mutual). (L) Productions by Brock Pemberton, Kenyon Nicolson, Robert Rockmore, Frank Merlin, Hymen Adler (f). (V).

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.

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STRAUSS, ROBERT W. Actor (character, comedy). (R) The Stebbins Boys, 1931-32 (Swift & Co., NBC Red); Soconyland Sketches, 1932-34 (Socony Oil, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1935-37 (Old English Floor Wax, NBC Red); Snow Village Sketches, 1936-37 (Loose-Wiles Biscuit Co., NBC Red); Our Gal Sunday, 1937-39 (Anacin and Kolynos Tooth Paste, CBS). (L) Fritz Leiber Shakespearian Co., 1920-31; Rachel Crothers productions, 1923, 1925-26. (V) Appearances with James Young and Clara Kimball Young, 1908-09; Valerie Bergere, 1910-11; own sketches, 1911-15.

STRAUSS, WILLIAM. Announcer, script writer, producer, WQXR, New York. (R) Also transcriptions. (L) Productions by Baltimore Players, 1935-36; 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; WINS, 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).

STROUD TWINS (Claude, Clarence). Comedians. (R) Chase & Sanborn Program, 1937-38 (Standard Brands, NBC Red); previously guest appearances for Rudy Vallee. (F) Radio, 1933. (V) Song-dance-acrobatic act; also Stroud & White, 1927; theatre appearances, 1939.

***STROZZI, KAY.** (R) Her Honor, Nancy James (International Cellucotton Products, CBS).

STRYKER, ELLSWORTH. Violinist, KTAR, Phoenix.

STRYKER, JEAN L. 'Cellist, KTAR, Phoenix.

STUART, BONNIE. Singer, KYW, Philadelphia. (V) Night clubs, hotels.

STUART, ELEANOR. Actress (French dialect), CFCF, Montreal. (R) The Red Ledger, 1937-38 (Standard Brands, Canadian Broadcasting Corp.); others, including shows on CBM, Montreal. (L) Plays in England and Amercia (f).

STUART, GEORGE. Announcer, producer, actor, WOPI, Bristol. (R) Also WJSV, Washington; WEVD, New York City; WHIS, Bluefield; West Virginia Network. (V) Theatre appearances.

STUART, MARLYN. Actress (dramatic, comedy), singer. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS). (F) Educational short (s); shorts with Buster Keaton, Yacht Boys, Timburg Roony, Buster West and Tom Patricola (f). (L) Earl Carroll's Sketch Book, 1935; Ziegfeld Follies, 1936 (f). (V) Theatre, hotel and night club appearances, alone and with Edgar Bergen and Ken Murray.

***STUART, PAUL.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).

STUART, VANCE. Actor, specialties (dog imitator, etc.), KSFO, San Francisco. (F) Oz Film Co., 1914 (f). (L) Frank Eagan productions; others (f). (V) Skits.

STUART, WILLIAM L. Producer. (R) Silver Theatre, as assistant producer (International Silver Co., CBS); Lum and Abner, as producer (General Foods for Postum, CBS). (West Coast manager and publicity director, Young & Rubicam, Inc.).

STUDEBAKER, HUGH. Actor, pianist, organist. (R) Bachelor's Children (Cudahy Packing Co., CBS); Fibber McGee & Co., as Silly Watson (S. C. Johnson & Son, Inc., NBC Red); Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS); Road of Life,

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1938-39 (P & G); Midstream, 1939 (P & G NBC Red). (V) 1922-28.

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, WWNC, 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, FRED. Dramatic actor. (R) Today's Children, 1937-38 (Pillsbury Flour Mills, NBC Red); Story of Mary Marlin, 1937-39 (Procter & Gamble for Ivory Flakes, NBC Red and Blue); Zenith Foundation, 1937-38 (Zenith Radio Corp., CBS); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Blue); Girl Alone, 1937-39 (Kellogg Co., Quaker Oats Co., NBC Red); Don Winslow, 1937-39 (initially sustaining show; sponsored by Iodent Tooth Paste for 13 weeks in 1937; since May, 1938, by Kellogg Co., NBC Red and Blue); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Inside Story, 1939 (Ralston Purina Co., NBC Blue). (F) Shorts. (L) 40 years; dramatic stock and productions by the Theatre Guild, David Belasco, H. W. Savage, H. G. Fiske, James K. Hackett and others.

SULLIVAN, JACKIE. Juvenile singer, WLAW, Lawrence.

SULLIVAN, JOHN. (R) Formerly actor, 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, NORMAN. Comedy writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); also, in the past, programs for Judge Magazine, 1931-37, and Life Magazine, 1933-37.

SULLIVAN, PAUL. News commentator. (R) News, 1937 (Kentucky Club Tobacco, WLW, Cincinnati); News, 1938 (Sinclair 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).

SUMMERS, EARLE. Musical director. (R) It's Wheeling Steel, 1938-39 (Wheeling Steel Corp., Mutual). Currently musical director, WWVA, Wheeling.

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.

SUTHERLAND, WILBUR (Bill). Announcer, KDKA, Pittsburgh. (R) The Music You Love, 1935 (Pittsburgh Plate Glass Co., NBC Blue); Football Games, 1937-38 (Atlantic Refining Co.); Champions of the Keyboard, 1937-38 (Pittsburgh Coal Co., NBC Blue). (V) Theatre appearances.

***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).

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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.

***SVEDROFSKY, HENRY.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red).

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).

SWART, HOWARD C. Writer, actor, producer. (R) Gravel Pit Courtroom, 1935 (Autobank Loan Corp., Don Lee); The Newlyweds, 1937-38 (Lambert Pharmacal for Listerine, CBS Pacific Coast). (LS) KHJ, Los Angeles; KFRC, San Francisco. (V) 1920-33; single act, Ben Carter Co. and Swart & Krell, successively.

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.

SWEETLAND, AL. Singer. (R) Vick's Open House, 1938 (Vick Chemical Co., CBS); Hollywood Mardi Gras, 1938 (Packard Motor Co., NBC Red); Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Columbia shorts. (Currently with KNX, Los Angeles).

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. DuPont, 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,

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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, WTHT, Hartford. (R) Local shows for Ward Baking Co., others. (V) Theatre appearances.

***SWING FOURTEEN.** (R) Johnny Presents, 1938-39 (Philip Morris & Co., Ltd., NBC Red).

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.

SZPINALSKI, GEORGE. Violinist, WIBA, Madison. (Concert violinist.)

SZUWALSKI, W. ZADORA. Director of Polish programs, WHOM, Jersey City.

T

TAILLON, SY. Announcer for KTUC, Tucson, Ariz.

TALLEY, MARION. Soprano. (R) Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina Co., NBC Red). (F) Republic Pictures (s); Warner Bros.; Republic. Metropolitan Opera prima donna.

TALMADGE, NORMA. Actress. (R) Thirty Minutes in Hollywood, 1937-38 (Local sponsors, Mutual). (F) United Artists, Vitagraph; many pictures, mostly silent.

TANNER, EARL. Tenor. (R) Member of Continental Quartet, Contented 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.

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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, GLENHALL. 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 Marlin, 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, LARRY. Commentator (formerly singer). (R) As baritone singer: Roxy's Gang, 1934-35 (Fletcher's Castoria, CBS); Studebaker Champions, 1934-35 (Studebaker Motor Cars, CBS, NBC Red); Forty-five Minutes in Hollywood, 1934 (Borden Co., CBS). (LS) As singer: programs for Vogeler's Mayonnaise, WOR, N. Y.; Wheaties, Socony-Vacuum and Household Finance, WCAU, Phila.; as commentator: Town & Turf News (Philadelphia Brewing, WCAU). Also transcriptions for Chevrolet, 1937. (V) Theatre appearances. (PR) Brunswick.

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-

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39, Mutual). (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, MARY LEE. Home economist. (R) Pet Milky Way, since Nov., 1933 (Pet Milk, CBS).

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, 1936-38 (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, 1939 (Dr. Lyon's Toothpowdoer, CBS); others. (L) Stock. (V) 1927-34.

TAYLOR, ROBERT. Actor, M.C. (R) Good News of 1938 (General Foods Corp., NBC Red). (GA) Hollywood Hotel, July 16, 1937 (Campbell Soup Co., CBS); Jell-O Program Starring Jack Benny, Feb. 13, 1938 (General Foods Corp., NBC Red). (F) M-G-M, Universal, 20th Century-Fox (s); shorts.

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.

***TAZEWELL, CHARLES.** Script writer. (R) Hollywood Guild, 1939 (Gulf Oil, CBS).

TEAGARDEN, JACK. Orchestra leader, trombonist. (R) As a member of Paul Whiteman's Orchestra: Paul Whiteman's Orchestra, 1934-35 (Kraft-Phenix Cheese Corp., NBC Red); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1937-38 (Liggett & Myers Tobacco Co., CBS); with own orchestra: Columbia Dance Hour and Columbia Swing Club, 1939 (sustaining, CBS). (GA) Teagarden Orchestra, Fitch Bandwagon, 1939 (F. W. Fitch for Shampoo, NBC Red); Camel program, 1939 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (V) Theatre and hotel engagements. (PR).

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 repertoire company which toured Canada. (V) Specialty dances and acts in

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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 came 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

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

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	23.2
Popular Singer (Arthur Godfrey)	3.7	6.6

SPRING 1937

Comparison by Type of 98 Rated Evening Programs

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

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

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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) REI. 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, TYS. Announcer, newscaster, WNOX, Knoxville. (R) Also WCMI, 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).

***TETZEL, JOAN.** Actress. (R) When a Girl Marries, 1939 (Prudential Insurance Co., CBS).

TEUDER, ROBERT. Script writer. (R) Your Hollywood Parade (American Tobacco Co., NBC Red).

TEXAS RANGERS. See Roderick May, Francis Mahaney, Robert Crawford, Edward Cronenbald, Clarence Hartman, Paul Sells, Gomer Cool, Herb Kratoska, Tex Owens.

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 L. W.** Script writer. (R) Breezing Along 1939 (Philip Morris & Co., Ltd., Mutual).

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 (Procter & Gamble, NBC Blue); also one-time programs: Horace Heidt'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, BILL (Nick de Popolus and Old Timer).** (R) Fibber McGee & Co. (S. C. Johnson & Son, Inc., NBC Red).

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 Dreft, 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: Kenneltime (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, DOROTHY. Commentator. (R) People in the News, 1937-38 (American Tobacco for Pall Mall Cigarettes, NBC Red, 1937-38; NBC Blue, 1938); Hour of Charm, 1938-39 (General Electric, NBC Red). (Writes political-economic column for New York Herald Tribune Syndicate).

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*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, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others.

THOMPSON, HOWARD L. Saxophone and clarinet player, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air (participating, NBC Red).

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, JIMMIE. Sports announcer, WFBC, Greenville. (R) Play-by-play sports for Coca-Cola Bottling Co., Kellogg Co., Atlantic Refining Co.

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 Freeland, 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 Noonday Melodies (Armour & Co.).

THOMPSON, OLIVE (Sue) (Shorty & Sue). Accordionist, singer, KMMJ, Grand Island. (R) Local shows, including Armour Noonday 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 Thorgersen'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, WCPO, Cincinnati.

THORNDYKE, 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-Essex Motor Co., NBC Blue); Trioliann, 1935 (Sparton Radios, NBC Blue); Matt Clemens, the Melody Man, 1935-36 (General Electric, NBC Red); Town Hall Tonight, 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, CLAUDE. Music arranger. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).

THORNHILL, JAMES H. Trumpeter, WFAA, 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-

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national Cellucotton for Kleenex, CBS); Hilltop House (Colgate-Palmolive-Peet, CBS); Life Can Be Beautiful (P & G, CBS).

THORNTON, SNYDER C. Organist, musical director, accompanist, KFBB, Great Falls. (V) Theatre appearances.

THORP, JOHN. Announcer, KYW, Philadelphia. (R) Local shows for Quaker Oats Co., others. (L) Stock.

THORPE, H. B. (Bud). Announcer, special events commentator, KOIL, Omaha. (R) Local shows including Quizzer Bee, 1938-39 (RCA Victor).

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, formery 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 ESQUIRES (Earl Hagen, Jack Leonard, Allen Storedahl). Singers. (R) Tommy Dorsey's Orchestra, 1936-39 (Brown & Williamson Tobacco Co., NBC Blue).

***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 LITTLE WORDS (Frances Cook, Fern Griggs, Connie Backus). Vocal Trio. (R) Phil Spitalny's Hour of Charm, 1936 (Sales Affiliates for Zotos Machineless Permanent Wave, CBS); General Electric Hour of Charm, 1936-39 (General Electric for Mazda Lamps, NBC Red). (F) Shorts. (L) Goin' Places, 1935 (f). (V) 5 years. (PR) RCA Victor.

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 ROMEOS, 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).

TIBBALS, WALTER A., JR. Producer. (R) Johnny Presents, 1936-39 (Philip Morris & Co., NBC Red, 1936-39; CBS, 1937-39; Mutual, 1938-39). (Associated with the Biow Co., Inc.).

TIBBETT, LAWRENCE. Baritone. (R) Voice of Firestone, 1932-33 (Firestone Tire & Rubber Co., NBC Red); Packard Presents Lawrence Tibbett, 1934-36 (Packard Motor Car Co., NBC Blue); Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS); The Circle, 1939 (Kellogg Co., NBC Red). (F) Metro-Goldwyn-Mayer; 20th Century-Fox (s). (L) Grand Opera, Metropolitan Opera Co., New York, since 1923 (s).

TICE, J. OLIN. Program director, WDNC, Durham. (R) Also WAIM, Anderson; WFBC, Greenville.

***TILTON, MARTHA.** Singer. (R) Benny Goodman's Orchestra (R. J. Reynolds Tobacco Co., CBS).

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

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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); intermittant 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.

TISS, WAYNE. Director. (R) It Happened in Hollywood, 1939 (George A. Hormel & Co., CBS).

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.

***TODD, JOHN.** Actor. (R) Lone Ranger (Gordon Bakeries, Mutual).

TODD, RICHARD J. (Dick). Singer. (R) Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, CBS); Canadian network programs, 1937-38. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor, Bluebird.

TOLMAN, C. TOLEY. Announcer, actor, orchestra leader, KGW-KEX, 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.

TOMLIN, PINKY. Orchestra leader, musician, actor. (R) Texaco Town (The Texas Co., CBS). (F) M-G-M, Universal, 20th Century-Fox. (V). Also writer of popular songs.

TOMLINSON, EVERETT F. Writer. (R) Gateway to Hollywood, 1939 (William Wrigley, Jr., Co., CBS). (Currently with KNX, Los Angeles).

TOMMY & SHERLOCKE. Harmony yodelers, WPIC, Sharon. (R) Also West Virginia Network; WADC, Akron. (V) Theatre appearances.

***TOMPKINS, JOAN.** (R) Kate Smith-Noonday Chats, 1938-39 (General Foods, CBS); Your Family & Mine, 1938-39 (Sealtest Inc., NBC Red); Orphans of Divorce, 1939 (Dr. Lyons, NBC Blue).

TOMPKINS, JOHN. Singer, WDAF, Kansas City. (V) Theatre appearances.

TOMY, NEAL. Children's programs, WJR, Detroit. (R) 10 years. (Also publicity director).

TOOKE, FRANKLIN. Program and production manager, WOWO-WGL, Ft. Wayne. (L) 1934-39.

TOOTLE, HARRY KING. Writer. (R) Special Delivery, 1937-38 (NBC Red, sustaining).

***TOSCANINI, ARTURO.** Symphony orchestra conductor, 'cellist. (R) NBC Symphony Orchestra, 1937-39 (sustaining, NBC Red and Blue, 1937-38; NBC Blue, 1938-39). (L) Metropolitan Opera, 1908-15; tour of the United States with own orchestra, 1920-21; New York Philharmonic Orchestra, 1926; European tour with the New York Philharmonic Orchestra, 1930; also concerts throughout Europe; guest conductor.

***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, 1936 (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.

TOYO, RAYMOND. Actor, WXYZ, Detroit. (R) The Green Hornet (local sponsors, Mutual and Michigan Radio Network).

TRACE, GENE. Program director, announcer. (R) Renfro Valley Barn Dance, 1937-38 (Pinex, Mutual, 1937; Allis-Chalmers, Mutual, 1938); Smilin' Ed McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Ballard Ovenready Biscuit Program, 1938-39 (Ballard & Ballard Co., NBC Red and Blue). (LS) Boone County Court

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House, 1938 (International Harvester Co., WLW, Cincinnati); Time to Shine, 1938-39 (Griffin Mfg., WLW). (V) Theatre appearances. (Staff announcer, WLW, Cincinnati, 1937 to Jan., 1939; currently program director, WMBD, Peoria).

TRAST, ARTHUR E. Script writer. (R) Smoke Dreams, 1938-39 (H. Fendrich, Inc., NBC Red). (On staff of Ruthrauff & Ryan, Inc.).

TRAUM, WILLIAM R. Announcer, special events commentator, WROK, Rockford.

***TRAUTNER, ELSA.** Member singing ensemble. (R) Good Morning Tonight (Alber Bros. Milling Co., NBC Red).

TRAVERS, RUTH. Writer. (R) WMCA, WOR, New York; KDKA, Pittsburgh. (L) New York Harbor Theatre Permanent Co., 1936 (f).

***TRAVIS, JUNE.** Actress. (R) NBC shows. (F) First National, Warner.

TRAXLER, BERT. Saxophonist, WBRC, Birmingham. (F) Shorts. (V) Theatre appearances.

TRAYNOR, MART. Sports commentator, WMFF, Plattsburg.

TREDWAY, BILL. Program director, news director, special events director, continuity chief, special events and commercial announcer, KFBB, Great Falls. (R) Also KGDY, Huron; KGNF, North Platte; KTRI, Sioux City.

TREMAYNE, LESTER. Dramatic actor. (R) First Nighter, since 1936 (Campana Sales for Italian Balm, NBC Red 1936-38; CBS, 1938-39); Burns & Allen, 1936 (Campbell Soup Co., CBS); Sears, Then and Now, 1936 (Sears, Roebuck, CBS); Grand Hotel, 1936-37 (Campana Sales, NBC Red); Betty & Bob, 1938-39 (General Mills, NBC Red and Blue); numerous other network shows, not current, include National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue): Edgar Guest in Welcome Valley (Household Finance, NBC Blue); Amos 'n' Andy (Pepsodent Co., NBC Red); Jack Armstrong (General Mills, CBS); Romance of Helen Trent (American Home Products, CBS); also many transcriptions. (LS) WMAQ, WENR, WGN, WLS, WBBM, WCFL and WSBC, Chicago; WROK, Rockford; KMOX, St. Louis; KYW, Philadelphia; WTMJ, Milwaukee, and others. (F) Shorts. (L) Gates of Paradise, 1932; The Messiah, 1933 (s); others. (V) WLS Road Show Units, theatre appearances.

TRENDLER, 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); It 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 Revellers, 12 years. (Also recordings for Brunswick).

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TRIETSCH, PAUL E. (Hezzie). Novelty musician, singer, comedian (Hoosier Hot Shots). (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions of Hoosier Hot Shots. (F) Short. (L) Sis Hopkins and The Old Homestead, 1927-28 (f). (V) Various circuits and theatres, 1922-29. (PR) Columbia, Brunswick, Vocalion, Banner, Perfect.

TRIPLE A RANCH GIRLS, THE. Harmony trio, KPLT, Paris. (R) Texas State Network.

TROTTER, JOHN SCOTT. Conductor. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Music arranger, Columbia.

TROTTER, PAT. Violinist, KGNC, Amarillo. (R) Programs for Goodrich, 1938-39; International Harvester, 1938. (V) Theatre appearances. (PR) Decca.

***TROUT, FRANCES.** (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).

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.

TRUITT, ROLLIE. 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.

TRUXELL, EARL. Musical director, pianist, WCAE, Pittsburgh. (R) The Airliners and Muted Music, 1938-39 (sustaining, Mutual). (LS) Muted Brass, 1938 (May Stern Co.); Big Swing to Isaly, 1938-39 (Isaly Dairy Products); others, since 1934.

TUCKER, FRANCES. Singer, WSJS, Winston-Salem. (V) The Girl with the Velvet Voice.

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.

TUCKER, LILIAN W. Actress, dramatic readings, WCAP, Asbury Park. (L) Monmouth Players, WPA Theatre Project (f).

TUCKER, SOPHIE. Singer, actress. (R) Sophie Tucker & Her Show, 1938-39 (American Tobacco for Roi-Tan Cigars, CBS). (F) Warner Bros., 1929; British Lion; M-G-M, 1938 (s,f). (L) Leave It to Me, 1938-39; Shubert Revues; Le-Maire Affairs (s). (V) 1909 to 1939. (PR) RCA Victor, Brunswick, Decca.

TUCKER, TOMMY. Orchestra leader. (R) Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (F) Shorts. (V) Theatre appearances with George Jessel.

***TUFTS, NATHAN.** Director. (R) The Shadow, 1938-39 (Delaware, Lackawanna & Western Coal Co., Mutual). (Associated with Ruthrauff & Ryan).

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.

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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 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) WLS road shows, 1934-37; Blue Ridge Mountaineers, 1935; WLW 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.

TWERP, JOE. Comedian, writer. (R) Merrymakers, 1933-34 (Ford Motor Co., CBS, Don Lee); Funfest, 1934 (General Petroleum, CBS, Don Lee); Sunday Night Hi Jinks, 1934-35 (Warner Bros., Pacific Coast network); Radio City Party, 1935 (Radio Corp. of America, NBC Blue); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Blue); Joe E. Brown, 1938-39 (General Foods, CBS). (F) M-G-M, Paramount, Columbia, 20th Century-Fox, RKO (f). (L) All God's Chillun Got Wings (O'Neill). (V) Theatre appearances.

TWIN TRIO. See Roy Ringwald, Craig Lietch, Paul Gibbons, Margaret Bullard, Lucy James, Jean Norman.

***TWISS, BUDDY.** Announcer. (R) Jergens' Journal (Andrew Jergens, NBC Blue).

TWISS, CLINTON. Script writer. (R) The Best of the Week, 1937-38 (Globe Grain & Milling Co., NBC Red); Standard Symphony, 1938 (Standard Oil of California, NBC Red).

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 (Chesebrough 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).

***TYLER, C. P.** Director. (R) Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red).

TYLER, NOAH C. Announcer, WIOD, Miami. (R) Walter Winchell, Dec., 1938 (Andrew Jergens Co., NBC Blue).

TYSON, E. LLOYD. Announcer, sportscaster, 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, KOVC, Valley City. (R) Also KGCU, Mandan; sports announcer, WDAY, Fargo; program director, KOVC, Valley City.

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UNCLE EZRA. See Patrick J. Barrett.

***UNDERWOOD, CECIL.** Director. (R) Fibber McGee & Co. (S. C. Johnson & Son, Inc., NBC Red). (Associated with Needham, Louis & Brorby).

UNGER, STELLA. Script writer, commentator. (R) Information Service, 1937-38 (Hecker Products Corp., Mutual); Myra Kingsley, 1937-38 (Hecker Products Corp., Mutual); Hollywood News Girl, summer show, 1938 (Lydia E. Pinkham Medicine Co., Mutual); Hollywood News Girl, 1939 (Aurora Laboratories, Mutual).

UNIVERSITY A CAPPELA CHOIR. Singers, WJRD, Tuscaloosa.

UPTON, MONROE. Writer, comedian. (R) Appeared on Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); script writer for Universal Rhythm, Jan. 1, 1936 to April 2, 1937 (Ford Motor Co. Dealers, CBS); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce and His Gang, 1938-39 (General Foods, NBC Red). (V) Act as Lord Bilgewater, since 1930.

URQUHART, CHARLES. Production manager, commentator, KDKA, Pittsburgh. (R) Women and the News, 1939 (Loose-Wiles Biscuit Co.).

URRY, FRANCIS L. Character actor, announcer, KSL, Salt Lake City. (R) Also transcriptions. (L) New Moon, 1931; Vagabond King, 1932; others.

USSELMAN, HILDEGARDE. Organist, WDAY, Fargo.

UTTAL, FRED. Announcer, M.C., producer, script writer. (R) Big Sister, 1936-39 (Lever Bros. for Rinso, CBS); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); for Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue); Kay Kyser's College of Musical Knowledge, 1938-39 (Lucky Strike Cigarettes, NBC Red); Chesterfield Program, 1939 (Liggett & Myers Tobacco, CBS); Steinie Bottle Boys, 1937-38 (Glass Container Assn. of America, NBC Blue); What's My Name?, 1939 (Bristol-Myers); others, not current.

V

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-Palmolive-Peet 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); Mennen 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

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Brands for Fleischmann's Yeast for Health, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Royal Desserts Program, 1938-39 (Standard Brands for Royal Desserts and Aspic, NBC Red). (LS) WMCA, New York City, 1928. (F) RKO, Fox, Warner Bros. (s); shorts. (L) George White's Scanalds, 1931, 1935. (V) Theatre, hotel and night club appearances. (PR) RCA Victor, Brunswick, Columbia, Durium and Bluebird.

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 DEN BERG, WILLEM.** Conductor. (R) Standard Symphony, 1938-39 (Standard Oil of California, NBC Red).

VAN DOVER, BUD. (Tom, of Tom, Dick and Harry Trio). Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue). (LS) WGN, Chicago. (V) 1934-36.

VAN DOVER, GORDON. (Harry, of Tom, Dick and Harry). Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue). (LS) WGN, Chicago.

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 DYNE, WAYNE. Singer. (R) Your Parlor Playhouse, 1937 (Lovely Lady Cosmetics, Mutual); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue); NBC Jamboree, 1939 (sustaining). (V) Theatre appearances, 1938.

VAN HARVEY, ART. Actor. (R) Vic and Sade, 1934-39 (Procter & Gamble, NBC Red and Blue; also CBS, May to Nov., 1938).

***VAN HOOGSTRATEN, WILLEM.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red). Famed musician, symphony conductor.

VAN KUREN, JAMES. Announcer, CKLW, Detroit.

VAN NOSTRAND, JACK. Writer, producer. (R) Hollywood Hotel, 1934 (Campbell Soup, CBS); Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, CBS); Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Town Hall Tonight, 1937-39 (Bristol-Myers for Sal Hepatica and Ipana, NBC Red); Ben Bernie and All the Lads, 1938 (American Tobacco for Half and Half Smoking Tobacco, CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS); others. (Associated with Young & Rubicam since June, 1937; with Lord & Thomas, 1937; production manager, KFRC, San Francisco, 1935-36; staff of KHJ, Hollywood, as writer, producer, continuity editor, 1932-35).

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-SoDol 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

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Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

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, KTAR, Phoenix. (F) Shorts. (V) Theatre appearances.

***VANDA, CHARLES.** Producer. (R) Gateway to Hollywood, 1939 (William Wrigley, Jr., Co., CBS).

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).

***VENDIG, IRVING.** Script writer. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).

VENTER, MEL. Announcer, M.C., KFRC, San Francisco. (R) Also Stewart-Warner program, CBS, 1936. (L) What Price Glory, Trial of Mary Dugan, 1929.

VENUTA, BENAY. Singer, actress, M.C. (R) Benay Venuta, 1938-39 (sustaining, Mutual). (F) Shorts. (L) Anything Goes, 1935-36; Kiss the Boys Goodbye, 1938-39 (f). (V) Theatre and night club appearances.

VERBA, GILBERT T. Announcer, KOA, Denver. (R) Jack Armstrong, 1939 (General Mills, Inc., NBC Red). (F) Voice for commercial films.

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 Cellucutton 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

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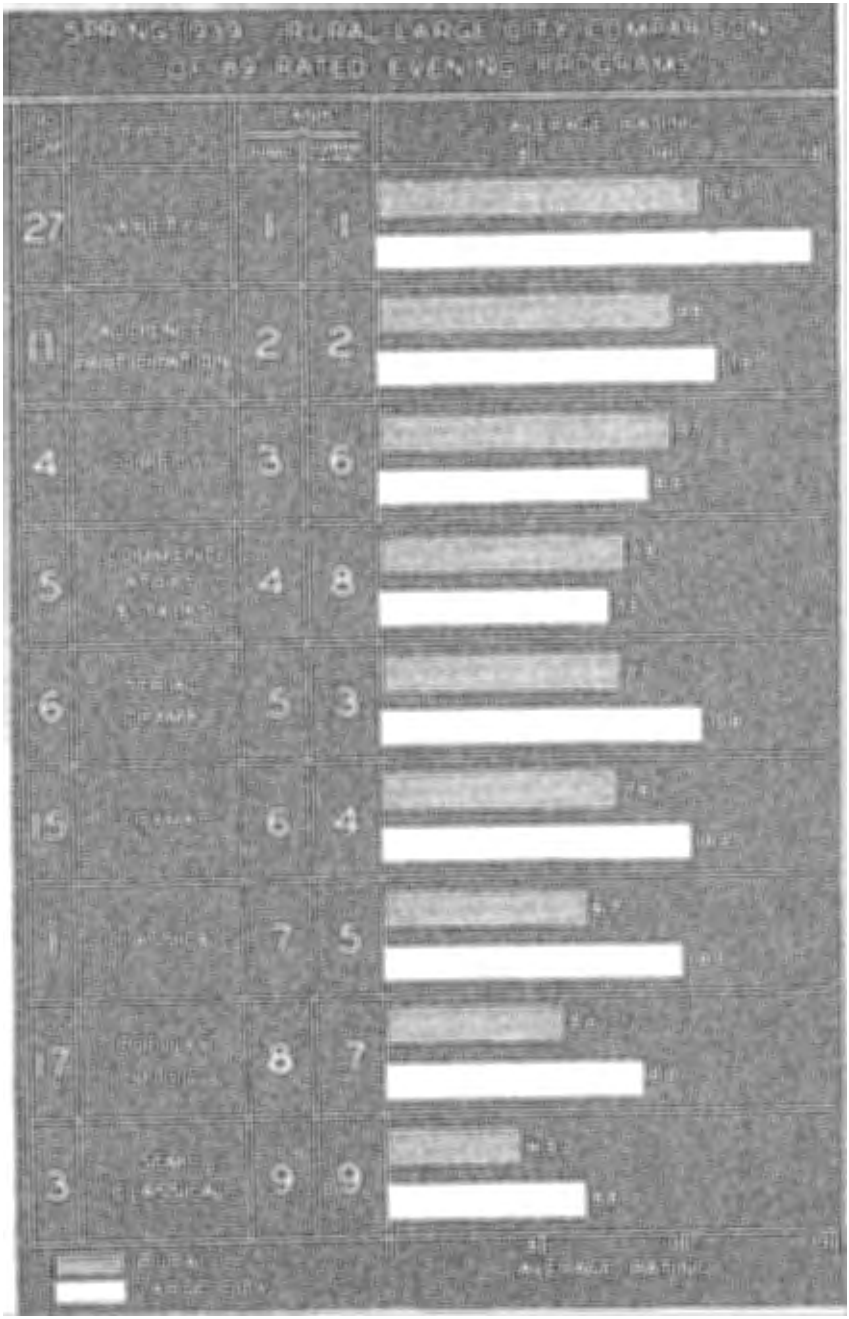

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Blue); True Detective Mysteries, 1936 (Macfadden Publications, Mutual); Universal Rhythm, 1937 (Ford Motor Co., CBS); Life of Mary Sothern, 1937-38 (Lehn & Fink, CBS); Life Can Be Beautiful, 1938-39 (P & G, NBC Red); This Day Is Ours, 1938-39 (P & G, CBS); Bert Lytell 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 Fishface.

VINCENT, LARRY. Singer, pianist, WCAU, Philadelphia. (R) Local shows for Graham-Paige, Sweetheart Soap and others. (V) Circuit and theatre appearances.

VINEY, HENRY. Announcer, sports commentator, CJOC, Lethbridge. Guest appearance, Imperial Oil Hockey Broadcast, 1937 (Imperial Oil Co., Canadian Broadcasting 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 Berdahl, Kerwin Somerville). Vocal trio. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (Featured with Tommy Tucker's Orchestra).

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 EGIDY, "BARON" K. News editor, KMPC, Beverly Hills. (L) 17 years. (V) With Marjorie Rambeau.

VON LINDER, 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, producer. (R) Paul Whiteman, 1928-29 (Old Gold Cigarettes, CBS); Henry & George, 1930-31 (Henry & George Cigars, CBS); Joe & Vi, 1931-34 (Graybar Electric, 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 American 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); Whispering Jack Smith, 1933 (Musterole, CBS); Elmer Everett Yess, 1933 (Plymouth 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 (Grapenuts, CBS); Vick's Open House, 1934 (Vick Chemical Co., CBS); Socony Snow Village Sketches, 1934 (Socony-Vacuum, CBS); Walter O'Keefe, 1934-35 (Camel Cigarettes, CBS); Feenamint Amateur Hour, 1934-35 (Feenamint, CBS); Flying Red Horse Tavern, 1934-35 (Socony-Vacuum, CBS); Great American Tourist, Phil Baker, 1935 (Gulf Refining, CBS); Julia & Frank Crumit, 1935 (Gulf Refining); Good Gulf Gasette, Phil Baker, 1935 (Gulf Refining, CBS); Packard Presents Lawrence Tibbet, 1935-36 (Packard Motors, CBS); Town Hall Tonight, 1935-39 (Bristol-Myers, NBC Red); Good Gulf Summer Stars, 1936 (Gulf Refining, CBS); The Perfect Fool, Ed

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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).

VONN, VYOLA. Singer, actress. (R) Texaco Town, 1937-38 (Texas Co. for Texaco Gasoline, CBS). (GA) Kellogg program, 1936; others. (F) Shorts. (L) Take a Chance (western company), 1934. (V) Kewpie Twins.

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 Janser.

***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, sportscaster, 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.

WAIN, BEA. Singer. (R) Quaker Party, 1938-39 (Quaker Oats Co., NBC Red). (F) Shorts. (V) Appearances with Larry Clinton's Orchestra. (PR) RCA Victor, with Larry Clinton.

WAKEFIELD, K. JACK. Musician, KFEQ, St. Joseph. (V) Larry Rich Co., 1929-33; Hope Emerson & Joe Wallace, 1933; Hugh Skelly Revue, 1933.

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.

WALD, JOHN R. Announcer, news commentator. (R) Richfield Reporter, 1937-39 (Richfield Oil Corp., NBC Pacific Red). Chief announcer, 1929-37, on KSTP, Minneapolis-St. Paul. (L) Stock, 1927-29.

WALDMAN, HERMAN B. Actor, KMOX, St. Louis. (R) Local shows including

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Kentucky Club Headlines, 1938 (Penn Tobacco Co.); transcriptions. (L) 1938.

WALDROP, ROBERT. Announcer. (R) John's Other Wife, 1937-39 (Louis Philippe, Edna Wallace Hopper, NBC Red).

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.

***WALL, LUCILLE.** Actress. (R) Your Family & Mine, 1938-39 (Sealtest, Inc., NBC Red).

WALL, PEGGY. Actress (dramatic, ingenue). (R) It Can Be Done, 1936-38 (Household Finance Co., NBC Blue); The Romance of Helen Trent, 1937-38 (Edna Wallace Hopper, CBS); Monticello Party Line, 1937-38 (Caldwell's Syrup, transcriptions); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS). (L) Stock, 1935-37 (f).

"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, TOM.** Director. (R) Lifetime Revue, 1938 (W. A. Sheaffer Pen Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue). (Associated with Russel M. Seeds).

WALLACE, WESLEY. Assistant program director, WPTF, Raleigh. (R) Local shows for Standard Oil, Piggly 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).

WALLEN, JANET. Actress (comedy, character, straight), Federal Theatre Radio Division. (R) WOV, WMCA, WHN and WOR, New York. (F) Paramount, Warner Bros.; shorts. (L) Fred Stone shows, 1912-24. (V) Chester Hale, 1929-30.

WALLENSTEIN, ALFRED FRANZ, Musical director. (R) The Voice of Firestone, 1937-39 (Firestone Tire & Rubber Co., NBC Red). (Musical director, WOR; solo cellist, Chicago Symphony Orchestra, 1923-29; head of cello department, Chicago Musical College, 1927-29; member of New York Philharmonic Orchestra, since 1929; concert tours in Europe, North and South America).

WALLINGTON, JAMES. Announcer, M.C. (R) Eddie Cantor, 1936-37 (Lehn & Fink for Pebeco 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 (BiSoDol, NBC Blue).

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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, sportscaster, 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 (P & G, CBS).

WALTER, WILMER. Actor (character leads). (R) March of Time, 1932-34 (Time Magazine, CBS); Helen Hayes in Bambi, 1935-37 (General Foods for Sanka Coffee, NBC Blue); The Gumps, 1936-37 (Corn Products Refining Co., CBS) and 1937-38 (Lehn & Fink for Pebeco Tooth Paste, CBS); Court of Human Relations, 1938 (Vadsco Sales Corp., Mutual); David Harum, 1936-38 (B. T. Babbitt for Bab-O, NBC Red). (F) Goldwyn (supporting Madge Kennedy). (L) With Erlanger, E. H. Sothern, Tom Powers and others; stock leading man, 18 years. (V) The Late Van Camp, 1915-17.

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.

WALTMAN, ELMER J. Actor, KDKA, Pittsburgh. (R) Olson Rug Program, 1939; also WJAS, Pittsburgh. (V) Hal Hoyt's Revue, Ingram Hyles Revue, Hick & Work; 6 years.

WALTON, HUGH. Announcer, WCAU, Philadelphia.

WALTON, JAMES. Announcer, newscaster, WRUF, Gainesville.

WALTON, LUKE. Sports announcer, WBOW, Terre Haute. (R) Various sports broadcasts for General Baking, Barbasol, General Foods.

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).

WALTZ, GORDON N. Producer. (R) Armco Band, 1937-39 (American Rolling Mill Co., NBC Blue); Plantation Party, 1938-39 (Brown & Williamson Tobacco, NBC Blue). (LS) Boone County Jamboree, 1938 (International Harvester Co., WLW, Cincinnati); Vick's Open House, 1938-39 (Vick Chemical Co., WLW, Cincinnati). (Currently with WLW).

WAMBOLT, MELVIN. Script writer. (R) Public Hero No. 1, 1937-38 (Falstaff Brewing Corp., NBC Red); Inside Story, 1938-39 (Ralston Purina Co., CBS Pacific). Tom Mix Straight Shooters Program (Ralston Purina Co., NBC Blue).

***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) Sis Hopkins; Way Down East; Old Homestead (f). (V) Buzzington Rube Band, later as Rustic Revellers, 10 years; theatre appearances. (PR) American Record Corp.

WARD, PERRY. Announcer, WKY, Oklahoma City. (R) Also KVOO, Tulsa. (L) Within the Law, 1934; Judgment Day,

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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.

WAREMBUD, NORMAN H. Announcer, M.C., WLTH, New York City. (R) Programs for General Baking, Hills Bros. Co., Fischer Baking Co. and others.

WARING, FRED M. Orchestra leader. M.C. (R) Fred Waring and His Pennsylvanians (P. Lorillard Co., CBS, 1933-34; Ford Motor Co., NBC Blue, 1934-37; Bromo Quinine, NBC Red, 1938-39; Liggett & Myers Tobacco for Chesterfields, NBC Red, 1939). (F) Warner Bros. (s); shorts. (L) Hello Yourself, 1928-29; Rah Rah Daze, 1930; New Yorkers, 1930-31. (V) Theatre engagements, 1921-39. Records.

***WARING, TOM.** (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories, Inc., 1938-39, NBC Red; Liggett & Myers Tobacco for Chesterfields, 1939, NBC Red). (F) Shorts. (V) Fred Waring & His Pennsylvanians.

***WARK, STUART.** Director. (R) Time to Shine, 1938 (Griffin Mfg. Co., CBS). (Associated with Bermingham, 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.

WARNOW, MARK. Musical director. (R) Your Hit Parade, 1937-39 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Jack Berch and His Boys, 1937 (Fels Co. for Fels Naphtha Soap, CBS); We, The People, 1937-39 (General Foods for Sanka Coffee, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEAF, New York City). (F) Short.

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, FAY.** Actress. (R) The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

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.

WARWICK, HOWARD. Writer. (R) The Virginians and Kenrad Unsolved Mysteries, 1933-35 (Crosley Radio, Mutual); Morning in the Mountains, 1934 (Crosley Radio, Mutual); Crosley Follies, 1935 (Crosley Radio, Mutual); Macy and Her Men, 1935 (Crosley Shelvador, Mutual); You, the Unseen Jury, 1938 (Morris Plan Industrial Bank, NBC Red). (L) The Ave Maria Hour, 1935-37 (WHN, WINS, New York). (Former continuity editor WLW-WSAI, Cincinnati, 1934-39. Radio editor of Writer's Digest, 1937-38).

***WASEY, GAGER.** Director. (R) Hollywood Newsgirl, 1938-39 (Lydia Pinkham Medicine Co., June-September, 1938; Aurora Laboratories, January-February, 1939; Mutual). (Acting radio director, Erwin, Wasey & Co.).

WATERHOUSE, FLORENCE. Violinist, KHQ-KGA, Spokane.

WATERMAN, WILLARD L. Actor. (R) Girl Alone, 1936-37 (Kellogg Co., NBC Red); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son for Johnson's Wax, NBC Blue).

***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

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Oxydol, NBC Red, 1937; WHN, N. Y., 1938; CBS, 1938-39). (L) Friendly Enemies, Abie's Irish Rose, Potash & Perlmutter, The Detour, Bronx Express, It's a Boy, Jarnigan, Wonder Boy, Excursion; others (s, f). (V) Single act and one-act playlets in U. S., Canada, Great Britain, South Africa, Australia and New Zealand; theatre appearances with The Goldbergs, 1934.

WATHEN, 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, GEORGE. Singer. (R) Member of Roy Campbell's Royalists on Time of Your Life, Oct. to Dec., 1937 (Gruen Watch Co., NBC Red). (V) Appearances with Roy Campbell's Royalists.

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 (P & G, NBC Blue).

WATSON, GEORGE M. Announcer, M.C. (R) Double Everything, 1937-38 (Wm. Wrigley, Jr., Co., CBS). (LS) WBBM, Chicago. (F) Shorts.

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 Serenaders. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue).

WAUGH, IRVING C., JR. Announcer, actor, WGH, Newport News. (R) March of Time, 1937 (Time, Inc., CBS). (L) 1936-37.

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 Publications, NBC Red); Smoke Dreams, 1937 (La Fendrich Cigars, Mutual); 1937 Radio Show, 1937 (Health Products for Feen-a-mint, Mutual); Personal Column of the Air, 1937 (Procter & Gamble, NBC Blue); Life of Mary Sothern, 1937-38 (Hind's Honey & Almond Cream, CBS); John's Other Wife, 1938 (Affiliated Products, NBC Red); Believe It or Not, 1938 (General Foods Corp., NBC Red). (LS) WMCA, WOR, New York. (F) Shorts. (L) The Eternal Road, 1937.

WAYNE, STUART. See Philip G. Adams.

WAYWARD, HENRY. Script writer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).

WEAKLEY, M. SCOTT. Production manager, KROW, Oakland. (Also manager of American Royal Productions).

WEBB, JACK. Announcer, singer, WPG, Atlantic City. (R) Also KDKA, WJAS, Pittsburgh.

WEBB, JANE. Dramatic actress (juvenile). (R) Tom Mix and His Ralston Straight Shooters, 1937-39 (Ralston Purina Co., NBC Blue). (Contract actress, NBC).

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 Vitagraph, 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).

WEBBER, FRED. Announcer, WFIL, Philadelphia. (R) Inside of Sports. 1938-39 (Bayuk Cigars, Inc., Mutual).

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WEBER, CARL. Actor. (R) Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS).

WEBER, HENRY G. Musical director, concert orchestra leader, WGN, Chicago. (R) Curtain Time, 1938-39 (General Mills, Inc., Mutual). (L) Conductor for Chicago City Opera Co., since 1932; others.

WEBER, MISS JERRI. Singer, WHK-WCLE, Cleveland.

WEBER, KARL. Actor (romantic and character leads), narrator. (R) Story of Mary Marlin, 1937-39 (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) Shakespearian 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).

WEBER, MAREK. Violinist, conductor. (R) Magic Key of RCA, 1937-38 (Radio Corp. of America, NBC Red); Contented Hour, 1938-39 (Carnation Milk, NBC Red). (LS) Broadcasts from Stevens Hotel, 1937-38 (WENR, WMAQ, Chicago). (L) Concert recitals in European cities. (V) Appearances in Europe. (Also recordings for H. M. V., an English company, RCA Victor, Electrola and others).

WEBSTER, BUDDY. Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.

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 (Huskies & 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).

WEDLOCK, HUGH, JR. 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 appearances 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 Howard Snyder).

***WEEDE, ROBERT.** Singer. (R) NBC shows.

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*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, 1933-38 (Pillsbury Flour Mills, NBC Red); Junior Nurse Corps, 1937-38 (Swift & Co. for Sunbrite Cleanser); others, including First Nighter and Grand Hotel (Campana Sales, NBC Red, NBC Blue). (F) Shorts. (L) Featured player. (V).

WEEKS, JOE. Announcer, WJR, Detroit. (R) Also KFAB, Lincoln; WFIL, Philadelphia; WGN, Chicago; WLW, Cincinnati; WOWO, Ft. Wayne; WSBT-WFAM, South Bend. (F) Shorts.

WEELANS, LES. Musical director, KLZ, Denver.

WEEMS, 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, WSAY, Rochester. (R) Also WESG, Elmira. (F) Shorts. (V) Theatre and night club appearances.

WEIHE, N. FREDERICK. Producer, director. (R) Eddie Dooley's Last Minute Football News, 1938 (Liggett & Myers Tobacco for Chesterfields, NBC Red); Goodyear Farm Radio News, 1939 (Goodyear Tire & Rubber, NBC Blue); others, mainly sustaining dramatic programs. (LS) Douglas Man About Town, 1939 (Douglas Shoe Co., WJZ, New York); Names Make News, 1939 (Morris Plan Bank, WJZ, New York).

WEILER, HARRY. Script writer. (R) Ben Bernie 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. Actor. (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

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Products, Inc., WOR); recordings. (F) Shorts.

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, GEORGE. Script writer. (R) Lux Radio Theatre (Lever Bros. Co., 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) Maytime, Love O' Mike; others, including stock.

WENZEL, ARTHUR A. Accordionist. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., for Alka-Seltzer, NBC Blue). (V) Theatre appearances.

WERLING, RUPE. M.C., special events, WIBG, Glenside. (R) Also WTNJ, Trenton; transcriptions.

WERTZ, HOYT. Announcer, actor, KITE, Kansas City. (R) Also KMBC, KCKN, WDAF and KCMO, Kansas City. (L) Resident Theatre productions, 1937-38 (f).

WESELEY, 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.

WEST, JANE. Script writer, actress. (R) The O'Neills, 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).

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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.

WEYMANN, 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).

WHEELAHAN, ED. Announcer, singer, WSMB, New Orleans. (L) Opera company, 1935-36. (V) Durand Trio.

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, 1934-38 (General Baking Co. for Bond Bread, CBS); Believe It or Not, 1939 (Nehi Corp., CBS). (LS) Schaefer Revue, 1937-38 (F. & M. Schaefer 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, JOSEPH. (R) Silver Masked Tenor, 1925-30 (B. F. Goodrich for Silvertown Cord Tires. WEAF. New York). (GA) Gillette, Bab-O, Maxwell House, Clicquot Club. Eveready Battery and other network programs. Currently NBC sustaining shows. (L) Concert appearances throughout U. S. and Canada. (V) Neil O'Brien Minstrels. 1920-22; circuit engagements as Silver Masked Tenor with the Silvertown Cord Orchestra. (PR) RCA Victor, Columbia, Brunswick. Perfect Records. (Composer of 20 musical compositions and songs).

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

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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:

January 72.7%	July 61.2%
February 73.4%	August 62.0%
March 70.7%	September 66.5%
April 71.4%	October 69.6%
May 66.8%	November 69.5%
June 66.9%	December 68.7%

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.*

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& Co., NBC Red); Dr. Christian (Chesebrough 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 Hosiery Mills, NBC Blue); sustaining programs: Kaltenmeyer's Kindergarten (NBC Red), Romance Melodies (NBC Red), America Dances (NBC Blue), Wallenstein 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 director, 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 (participating, NBC Pacific Red); also Coast shows, since 1930, for Sunkist Oranges, M. J. B. Coffee, Sperry Flour and Nourishine 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 conductor, musician, WTAR, Norfolk. (R) NBC Music Appreciation Hour, B. A. Rolfe, 1933 (P & G, NBC Blue); others. (L) Earl Carroll's Vanities, 1932; conductor 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 Whiteman's Orchestra, 1933-35 (Kraft-Phenix Cheese Corp., NBC Red); Paul Whiteman's Musical Varieties, 1936 (Jergens-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 introduction of "jazz" in Europe). (PR) RCA Victor.

WHITESIDES, NEIL J. Musician, KOIL, Omaha.

WHITLEY, THOMAS M. Musician, WWVA, Wheeling. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual) local shows. (V) Rohem & Richards, 1927-39.

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, MARJORIE. Singer (**Four Notes**). (R) Transcriptions for National Biscuit and Sterling Ale, 1936-37, and local shows, as Queen of the King's Jesters. With the Four Notes: Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (V) Debut, 1935; theatre engagements with Jack Crawford's orchestra, 1934.

WHITNEY, PHILIP. Announcer, WSAL, Salisbury. (R) Also WJEJ, Hagerstown.

WICK, BERT. Director, announcer, KDLR, Devils Lake.

WICKER, IREENE. Actress, singer. (R) The Singing Lady, 1931-38 (Kellogg Co., NBC Blue); Ireene Wicker's Music Plays, 1936-39 (Kellogg Co., 1936-38, Mutual; H. J. Heinz, May to July, 1939, WOR, N. Y.); others. Specialist in children's stories and songs.

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, Mutual); Betty & Bob, 1937 (General Mills,

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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).

WIDNEY, STAN. Announcer, producer, WHO, Des Moines. (R) Local shows including programs for Morton Salt and Crazy Water Crystals. (L) Stock, 1919-32.

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.

WILBER, EUGENE C. Singer, WMT, Cedar Rapids. (R) Transcriptions. (L) Stock. (PR) Decca.

WILBER, MAX. Singer, WMT, Cedar Rapids. (L) Stock. (V) Theatre appearances. (PR) Decca.

WILBUR, BEN. Announcer, WFBM, Indianapolis.

WILBUR, BOB. Program director, announcer, WSUN, St. Petersburg. (R) Also WCAX, Burlington; WIBX, Utica.

WILCHER, LOUISE. Organist, pianist. (R) Console and Keyboard, 1938 (Maidenform Brassiere Co., Mutual); Louise Wilcher at the Musette, 1939 (Winter & Co., Mutual); others, not current; transcriptions. (V) Theatre appearances. (Staff, WOR, N. Y.).

***WILCOX, HARLOW.** Announcer. (R) Fibber McGee & Molly (S. C. Johnson & Son, Inc., NBC Red); Attorney-at-Law, July to Aug., 1938 (S. C. Johnson & Son, NBC Red).

WILDGENS, JOSEPH. Singer, actor, WDAF, Kansas City. (R) Phillips Poly Follies, 1937 (Phillips Petroleum Co., CBS); local shows for National Biscuit Co., Kellogg Co., others. (L) 1933-35. (V) 1931-38.

WILDY, LAWRENCE. Musician, WIL, St. Louis. (R) Also KMOX, KWK, St. Louis. (V) Theatre appearances.

***WILEY, FLETCHER.** News commentator. (R) Fletcher Wiley (1938, Soil-Off Mfg. Co., CBS), (1938, California Prune & Apricot Growers Association, CBS), (1939, Calavo Growers of California, CBS).

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.

WILLCOX, 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).

WILLIAM, ROLLIE R. Producer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS). (V) Elizabeth Brice Band, 1926-27. Currently with KMOX, St. Louis.

WILLIAMS, ALUN. Announcer, WMCA, New York. (R) Also Northwestern Neighbors, 1936 (Northwestern Electric Co., CBS). (F) Shorts.

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, ETHELYN (Tudy). Singer, KSFO, San Francisco. (R) Guest appearances as one of the Williams Sisters: Al Pearce & His Gang, 1935 (Pepsodent Co., NBC Red); Woodbury Program, 1935 (Andrew Jergens Co., CBS); Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red). (V) Al Pearce & His Gang, 1934: Fred Waring (as soloist), 1937-38.

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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, M. L. Musician, WHO, Des Moines. (R) Local shows including Barnsdall Refining Co. program. V) Minstrels, 1915-33.

WILLIAMS, MAHLON L. Musician, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.

WILLIAMS, MARK L. Announcer, actor, WCMI, 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.

WILLIAMSON, GREGORY. Director, writer. (R) NBC network director, 1929-32; wrote Lucky Strike Police Dramas, 1931-32; Great Moments in Science, 1932; New York Life Dramas; For Men Only, 1938-39 (Bristol-Myers, NBC Red). (Radio director, Lennen & Mitchell, 1932; Lord & Thomas, 1932-36; Pedlar & Ryan, 1936-39).

WILLIAMSON, MEL. Writer, producer. (R) Calling All Cars, 1934-39 (Rio Grande Oil Co., CBS Pacific Coast). (V) Theatre appearances.

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, KVOO, 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.

WILLSON, MEREDITH. Musical director. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Good News of 1938 and '39, 1937-39 (General Foods for Maxwell House Coffee, NBC Red). (GA) With San Francisco Symphony, 1936-37, presenting own Symphony No. 1 in F Minor. (Composer of O. O. McIntyre Suite, Song of Steel, Parade Fantastique, House of Melody, etc.; author of What Every Young Musician Should Know. Currently musical director, NBC Western Division).

WILSON, BETH. Singer, M. C., actress. (R) Nash Speed Show, 1937 (Nash Car Co., CBS); Grouch Club, 1938-39 (General Mills, CBS), also WMCA, New York. (L) with Pauline Lord in Launzi. (V) MacAllister Sisters, 1923-33. Also with orchestras of Enoch Light, Vincent Lopez, Ben Pollack. Currently with KFWB, Los Angeles.

WILSON, BILL. Assistant musical director, CJRC, Winnipeg.

WILSON, BOB. News commetantor, 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,

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Chicago). (V) Tom & Don, 1933-34; Rube Tronson & His Texas Cowboys, 1934-35; The Hilltoppers, 1935-38.

WILSON, DOUGLAS. Tenor. (R) Vanity Fair, since Sept. 20, 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, FRANK. Script writer. (R) Time to Shine, 1937 (Griffin Manufacturing Co., NBC Blue); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco Co., NBC Red); Cities Service Concert (Cities Service Co., NBC Red); Sophie Tucker & Her Show, 1938-39 (American Tobacco for Roi-Tan Cigars, CBS).

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, JANE. Soprano. (R) Fred Waring and His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red). (V) Appearances with Fred Waring, Jan. to May, 1938.

WILSON, JOE. Announcer, special events commentator, WRJN, Racine.

WILSON, KATHLEEN. Dramatic actress. (R) Claudia 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). NBC Pacific Coast sustaining program. National Players, 1928-31. (L) Stock and Little Theatre productions (s,f).

WILSON, ROBERT B. Sports commentator, announcer, M.C., WADC, Akron.

WILSON, W. RAY. Producer, writer, WLW, Cincinnati. (R) Also WBBM, WCFL, WGN, Chicago; local shows for Horlick's Malted Milk, Sheaffer Pen Co., others. (L) Stock, 1925-30.

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.

WINCHCOLL, JOHN. Dramatic actor, announcer. (R) The Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (Director of Wheeling Little Theatre).

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 and with Harry Richman and Ben Bernie; original stage work as a hoofer. (Columnist, King Features Syndicate; dramatic critic).

WINKLER, BETTY. Dramatic actress. (R) Girl Alone, 1935-36 (Kellogg Co., NBC Red); Lights Out, NBC Nite Club, 1936-37 (NBC Red); It Can Be Done, 1936-37

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(Household Finance, NBC Red); Fibber McGee & Molly, 1937-39 (S. C. Johnson & Son for Johnson Wax, NBC Red); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red); Attorney-at-Law, July to Aug., 1938 (S. C. Johnson & Son, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue). (L) Cleveland Playhouse and stock. (V).

WINNE, BILL. Announcer, script writer, actor, WOKO-WABY, Albany.

WINNIE, RUSS. Announcer, sportscaster, WTMJ, Milwaukee. (R) Shows for Socony-Vacuum, others.

WINSLOWE, PAULA. Actress. (R) Hollywood Hotel, 1935-37 (Campbell Soup Co., CBS); Texaco Town, 1937 (Texas Co., CBS); Vick's Open House, 1937 (Vick Chemical Co., CBS); Chase & Sanborn Program, 1937 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Silver Theatre, 1937 (International Silver, CBS); Al Jolson, 1937 (Lever Bros. for Rinso, CBS); Hollywood Mardi Gras, 1937 (Packard Motor Car Co., NBC Red); Good News of 1938, 1937 (General Foods for Maxwell House Coffee, NBC Red); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Joe E. Brown, 1938-39 (General Foods, CBS). (L) Pasadena Playhouse, 1933.

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 Lamplighter, 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.

WITMER, WEBB L. Announcer, WDAF, Kansas City. (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue); Horace Heidt, 1938 (Stewart-Warner Co., NBC Red). (L) 1931-33.

WITWER, 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.

WOLEVER, J. JOHN, JR. Announcer, actor, musician, M.C., KTHS, Hot Springs. (L) Stock repertoire. (V) Theatre appearances.

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-

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atre 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, BARRY. Singer. (R) Barry Wood, 1936 (Procter & Gamble for Drene Shampoo, NBC Blue). (F) Shorts. (V) Appearances with Vincent Lopez, Abe Lyman and Paul Ash.

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. Anouncer, CJGX, Yorkton.

WOODFIN, DOROTHY C. Actress, WBAP, Fort Worth.

WOODFORD, A. M. Production manager, WBAP, Ft. Worth. (R) Helen's Home, 1938-39 (Lehn & Fink, Texas Quality Network).

WOODHOUSE & HAWKINS. See Art McGregor and Frank Deaville.

WOODHOUSE, C. J. (Woody). Sports announcer, commentator, WDNC, Durham. (Also commercial manager).

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, 1936 (Shell Oil, NBC Red); Lux Radio

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Theatre, 1936-39 (Lever Bros., CBS). (L) Productions for the Shuberts, Theatre Guild, A. H. Woods and others.

WOODS, 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; Elitch'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), 1936; Double Dummy, 1937; Excursion, 1937.

***WOODWARD, DARRYL.** See The Four Clubmen.

WOODWARD, E. C. ("Dutch"). Announcer, M.C., KFNF, Shenandoah. (R) Blue Ribbon Melodies, 1938-39 (Omar Mills, Inc., KMMJ); various local shows on KFNF. (V) Personal appearances.

WOODWARD, HUBERT L. Singer (Male Quartet), WFAA, Dallas. (R) Also Dixie and Texas Quality Networks.

WOODWARD, LE ROY. Announcer, sports and special events commentator, WOMI, 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).

WOODY, THE LONE WOLF. Hillbilly entertainer, KFVD, Los Angeles. (V) Theatre appearances.

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.

WRAGGE, 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; KTHS, 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, DAVE. Singer, KWK, St. Louis. (V) Theatre appearances with various bands.

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

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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).

WYANT, HELEN. Organist, pianist, WHK-WCLE, Cleveland. (V) Theatre appearances with Maurice and Phil Spitalny, Rubinoff.

WYLIE, ALLISTER. Musical director, WIL, St. Louis. (R) Also KMOX, KWK, St. Louis. (V) Theatre appearances. (PR) Brunswick, Columbia.

WYNN, NAN. 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 Goldbergs (Pepsodent Co., NBC Red); others, on WABC, WOR, New York. (F) Shorts. (L) Stock. (V).

Y

YAFFE, MAX. Musician, KOIL, Omaha. (V) Night clubs and theatres.

YANKEE, HELLEN. 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) Newstime With Sam Hayes (Bank of America National Trust & Savings Association, CBS).

YEWELL, JEAN. Singer. (R) Sparton Triolians, 1935 (Sparton 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.

YORKE, RUTH. Actress. (R) Marie, the Little French Princess, 1932-35 (Angelus Rouge, CBS); Little Italy, 1933 (D., L. & W. Coal Co. for Blue Coal, CBS); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co. for Mueller's Spaghetti, NBC Blue); John's Other Wife, 1938-39 (Louis Philippe, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Your Family and Mine, 1938-39 (Sealtest, Inc., CBS). (L) Parnell, 1935; Plumes in the Dust, 1936.

YOUNG, CARLETON G. Actor (leads). (R) Johnny Presents, 1937 (Philip Morris & Co., CBS); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Hilltop House, 1937-39 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Second Husband, 1938-39 (Bayer Aspirin, CBS); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); others, including transcriptions. (L) Five Broadway productions, including The Man Who Reclaimed His Head, with Claude Rains and Jean Arthur.

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.).

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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, ROBERT G. Actor. (R) Good News, 1937-39 (General Foods for Maxwell House Coffee, NBC Red). (F) Currently under contract to M-G-M; also productions for RKO, United Artists-20th Century, United Artists-Reliance, Gaumont-British (f).

YOUNG, RUSS. Announcer, producer, director. (R) Bachelor's Children, 1935-39 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, 1936-39, and Mutual, 1935-38); We Are Four, 1935-37 (Libby, McNeill & Libby, Mutual).

YOUNG, VICTOR. Orchestra leader. (R) Rinso Program Starring Al Jolson, 1936 to June, 1938 (Lever Bros. Co., CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS). (F) Composer, musical director for Paramount.

YOUNG, VIRGINIA. Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).

YOUNG, WEYMOUTH ("Tubby") Musician (string bass, piano), actor, singer, KVOO, Tulsa.

YOUNGBLOOD, DOUG. Announcer, WRBL, 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

ZACHARY, GEORGE. Musical and dramatic director. (R) Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co., CBS). (Director, CBS music department).

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 Chipso, 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).

ZUIDEUELD, JACK W. Announcer, WKZO, Kalamazoo. (R) Also WKBZ, Muskegon; local show for Household Finance Corp., others.

ZWYGART, FRANK W. See Rex Davis.

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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.

ARMAND—L'ESTELLE, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.

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 ARTISTS, INC., Columbia Broadcasting System, Inc., 485 Madison Ave., New York, N. Y.

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.

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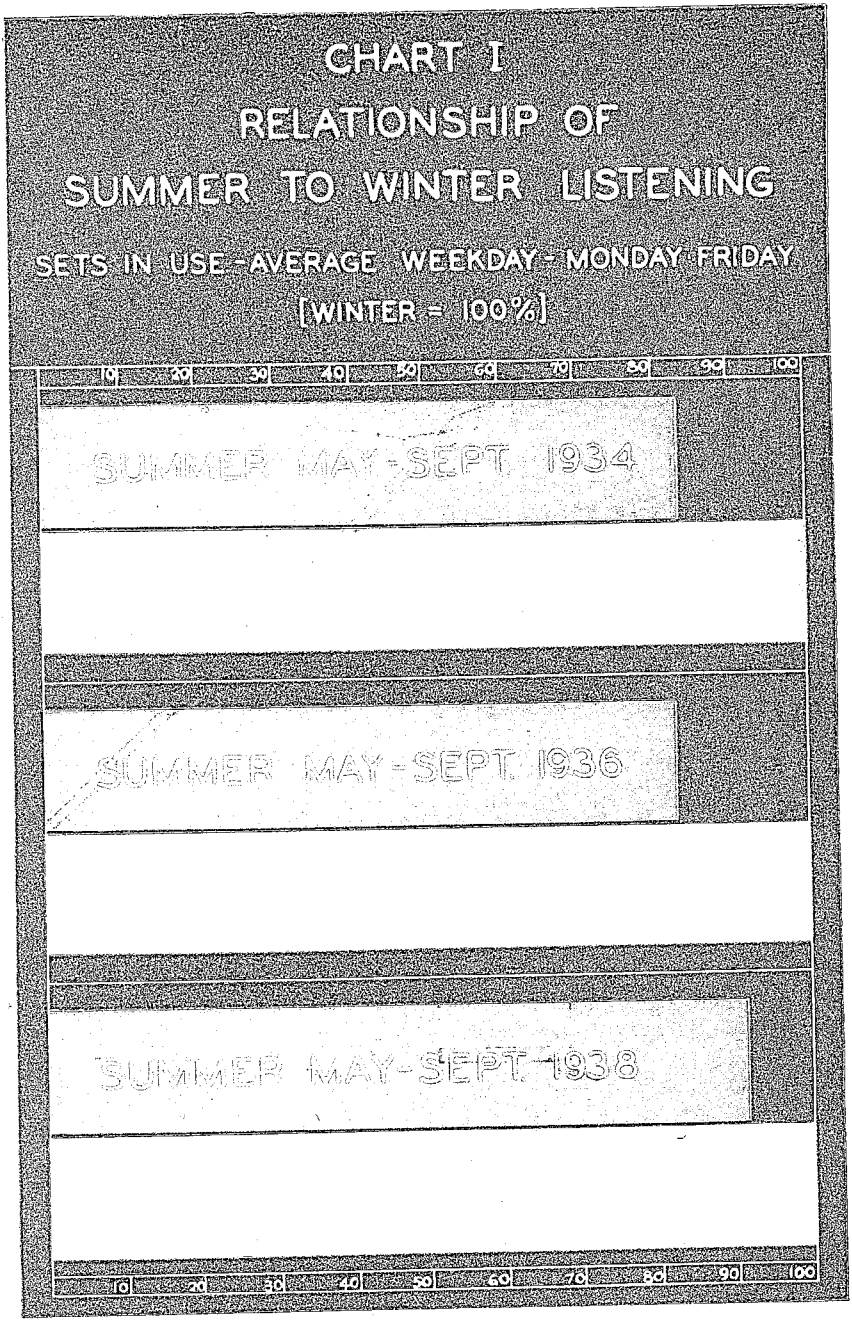

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GEORGE FRANK, INC., 1626 N. Vine St., Hollywood, Calif.

GALE, INC., 48 West 48th St., New York, N. Y.

GEORGE & MOODY AGENCY, 9006 Sunset Blvd., Hollywood, Calif.

WILLIAM GERNANNT, 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 GOLDSTONE 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.

JACK LAVIN. Park Central Hotel, Seventh Ave. and 56th St., New York, N. Y.

LEADING ATTRACTIONS, INC., 515 Madison Ave., New York, N. Y.

WILLIAM C. LENGEL-LITERARY ASSOCIATES, 654 Madison Ave., New York. N. Y.

M. C. LEVEE AGENCY, 1300 N. Crescent Heights Blvd., Hollywood, Calif.

W. BIGGIE LEVIN AGENCY, 612 N. Michigan Ave., Chicago, Ill.

MORT LEWIS, 39 Fifth Ave., New York, N. Y.

HAROLD LEYTON, INC., 9172 Sunset Blvd., Los Angeles, Calif.

LICHTIG & ENGLANDER, 8776 Sunset Blvd., Hollywood, Calif.

BEN B. LIPSET, 1350 Broadway, New York, N. Y.

A. & S. LYONS, INC., 515 Madison Ave., New York, N. Y.

JACK MANDEL, 1564 Broadway, New York, N. Y.

GENE MANN AGENCY, 8949 Sunset Blvd., Hollywood, Calif.

ZEPPO MARX, INC., 8732 Sunset Blvd., West Hollywood, Calif.

METRO ARTIST BUREAU, 1650 Broadway, New York, N. Y.

MIDDLETON-SACKIN, 9006 Sunset Blvd., West Hollywood, Calif.

MILLS ARTISTS, INC., 1619 Broadway, New York, N. Y.

MONTER-GRAY, INC., AGENCY, 8736 Sunset Blvd., Hollywood, Calif.

RAYMOND R. MORGAN CO., 6362 Hollywood Blvd., Hollywood, Calif.

WILLIAM MORRIS AGENCY, INC., RKO Building, 1270 Sixth Ave., New York, N. Y.

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.

RODNEY PANTAGES, INC., 6233 Hollywood Blvd., Hollywood, Calif.

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DONNA PARKER PRODUCTIONS, 540 N. Michigan Ave., Chicago, Ill.

PHILIPS-ROBERTS, INC., 565 Fifth Ave. New York, N. Y.

RADIANT PRODUCTIONS, INC., 2 Lafayette St., New York, N. Y.

RADIO ORCHESTRA CORPORATION, 1619 Broadway, New York, N. Y.

RADIO PROGRAMME PRODUCERS, Keefer Bldg., Montreal, Que., Canada.

REBECCA & SILTON CO., INC., 6605 Hollywood Blvd., Hollywood, Calif.

REMINGTON PRODUCTIONS, 1585 Broadway, New York, N. Y.

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.

HARRY A. ROMM, INC., RKO Building, 1270 Sixth Ave., New York, N. Y.

THE ROTH AGENCY, 1619 Broadway, New York, N. Y.

AD SCHULBERG-SAM JAFFE, INC., 8555 Sunset Blvd., Hollywood, Calif.

SELVIAIR BROADCASTING SYSTEM, INC., 75 East Wacker Drive, Chicago, Ill.

MYRON SELZNICK & CO., INC., 9700 Wilshire Blvd., Beverly Hills, Calif.

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, Hermant 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.

TRANSRAY RECORDING & PRODUCTION CO., 10-18 McCaul St., Toronto, Ont., Canada.

UNITED BROADCASTING CO., 134 N. LaSalle St., Chicago, Ill.

RUDY VALLEE ORCHESTRA UNITS CORP., 9 Rockefeller Plaza, New York, N. Y.

A. GEORGE VOLCK, INC., California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif.

WLS ARTISTS BUREAU, 1230 W. Washington Blvd., Chicago, Ill.

WOR ARTISTS BUREAU, 1440 Broadway, New York, N. Y.

MILTON WEINBERG, 325 W. Eighth St., Los Angeles, Calif.

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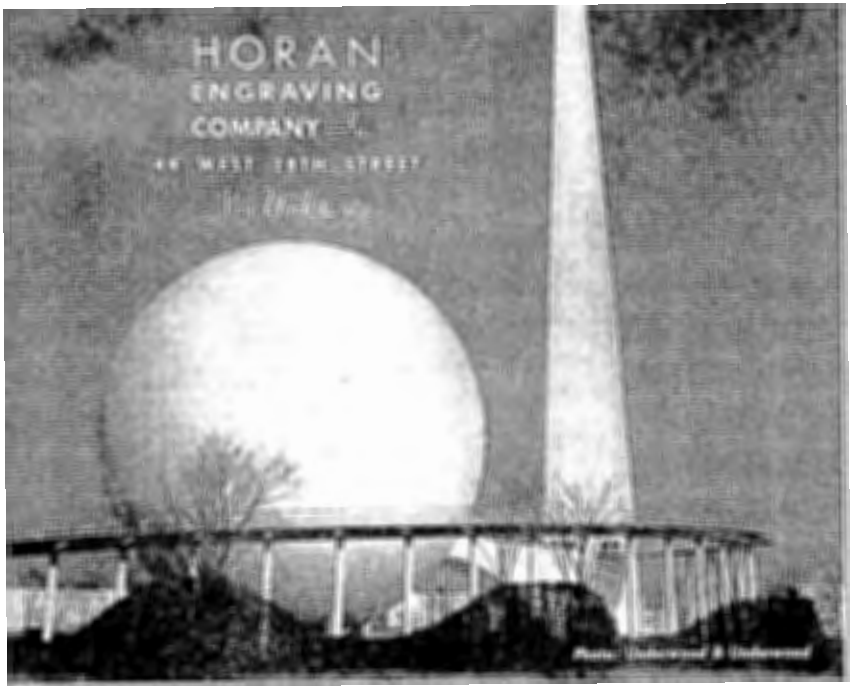

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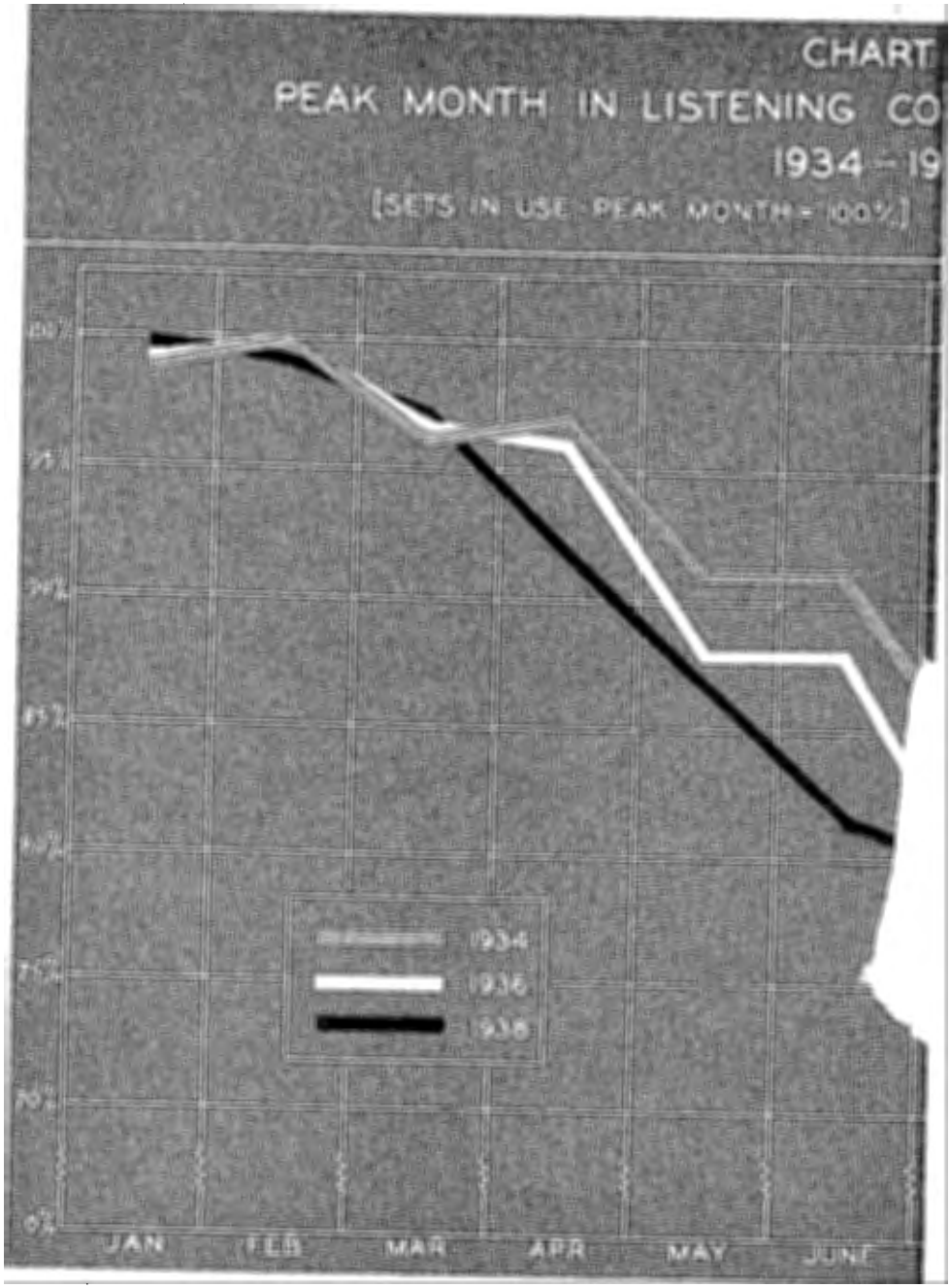

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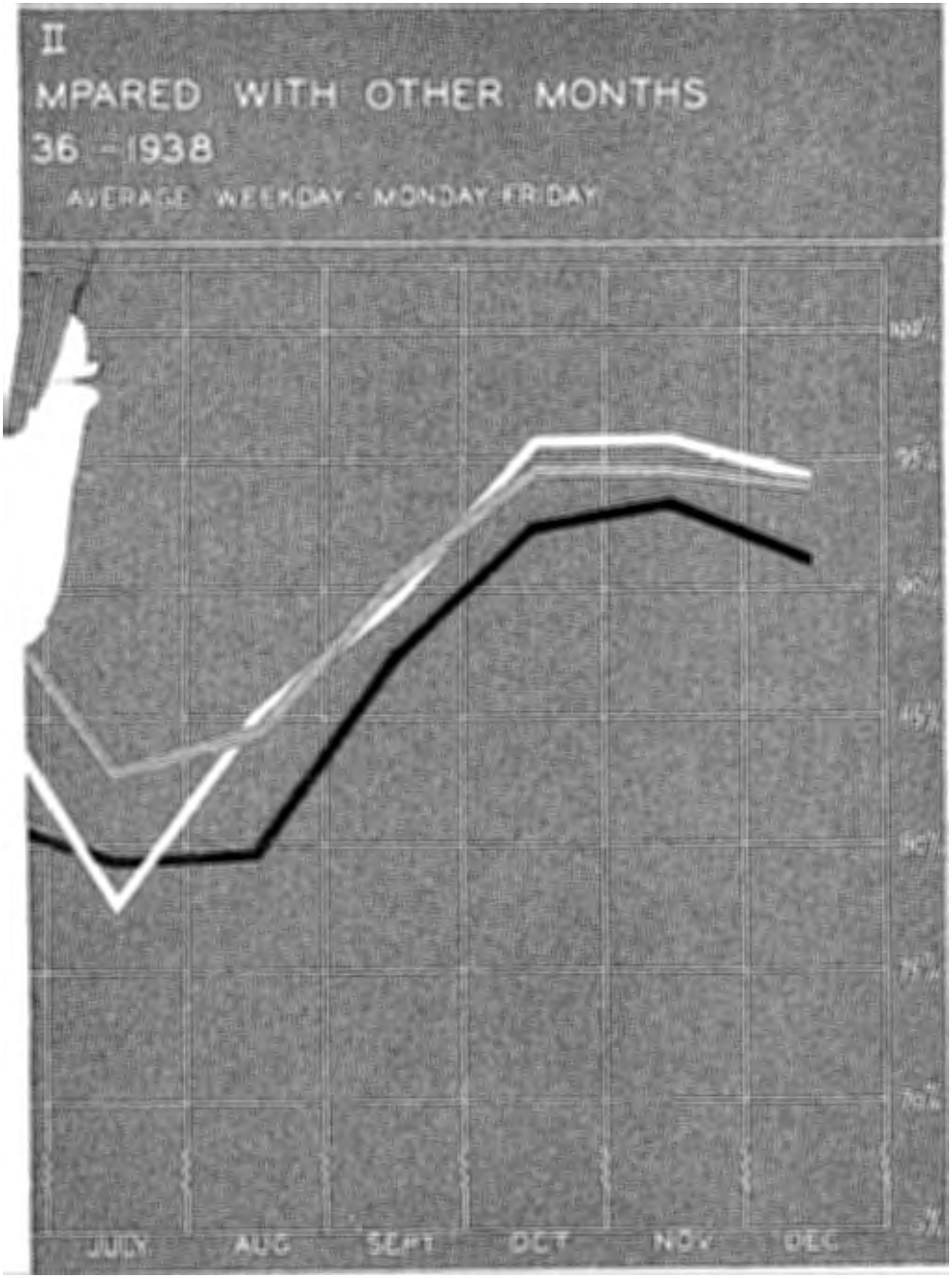

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ler) started with high ratings almost immediately, thus proving themselves exceptions to the rule. Major Bowes' initial program rated 18% in April, 1935, and the series rose to 40.7% in January, 1936. (Note: Major Bowes at that time was under the Chase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

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Rating With Current Sponsor	Months On Air Up to April 1939
Chase & Sanborn—Charlie McCarthy	42.3%	46.8%	Jan. 1939	May 1937	13.7%	24
Lux Radio Theatre	28.2%	32.5%	March 1939	*July 1935	8.4%	41
Kraft Music Hall—Bing Crosby	26.4%	32.1%	April 1938	Jan. 1936	15.2%	42½
Major Bowes' Amateur Hour—Chrysler	21.2%	25.3%	Nov. 1937	Sept. 1936	23.7%	‡32½
Town Hall—Fred Allen	20.7%	25.3%	Feb. 1939	†Oct. 1933	6.3%	54½
AVERAGE	27.7%	32.4%			13.5%	38.9

* 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.

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HISTORY OF 20 LEADERS—Continued

30-MINUTE EVENING PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Rating With Current Sponsor	Months On Air Up to April 1939
Jack Benny—Jell-O	35.7%	41.0%	Feb. 1938	Oct. 1934	17.6%	43½
Burns & Allen—Liggett & Myers	20.6%	21.6%	March 1939	Oct. 1938	20.0%	†7
Big Town—Ed. G. Robinson	20.2%	22.5%	Feb. 1939	Oct. 1937	8.1%	16½
Al Jolson—Lever Bros.	*20.2%	26.7%	Feb. 1938	Dec. 1936	13.5%	11
Cantor's Camel Caravan	20.1%	21.6%	March 1939	March 1938	19.1%	‡23½
AVERAGE	23.4%	26.7%			15.7%	20.3

* Five months' average. † On air for Grape-Nuts from April, 1937-July, 1938, and Campbell Tomato Juice from October, 1935-April, 1937. ‡ On air for Texas Co., 1936-1938, for Pebeco in 1935, for Chase & Sanborn in 1931-1934.

15-MINUTE EVENING PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Rating With Current Sponsor	Months On Air Up to April 1939
Lowell Thomas—Sunoco	12.5%	15.6%	March 1934 March 1935	June 1932	11.9%	83
Amos 'n' Andy—Campbell Soup Co. (Red & CBS)	12.3%	15.5%	Feb. 1938	Jan. 1938	15.4%	*16
Jergens Program — Walter Winchell	11.5%	13.1%	Feb. 1939	Dec. 1932	5.3%	77½
Irene Rich—Welch Grape Juice	8.0%	9.3%	Feb. 1939	Oct. 1933	2.7%	71
Hollywood Gossip—Jimmie Fidler (Red)	7.8%	10.2%	Sept. 1938	March 1937	6.8%	26
AVERAGE	10.4%	12.7%			8.4%	54.7

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

15-MINUTE DAYTIME PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Rating With Current Sponsor	Months On Air Up to April 1939
The Guiding Light—P. & G.	8.0%	9.1%	March 1939	Jan. 1937	2.3%	27
Ma Perkins — Procter & Gamble (Red)	7.8%	9.3%	March 1939	Dec. 1933	L. T.	65
*Pepper Young's Family—P. & G. (Red)	7.5%	8.4%	March 1939	Jan. 1936	1.5%	40
†Mary Marlin—P. & G. (Red)	7.2%	8.1%	March 1939	March 1937	4.8%	25
‡The Woman in White—Pillsbury	6.8%	8.3%	March 1938	Jan. 1938	7.4%	16
AVERAGE	7.5%	8.6%			3.4%	34.6

* 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.

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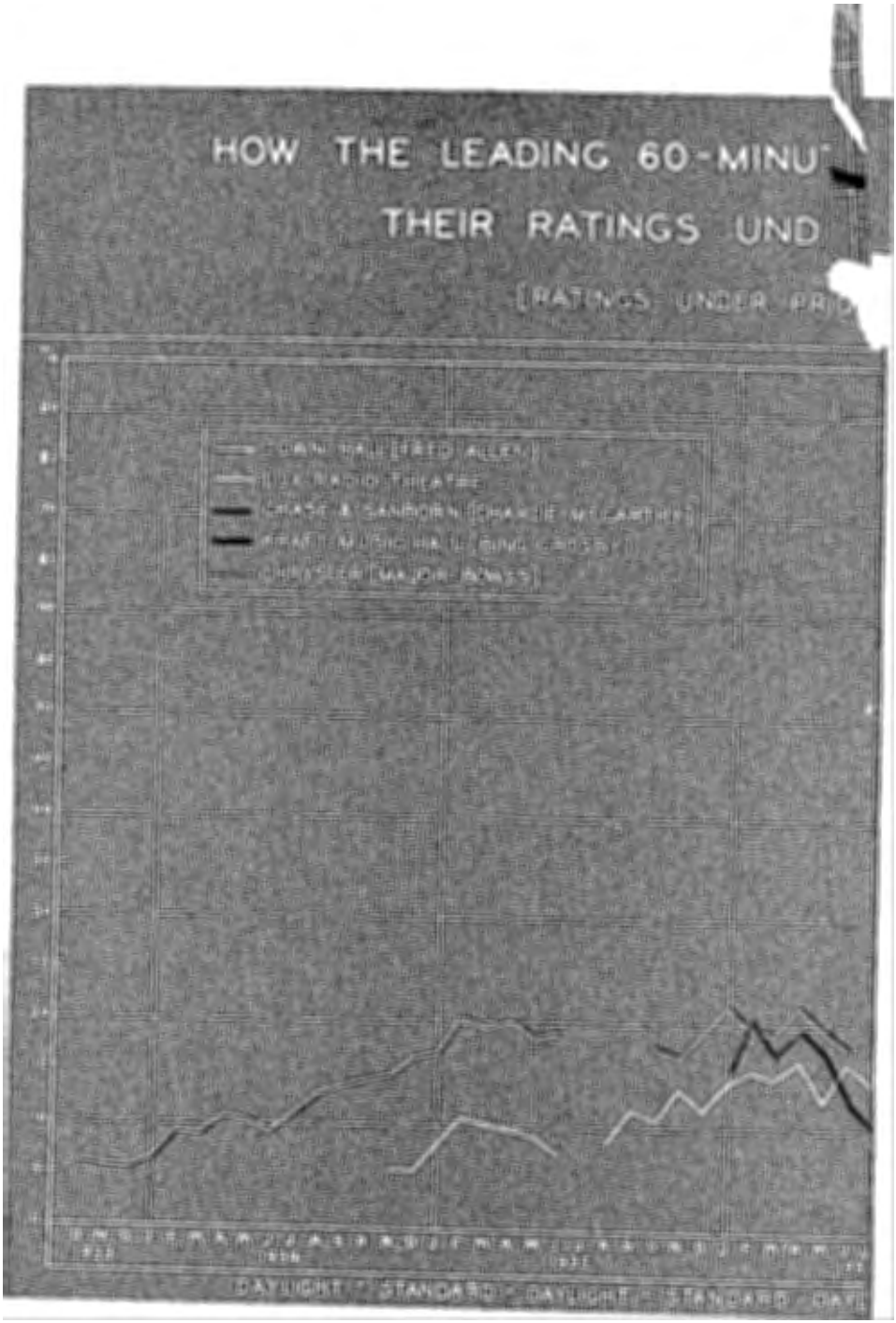

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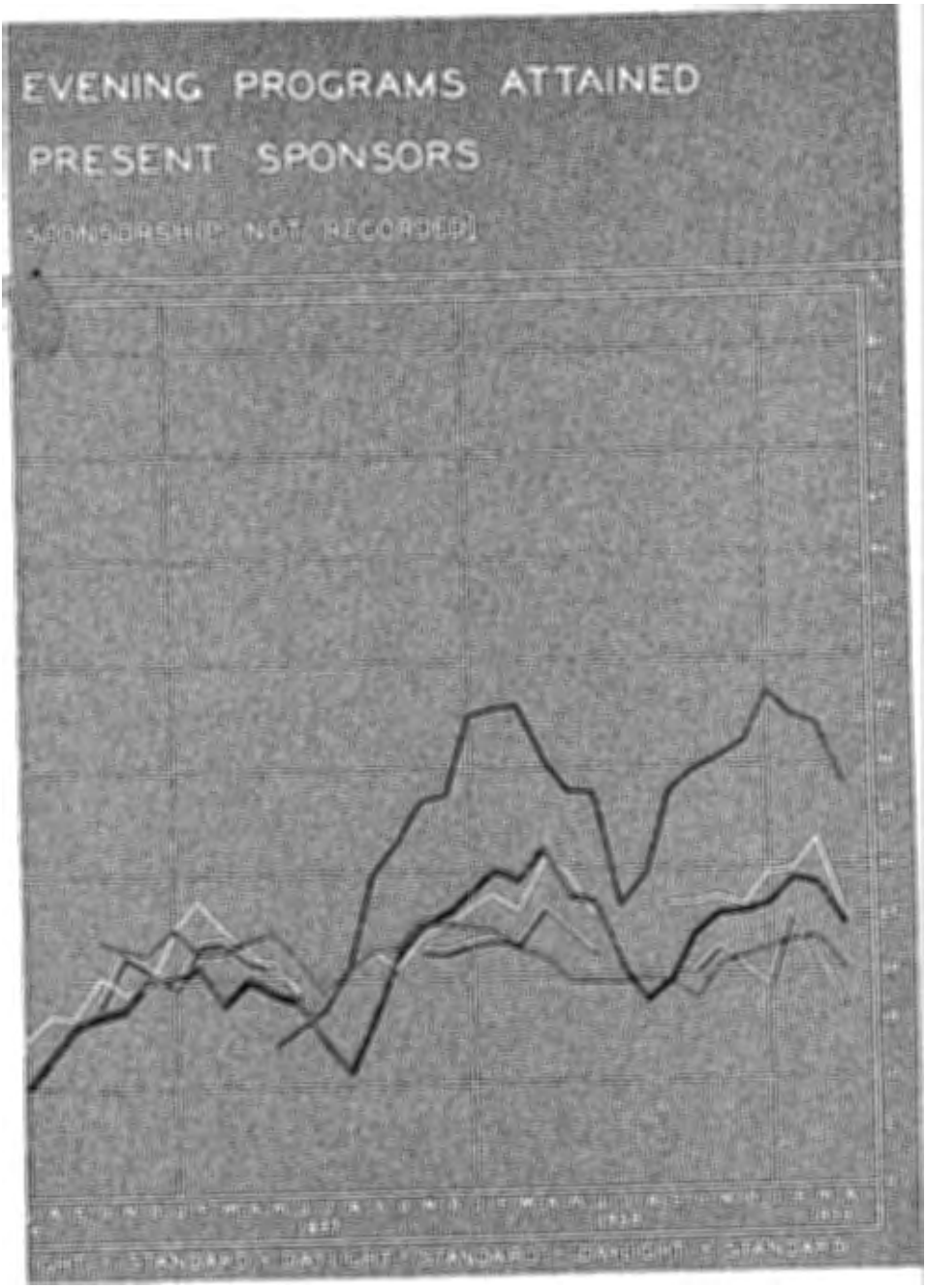

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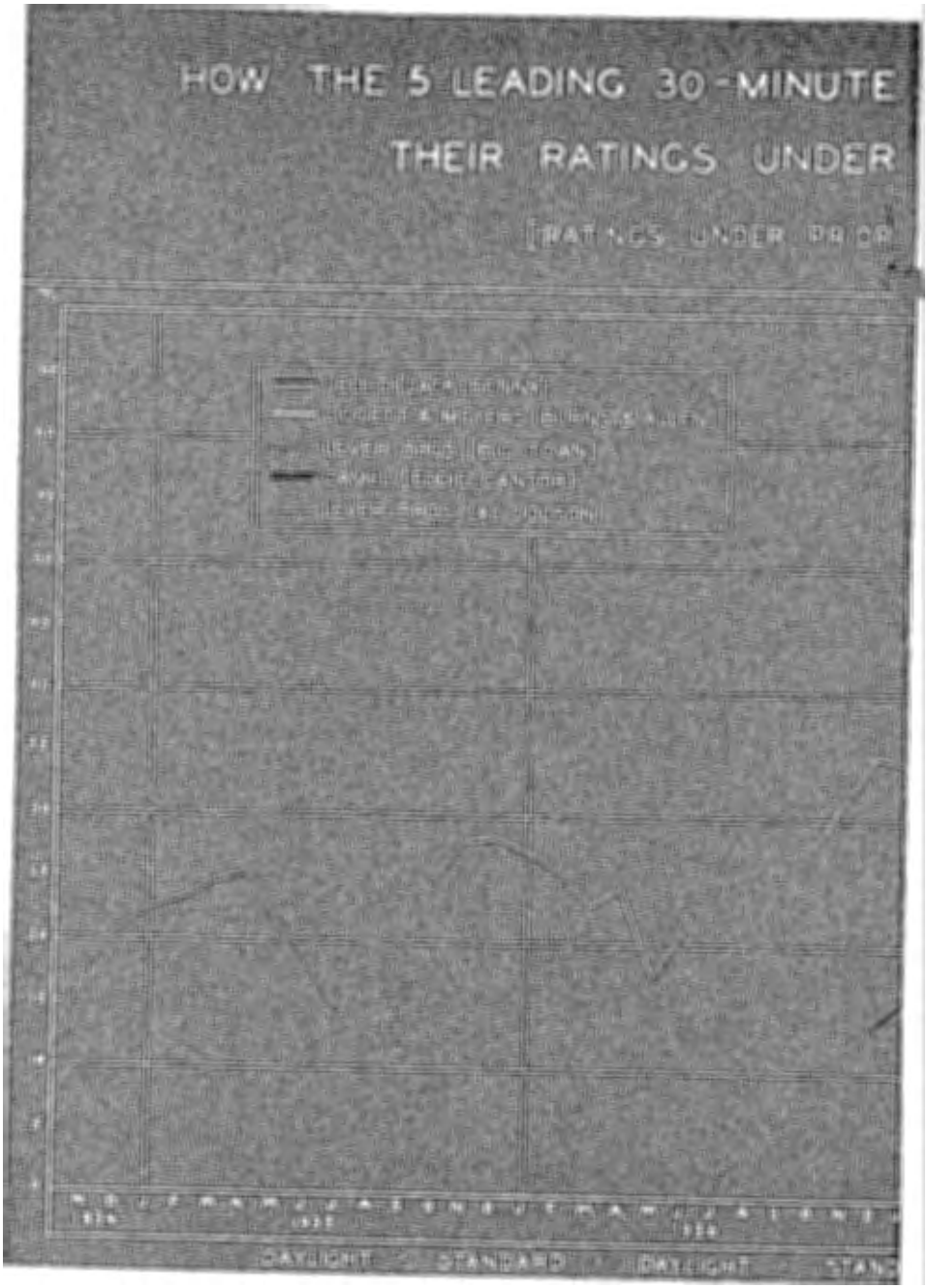

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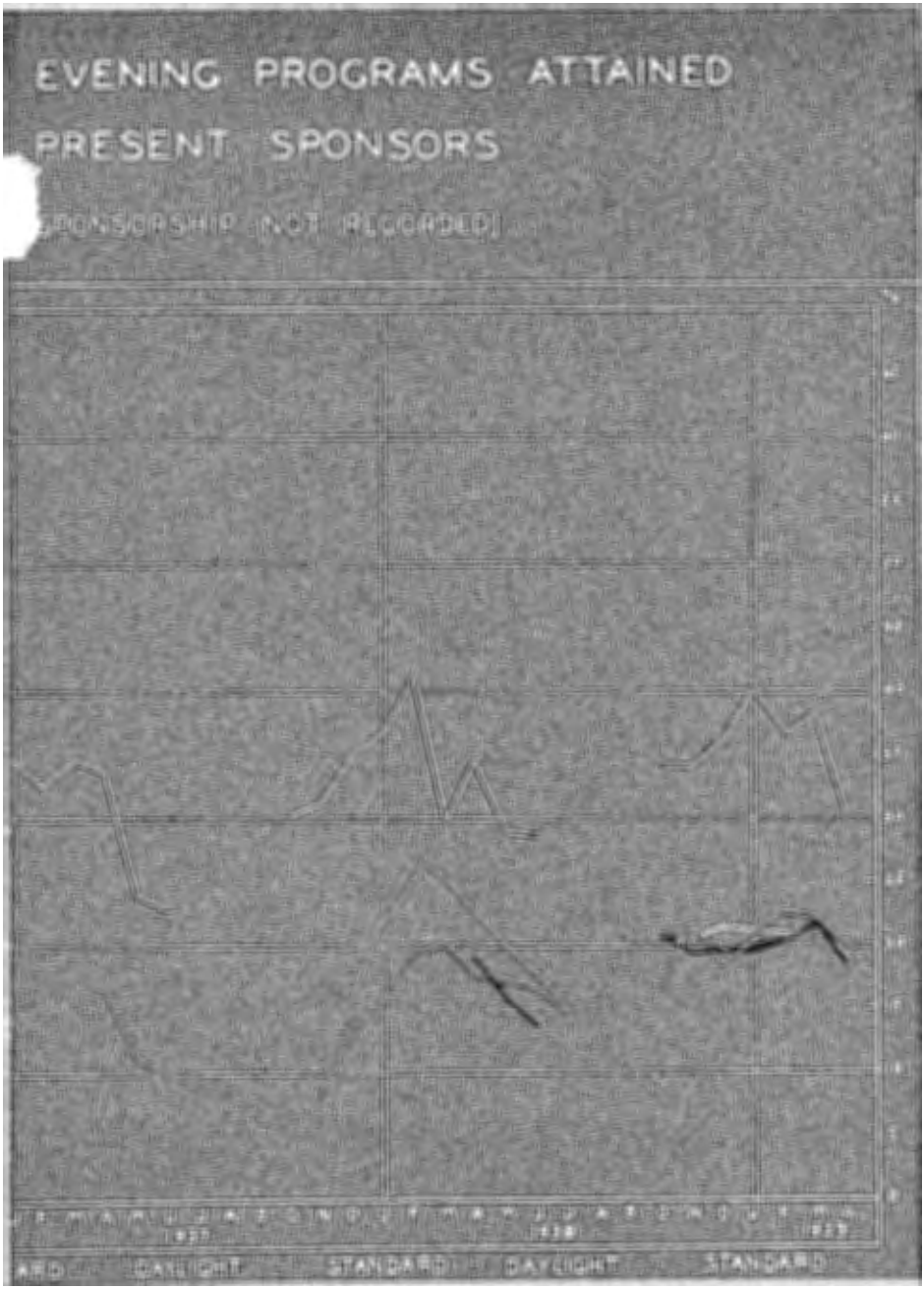

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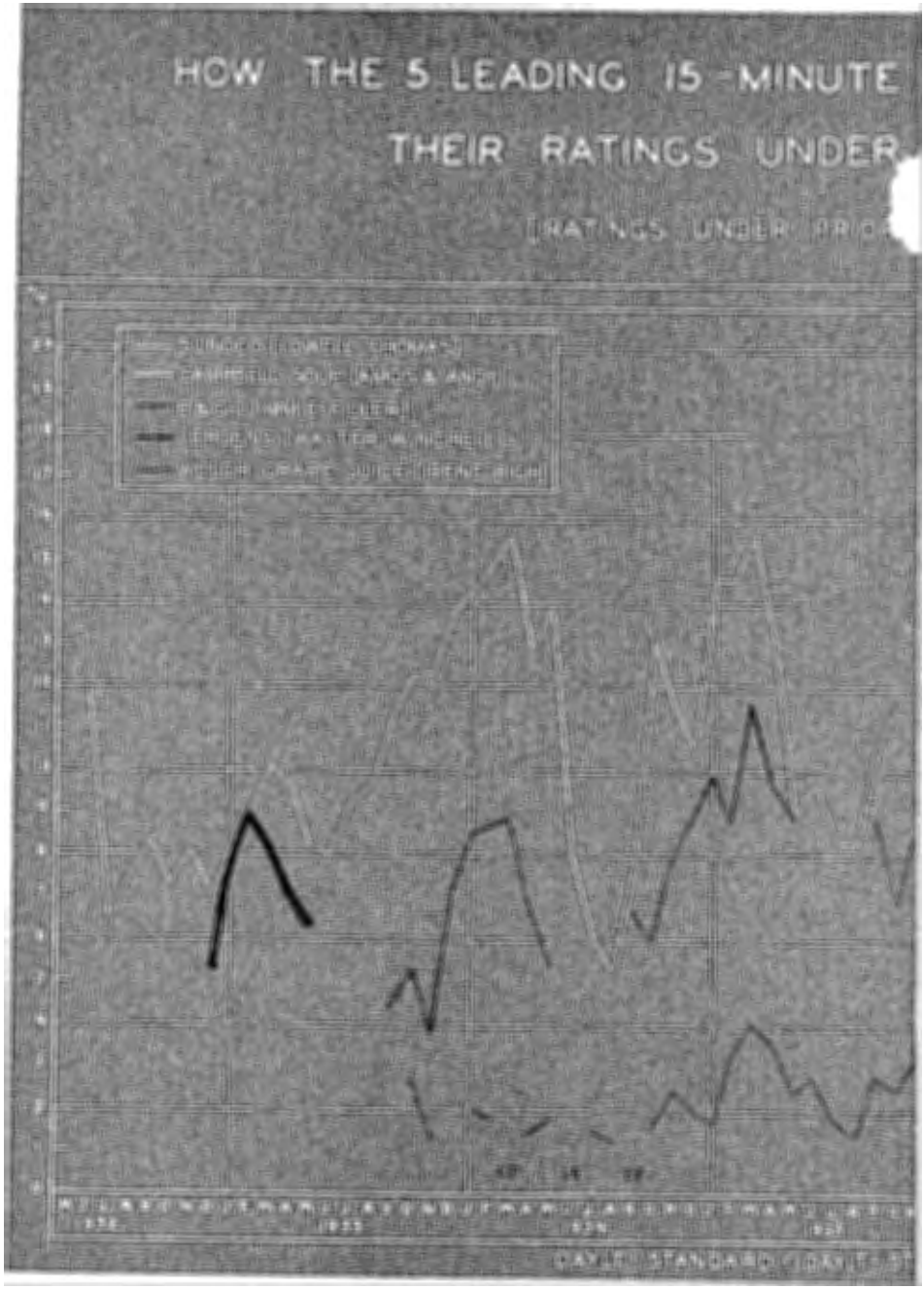

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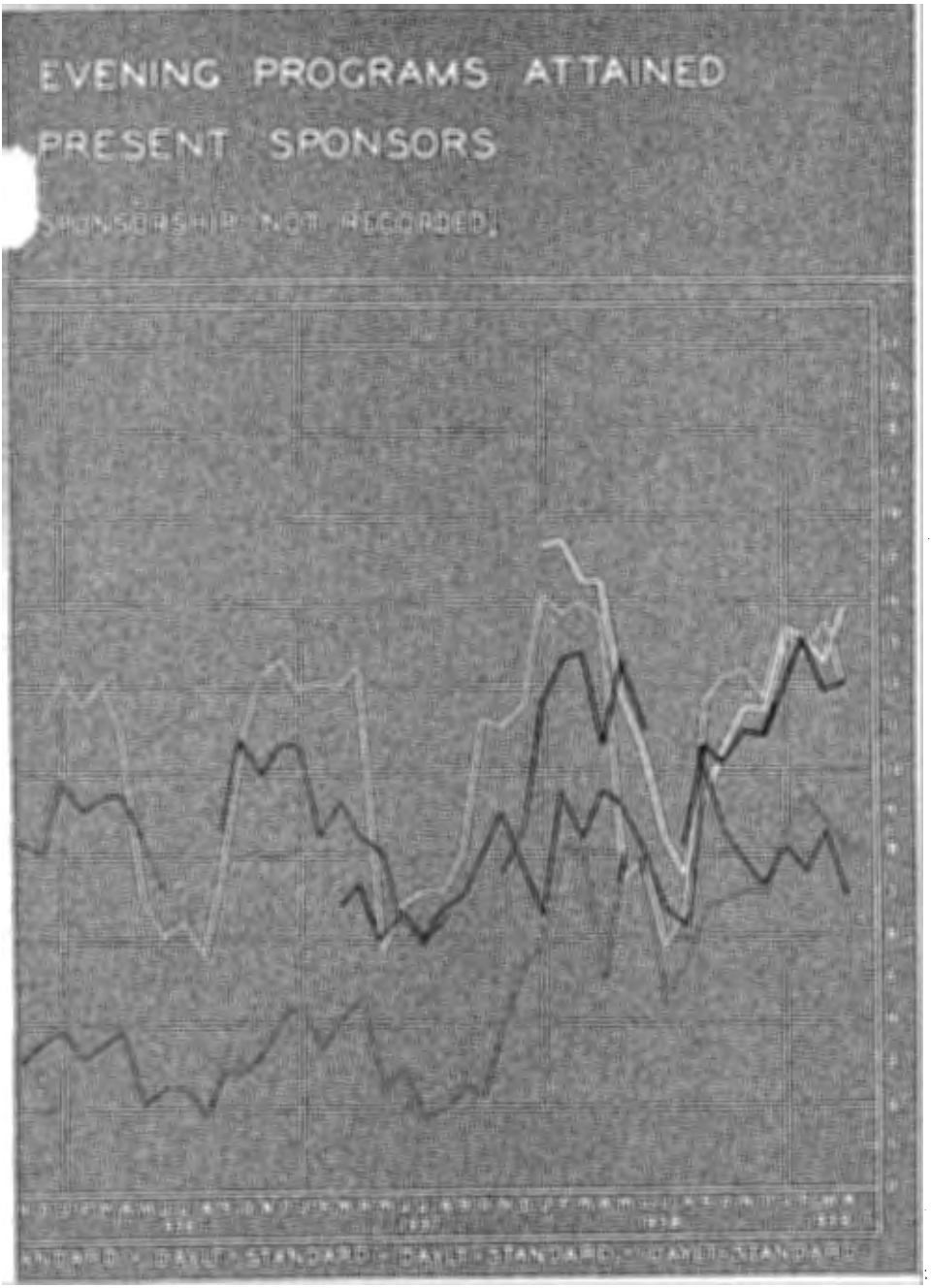

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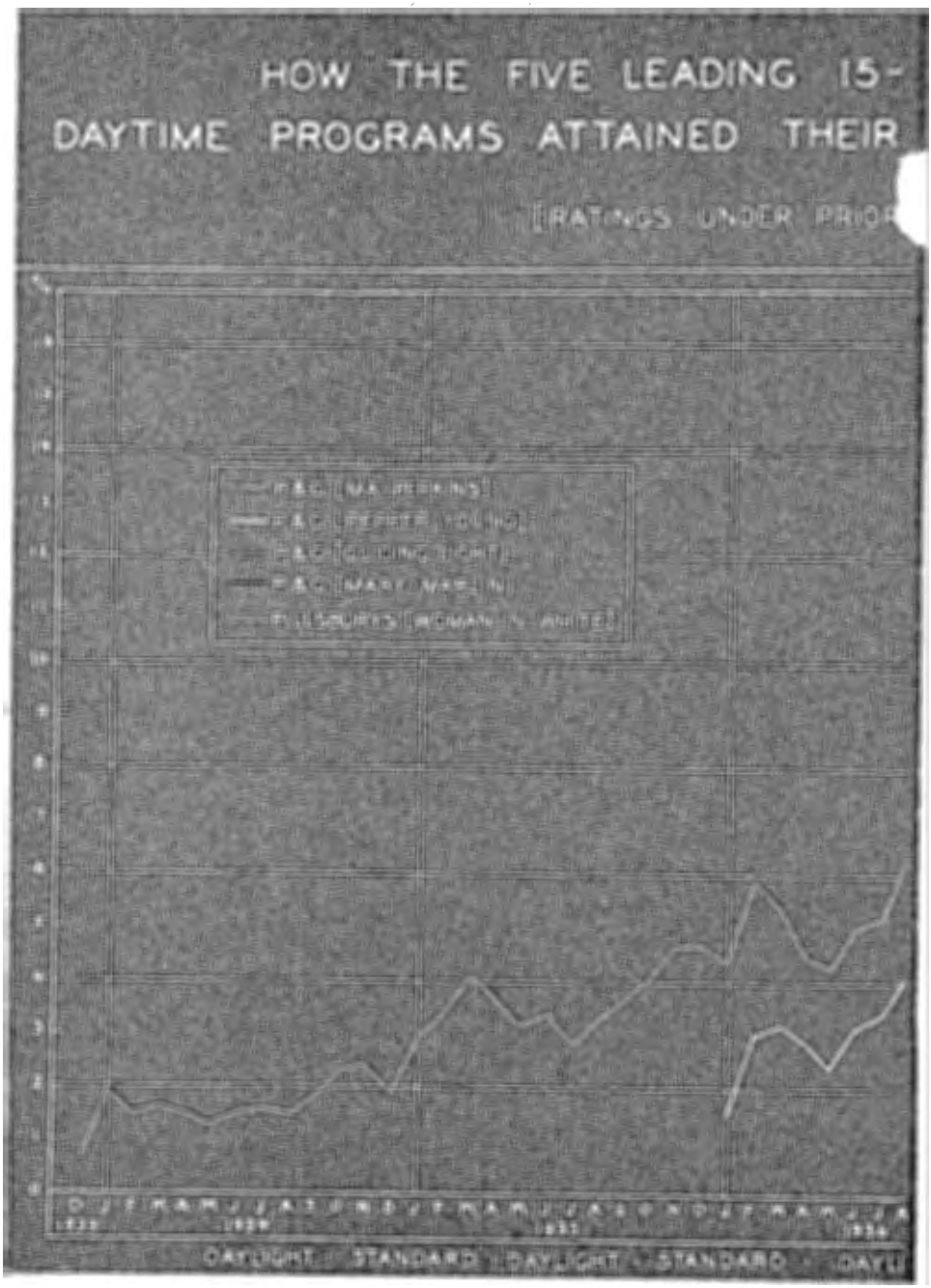

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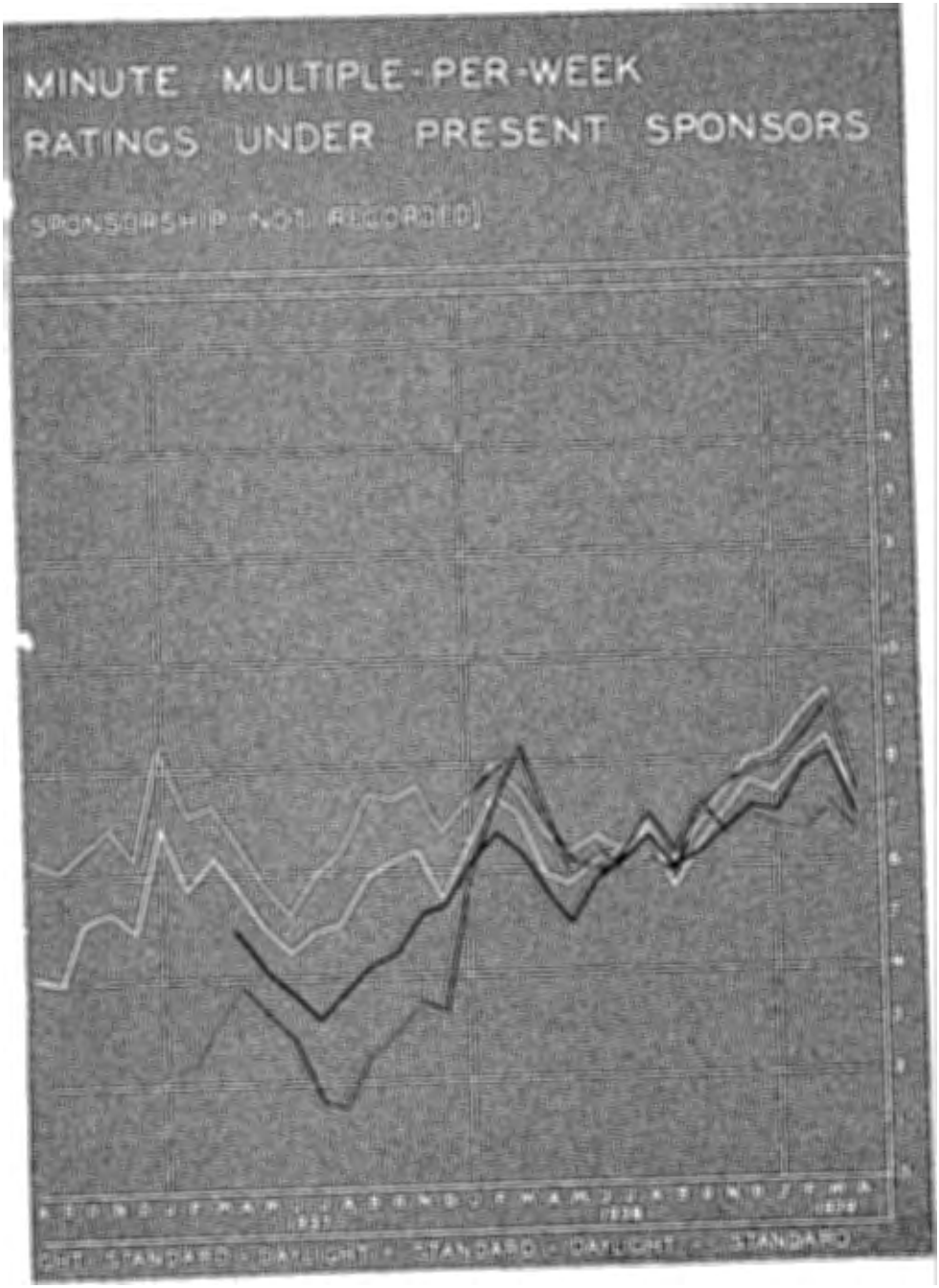

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INITIAL RATINGS AND THE SPONSORED LIFE OF PROGRAMS

(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 I: FULL-HOUR PROGRAMS

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

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.

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INITIAL RATINGS VS. SPONSORSHIP—Continued

TABLE II: 30-MINUTE PROGRAMS

Initial Rating	Average Life With Sponsor (Months)	Total No. Programs	No. Still Running April, 1939
0.0%-9.9%	*7.6+	52	2
10.0% or Over	*17.1+	11	1

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

Initial Rating	Average Life With Sponsor (Months)	Total No. Programs	No. Still Running April, 1939
0.0%-4.9%	5.1	24	None
5.0%-9.9%	13.5	4	None

*See footnote on page 146.

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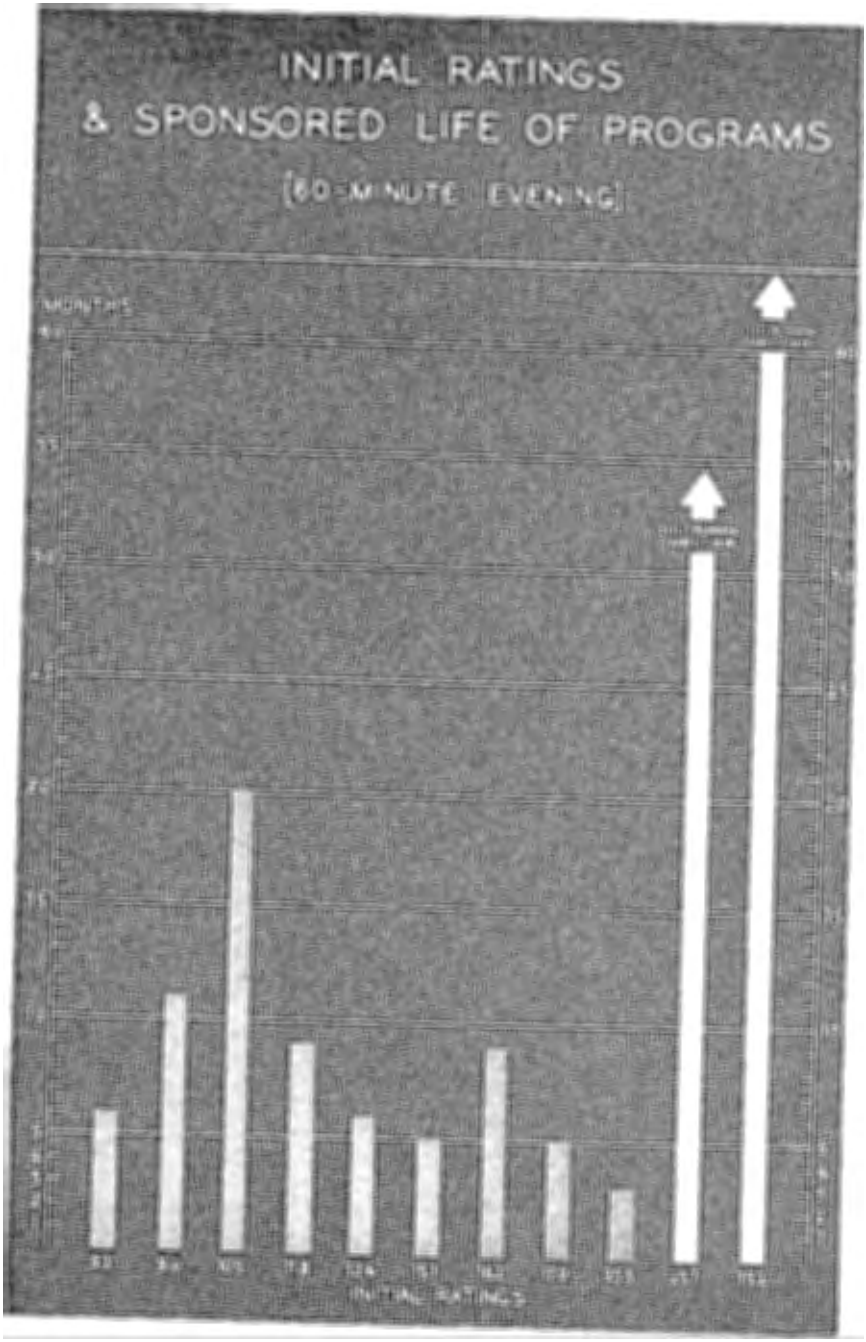

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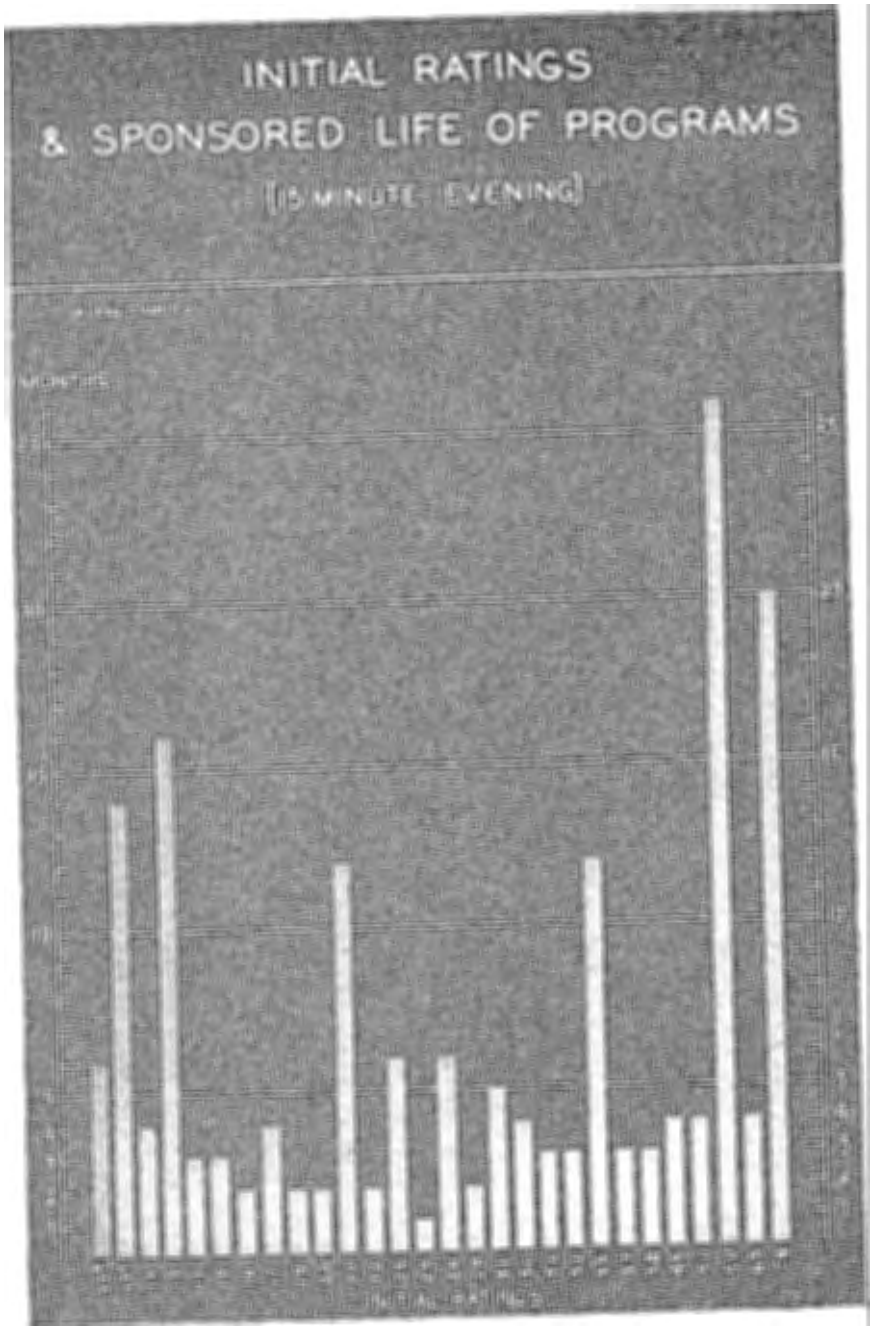

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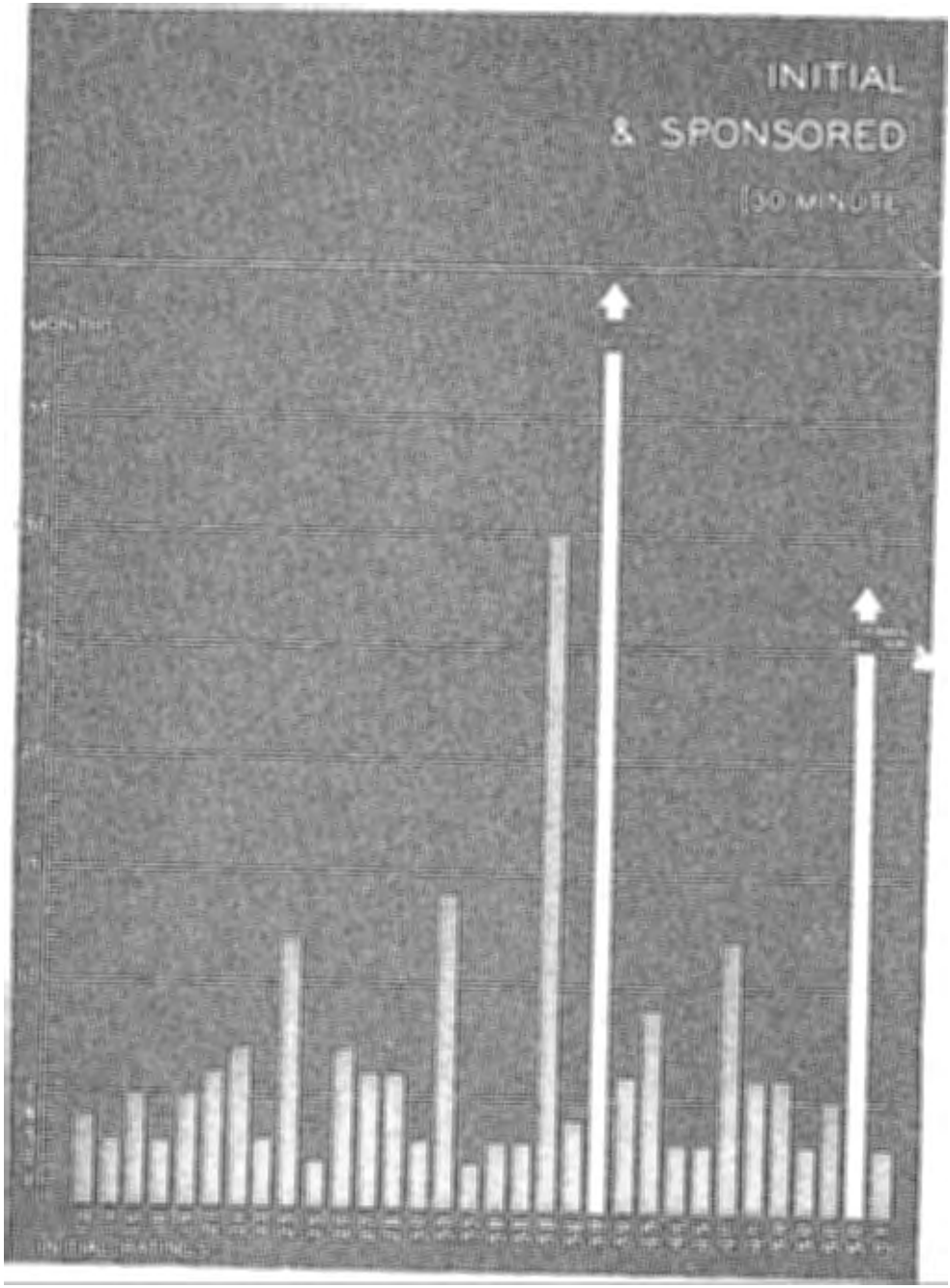

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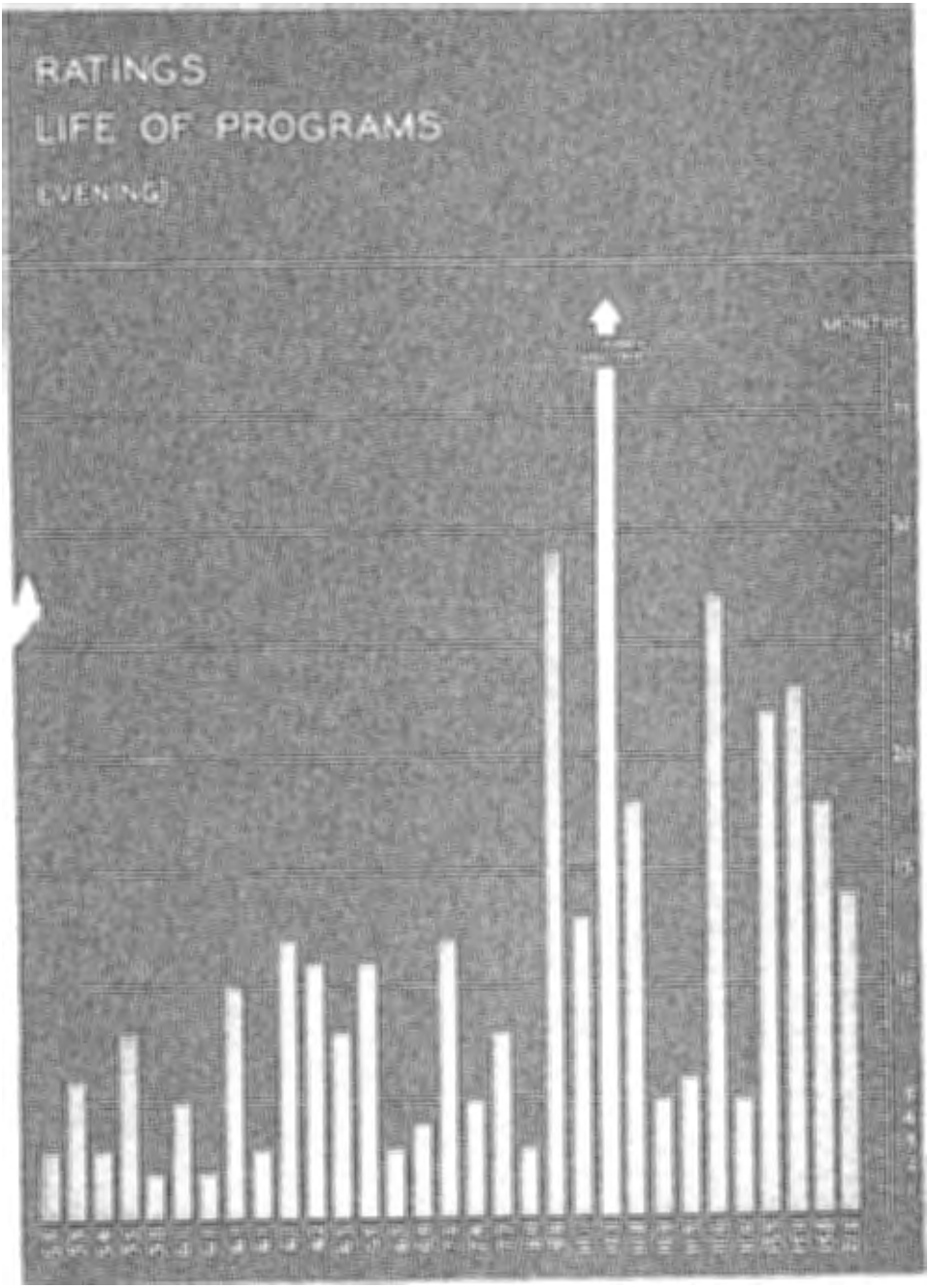

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RURAL RADIO

"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 herewith. All figures are as of Jan. 1, 1938.

The Joint Committee is composed of equal representation from the Assosociation 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

	Rural.	Urban.	Combined.
Total U. S. families	**13,721,000 (100%)**	18,920,000 (100%)	*32,641,000 (100%)*
Total radio families	**9,470,900 (69%)**	17,195,600 (91%)	*26,666,500 (82%)*
Radio homes with two or more sets	**549,312 (5.8%*)**	3,404,729 (19.8%*)	*3,954,041 (14.8%*)*
Median number of years radio families have owned sets	**7 years**	8.2 years	*7.7 years*
Radio families owning an automobile	**7,775,609 (82.1%*)**	11,675,812 (67.9%*)	*19,451,421 (72.9%*)*
Radio families owning an Auto-radio	**1,269,101 (13.4%*)**	3,370,338 (19.6%*)	*4,639,438 (17.4%*)*
Radio families listening sometime daily:			
AVERAGE WEEKDAY	**8,438,572 (89.1%*)**	13,825,262 (80.4%*)	*22,263,834 (83.5%*)*
SATURDAYS	**8,315,450 (87.8%*)**	13,189,025 (76.7%*)	*21,504,475 (80.6%*)*
SUNDAYS	**8,163,916 (86.2%*)**	13,189,025 (76.7%*)	*21,352,941 (80.1%*)*
AVERAGE 7 DAYS	**8,381,746 (88.5%*)**	13,722,089 (79.8%*)	*22,103,835 (82.9%*)*
Median hours of daily use of radio:			
BASED ON ALL SETS OWNED	**4:47 hours**	4:09 hours	*4:22 hours*
BASED ON SETS IN USE SOME TIME DURING THE TOTAL DAY	**5:18 hours**	5:12 hours	*5:14 hours*

* 100% = all radio homes.

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FAMILY SET OWNERSHIP: URBAN AND RURAL, AS OF JANUARY 1, 1938

STATE.	Urban* 1938 Radio Families.	Urban* Percent. Owner-ship.	Villages† 1938 Radio Families.	Villages† Percent. Owner-ship.	Farms 1938 Radio Families.	Farms Percent. Owner-ship.	Total Rural 1938 Radio Families.	Total Rural Percent. Owner-ship.	Total 1938 Radio Families.	Total Percent. Owner-ship.
Alabama	154,600	75	90,400	59	130,200	42	220,600	48	375,200	56
Arizona	33,100	89	33,100	72	13,400	64	46,500	69	79,600	77
Arkansas	88,100	78	57,500	55	109,200	39	166,700	43	254,800	51
California	1,287,100	94	275,600	97	157,100	96	432,700	96	1,719,800	95
Colorado	138,200	91	53,100	81	42,200	60	95,300	70	233,500	81
Connecticut	281,400	92	102,700	93	18,000	86	120,700	92	402,100	92
Delaware	30,800	90	17,700	84	9,100	76	26,800	81	57,600	86
District of Columbia	152,900	91	.....	..	.....	..	.....	..	152,900	91
Florida	189,500	80	79,300	59	29,100	42	108,400	53	297,900	67
Georgia	180,500	74	90,400	58	99,900	32	190,300	40	370,800	52
Idaho	34,200	90	30,600	81	33,900	71	64,500	75	98,700	80
Illinois	1,426,600	93	248,000	86	182,500	73	430,500	80	1,857,100	90
Indiana	480,300	92	173,000	90	163,500	74	336,500	82	816,800	87
Iowa	262,500	93	139,700	86	175,600	74	315,300	79	577,800	85
Kansas	189,300	93	97,500	78	81,000	47	178,500	60	367,800	73
Kentucky	208,600	86	121,600	70	164,700	56	286,300	61	494,900	70
Louisiana	168,100	78	56,300	51	73,000	40	129,300	44	297,400	58
Maine	79,700	91	85,300	94	36,100	86	121,400	91	201,100	91
Maryland	225,100	90	89,000	84	41,000	77	130,000	82	355,100	87
Massachusetts	912,100	92	88,300	96	18,800	94	107,100	96	1,019,200	92
Michigan	771,100	93	189,900	93	161,200	85	351,100	89	1,122,200	92
Minnesota	309,300	93	104,100	88	143,500	71	247,600	77	556,900	85
Mississippi	64,600	71	42,600	51	99,800	31	142,400	35	207,000	42
Missouri	525,600	94	154,800	76	142,400	47	297,200	58	822,800	77
Montana	44,400	91	32,800	78	37,400	73	70,200	75	114,600	81
Nebraska	120,100	93	72,200	82	91,800	68	164,000	74	284,100	81
Nevada	11,000	91	13,600	97	3,900	98	17,500	97	28,500	95
New Hampshire	69,700	91	39,000	91	15,700	98	54,700	93	124,400	92
New Jersey	845,400	94	149,300	92	27,800	90	177,100	91	1,022,500	93
New Mexico	23,700	88	23,100	59	15,500	43	38,600	51	62,300	61
New York	2,623,300	93	353,600	93	155,400	84	509,000	90	3,132,300	93
North Carolina	161,900	79	101,700	54	145,000	42	246,700	47	408,600	55
North Dakota	26,200	94	32,800	73	60,600	73	93,400	73	119,600	77
Ohio	1,130,200	93	297,900	96	213,400	85	511,300	91	1,641,500	92
Oklahoma	202,500	87	109,800	74	142,000	60	251,800	65	454,300	73
Oregon	147,000	94	76,400	98	62,000	97	138,400	97	285,400	95
Pennsylvania	1,553,900	92	495,700	88	156,800	78	652,500	85	2,206,400	90
Rhode Island	142,500	92	10,300	94	2,700	90	13,000	93	155,500	92
South Carolina	69,500	70	66,600	58	71,200	37	137,800	45	207,300	51
South Dakota	31,700	93	38,100	83	63,100	73	101,200	76	132,900	80
Tennessee	211,200	82	101,300	76	147,400	50	248,700	58	459,900	67
Texas	556,200	84	199,800	67	277,500	50	477,300	56	1,033,500	68
Utah	61,800	91	29,500	89	19,700	90	49,200	89	111,000	90
Vermont	30,000	91	35,600	94	23,000	82	58,600	89	88,600	90
Virginia	178,800	82	115,200	65	106,200	49	221,400	56	400,200	65
Washington	254,400	94	107,400	95	81,500	97	188,900	96	443,300	95
West Virginia	111,800	86	158,200	84	78,300	80	236,500	82	348,300	84
Wisconsin	377,000	93	110,000	80	125,700	65	235,700	71	612,700	83
Wyoming	18,100	90	19,700	86	12,000	63	31,700	75	49,800	80
GEOGRAPHIC DIVISIONS										
New England	1,515,400	92	361,200	94	114,300	88	475,500	92	1,990,900	92
Middle Atlantic	5,022,600	93	998,600	90	340,000	82	1,338,600	88	6,361,200	92
E. North Central	4,185,200	93	1,018,800	90	846,300	77	1,865,100	83	6,050,300	90
W. North Central	1,464,700	93	639,200	81	758,000	62	1,397,200	69	2,861,900	80
South Atlantic	1,300,800	82	718,100	66	579,800	45	1,297,900	54	2,598,700	65
E. South Central	639,000	80	355,900	65	542,100	45	898,000	51	1,537,000	60
W. South Central	1,014,900	83	423,400	64	601,700	48	1,025,100	53	2,040,000	65
Mountain	364,500	90	235,500	78	178,000	66	413,500	72	778,000	80
Pacific	1,688,500	94	459,400	97	300,600	96	760,000	96	2,448,500	95
U. S. totals	17,195,600	91	5,210,100	80	4,260,800	59	9,470,900	69	26,666,500	82

* 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

	VILLAGE				FARM				TOTAL RURAL			
	High	Middle	Low	U. S. Total	High	Middle	Low	U. S. Total	High	Middle	Low	U. S. Total
% families owning a radio....	95.0	84.0	61.0	80.0	83.0	59.0	35.0	59.0	89.0	71.0	47.0	69.0
% radio families with 2 or more home radio sets	11.8	4.2	1.6	6.3	9.0	3.3	1.6	5.2	10.5	3.8	1.6	5.8
Median number of years radio families have owned sets....	8.7	7.0	6.1	7.4	7.6	6.1	5.6	6.5	8.3	6.6	5.9	7.0
Median age of principal set...	3.4	3.6	3.7	3.5	2.9	3.2	3.2	3.0	3.1	3.4	3.5	3.3
% radio families with set in working order*	98.8	97.4	96.1	97.6	96.5	95.5	92.0	95.2	97.8	96.6	94.4	96.6
% radio families owning an automobile.....	89.9	76.8	57.9	77.0	95.0	89.6	75.2	88.7	92.3	82.2	65.0	82.1
% radio families owning an Auto-Radio	24.8	11.6	4.4	14.7	20.0	7.7	3.9	11.8	22.6	10.0	4.2	13.4
% Radio-Auto families owning an Auto-Radio	27.7	15.2	7.6	19.1	21.1	8.7	5.3	13.4	24.6	12.2	6.5	16.5
% of total auto families owning Auto-Radio ...	27.3	14.6	6.8	18.1	19.6	7.8	4.6	11.4	23.5	11.1	5.6	14.6

* 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)

	VILLAGE				FARM				TOTAL RURAL			
	Avge W'kday	Satur-day	Sun-day	7-Day Avge	Avge W'kday	Satur-day	Sun-day	7-Day Avge	Avge W'kday	Satur-day	Sun-day	7-Day Avge
BY ECONOMIC GROUPS												
High	4:58	4:48	4:26	4:48	5:12	4:58	5:04	5:07	5:05	4:53	4:40	4:58
Middle	4:58	4:47	4:22	4:47	4:53	4:53	4:40	4:50	4:55	4:49	4:27	4:48
Low	4:38	4:40	4:08	4:26	4:20	4:49	4:18	4:25	4:29	4:45	4:12	4:26
BY GEOGRAPHIC AREAS												
New England.	5:17	4:56	4:40	5:07	5:07	7:06	4:18	5:08	5:13	5:27	4:27	5:07
Middle Atlantic	4:39	4:24	4:08	4:23	4:51	4:29	5:09	4:54	4:43	4:26	4:28	4:33
East North Central ...	5:10	4:26	4:24	4:50	5:17	5:49	4:14	5:10	5:13	5:10	4:20	5:01
West North Central ...	4:15	4:20	3:57	4:13	4:03	4:02	4:07	4:03	4:09	4:11	4:02	4:09
South Atlantic	4:25	5:08	3:49	4:21	4:19	4:29	5:07	4:27	4:22	4:46	4:11	4:24
East South Central ...	4:15	4:19	4:24	4:19	3:24	4:39	4:39	4:04	3:58	4:27	4:27	4:14
West South Central ...	5:17	5:25	5:26	5:20	5:34	5:06	5:15	5:28	5:25	5:19	5:23	5:23
Mountain	5:14	4:39	4:04	4:47	5:03	5:15	4:55	4:59	5:08	4:53	4:16	4:52
Pacific	6:03	5:53	5:47	5:57	6:57	4:49	5:22	5:40	6:21	5:17	5:29	5:51
TOTAL U. S..	4:54	4:46	4:19	4:42	4:55	4:54	4:43	4:52	4:54	4:50	4:26	4:47

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

No. of Years Families Have Owned Sets	Village Hrs.	Village Min.	Farm Hrs.	Farm Min.	Total Rural Hrs.	Total Rural Min.
2 years or less	4	25	4	28	4	27
3 and 4 years	4	38	4	34	4	36
5 and 6 years	4	25	5	04	4	39
7 and 8 years	4	48	5	06	4	57
9 years and over	4	59	5	06	5	02
Median based on all sets owned	4	42	4	52	4	47

RURAL OWNERSHIP FACTORS BY GEOGRAPHIC AREAS

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

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RURAL SETS IN USE BY HALF-HOURS: MONDAY-FRIDAY AVERAGE

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

PERIOD.	EASTERN.*	CENTRAL.*	MOUNTAIN.*	PACIFIC.*	U.S. TOT.†
MORNING:	Percent.	Percent.	Percent.	Percent.	Percent.
6:00- 6:30 A.M.....	6.6 (3.1)	18.4 (8.5)	6.7 (5.4)	4.6 (2.8)	‡.....
6:30- 7:00 A.M.....	12.6 (6.5)	26.4 (14.3)	17.4 (9.7)	21.0 (6.4)	‡.....
7:00- 7:30 A.M.....	23.0 (20.1)	34.6 (30.2)	39.6 (27.2)	38.4 (26.7)	‡.....
7:30- 8:00 A.M.....	21.5 (21.2)	31.7 (30.4)	31.5 (26.3)	40.6 (28.2)	‡.....
8:00- 8:30 A.M.....	22.5 (24.2)	25.5 (32.2)	28.5 (25.1)	35.6 (29.5)	‡.....
8:30- 9:00 A.M.....	20.5 (20.7)	24.7 (31.5)	24.8 (23.0)	34.7 (28.2)	‡.....
9:00- 9:30 A.M.....	23.0 (24.3)	25.2 (31.8)	21.8 (23.6)	26.5 (27.5)	23.8 (25.4)
9:30-10:00 A.M.....	22.7 (25.2)	25.9 (30.3)	20.8 (26.6)	33.8 (31.0)	24.1 (25.9)
10:00-10:30 A.M.....	28.0 (27.4)	22.7 (26.9)	18.8 (28.7)	31.1 (36.4)	27.2 (28.9)
10:30-11:00 A.M.....	26.4 (27.4)	19.7 (24.7)	20.5 (28.4)	30.6 (35.6)	27.1 (28.4)
11:00-11:30 A.M.....	27.1 (26.1)	19.7 (22.9)	22.1 (26.9)	36.5 (34.9)	25.0 (26.6)
11:30-12:00 Noon.....	31.1 (29.0)	27.2 (26.5)	26.5 (25.4)	46.6 (35.9)	24.5 (27.2)
6:00-12:00 Noon.....	59.5 (57.5)	61.8 (64.6)	60.4 (54.1)	70.8 (60.8)	61.7 (60.3)
AFTERNOON:					
12:00-12:30 P.M.....	36.6 (33.4)	46.6 (36.2)	42.6 (34.4)	52.1 (40.2)	25.6 (28.6)
12:30- 1:00 P.M.....	31.8 (29.8)	44.1 (35.6)	33.9 (31.4)	49.8 (37.4)	28.8 (28.6)
1:00- 1:30 P.M.....	21.5 (23.4)	19.9 (20.3)	21.1 (25.7)	34.2 (27.2)	36.3 (29.6)
1:30- 2:00 P.M.....	16.0 (20.0)	18.1 (18.8)	19.1 (24.8)	26.5 (24.4)	33.3 (27.6)
2:00- 2:30 P.M.....	15.6 (18.1)	18.9 (20.4)	16.4 (22.1)	16.9 (23.4)	20.8 (21.3)
2:30- 3:00 P.M.....	15.4 (17.4)	18.7 (19.5)	15.1 (20.8)	16.4 (22.1)	20.1 (20.3)
3:00- 3:30 P.M.....	17.2 (19.5)	17.1 (18.4)	12.4 (18.1)	14.6 (24.2)	20.9 (22.1)
3:30- 4:00 P.M.....	17.4 (18.6)	14.5 (17.0)	10.7 (15.1)	14.2 (24.7)	20.6 (21.0)
4:00- 4:30 P.M.....	18.0 (18.8)	14.5 (17.0)	11.7 (17.8)	14.2 (25.7)	18.6 (19.6)
4:30- 5:00 P.M.....	17.8 (18.7)	14.4 (16.5)	14.4 (21.1)	17.4 (24.9)	16.5 (18.7)
5:00- 5:30 P.M.....	21.4 (22.1)	21.1 (21.4)	20.1 (27.2)	28.8 (34.1)	16.8 (20.1)
5:30- 6:00 P.M.....	25.6 (27.7)	27.5 (26.5)	26.5 (32.0)	38.4 (39.4)	18.0 (22.3)
12:00- 6:00 P.M.....	61.7 (58.5)	66.2 (62.1)	59.7 (61.3)	71.7 (64.4)	64.9 (60.5)
6:00 A.M-6:00 P.M..	74.0 (72.8)	77.5 (76.7)	73.8 (71.6)	79.5 (76.3)	76.4 (72.7)
EVENING:					
6:00- 6:30 P.M.....	45.5 (48.4)	49.9 (52.8)	50.3 (56.5)	65.3 (64.9)	28.0 (34.5)
6:30- 7:00 P.M.....	54.4 (55.5)	58.2 (58.5)	57.7 (62.8)	67.1 (67.9)	34.5 (40.0)
7:00- 7:30 P.M.....	73.6 (68.5)	65.9 (63.5)	67.1 (74.3)	85.4 (79.9)	53.5 (56.6)
7:30- 8:00 P.M.....	72.1 (67.3)	64.7 (61.4)	70.1 (72.5)	84.5 (79.9)	58.2 (58.4)
8:00- 8:30 P.M.....	67.4 (65.0)	55.2 (57.4)	70.1 (73.1)	84.5 (84.0)	62.9 (61.2)
8:30- 9:00 P.M.....	61.9 (61.9)	48.9 (52.5)	65.8 (66.2)	84.0 (81.9)	61.5 (59.7)
9:00- 9:30 P.M.....	35.2 (46.1)	27.3 (32.9)	42.6 (43.8)	58.4 (66.7)	50.1 (53.4)
9:30-10:00 P.M.....	26.7 (39.3)	18.0 (25.3)	19.8 (29.6)	35.2 (54.2)	44.1 (48.5)
10:00-10:30 P.M.....	9.6 (19.7)	5.8 (11.4)	4.7 (15.1)	7.8 (12.7)	27.9 (32.8)
10:30-11:00 P.M.....	5.8 (11.4)	3.2 (6.1)	2.3 (8.5)	1.4 (5.6)	21.2 (25.6)
11:00-11:30 P.M.....	1.1 (3.9)	1.1 (2.6)	... (2.7)	... (1.5)	11.8 (16.0)
11:30-12:00 Mid.....	.4 (2.4)	.9 (1.8)	.3 (1.5)	... (1.8)	9.0 (12.5)
6:00 P.M.-12:00 Mid.	82.4 (82.6)	80.6 (79.8)	80.2 (86.1)	89.5 (91.3)	81.8 (82.5)
6:00 A.M.-12.00 Mid.	88.6 (90.2)	86.6 (88.3)	83.6 (90.9)	95.0 (96.2)	87.7 (90.1)

* 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.

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RURAL SETS IN USE BY HALF-HOURS: SATURDAY ONLY

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

PERIOD.	EASTERN.*	CENTRAL.*	MOUNTAIN.*	PACIFIC.*	U.S. TOT.†
MORNING:	Percent.	Percent.	Percent.	Percent.	Percent.
6:00- 6:30 A.M.....	5.0 (1.5)	19.2 (9.0)	11.6 (3.0)	1.1 (...)	‡.....
6:30- 7:00 A.M.....	7.6 (4.4)	26.3 (13.6)	21.1 (8.9)	4.0 (...)	‡.....
7:00- 7:30 A.M.....	23.2 (15.5)	40.5 (27.9)	32.6 (37.6)	28.4 (16.2)	‡.....
7:30- 8:00 A.M.....	23.4 (15.3)	36.4 (27.5)	32.6 (39.6)	29.0 (22.1)	‡.....
8:00- 8:30 A.M.....	29.1 (20.6)	31.5 (27.9)	27.4 (40.6)	28.4 (33.8)	‡.....
8:30- 9:00 A.M.....	25.7 (19.7)	29.7 (26.7)	22.1 (28.7)	25.0 (30.1)	‡.....
9:00- 9:30 A.M.....	24.5 (25.1)	27.4 (26.2)	18.9 (29.7)	19.9 (34.6)	27.1 (24.4)
9:30-10:00 A.M.....	25.0 (23.7)	26.6 (25.8)	18.9 (24.8)	21.6 (35.3)	26.5 (23.4)
10:00-10:30 A.M.....	29.0 (26.7)	23.9 (24.5)	23.2 (23.8)	28.4 (35.3)	28.0 (26.2)
10:30-11:00 A.M.....	27.1 (27.2)	21.4 (24.1)	20.0 (21.8)	29.0 (34.6)	26.7 (26.3)
11:00-11:30 A.M.....	27.0 (24.9)	22.7 (21.0)	18.9 (20.8)	39.2 (32.4)	25.0 (25.8)
11:30-12:00 Noon.....	29.4 (27.8)	29.7 (22.8)	25.3 (25.7)	43.2 (32.4)	24.1 (26.5)
6:00-12:00 Noon.....	56.8 (51.5)	66.1 (58.8)	52.6 (60.4)	61.9 (54.4)	62.2 (55.0)
AFTERNOON:					
12:00-12:30 P.M.....	36.7 (27.7)	47.2 (35.2)	36.8 (23.8)	54.5 (30.9)	27.0 (25.6)
12:30- 1:00 P.M.....	32.0 (23.8)	42.8 (36.1)	32.6 (23.8)	50.6 (29.4)	29.4 (24.4)
1:00- 1:30 P.M.....	24.1 (23.4)	19.7 (24.8)	17.9 (18.8)	18.7 (17.6)	37.1 (28.9)
1:30- 2:00 P.M.....	21.7 (24.2)	18.3 (24.8)	14.7 (18.8)	18.2 (18.4)	34.2 (29.8)
2:00- 2:30 P.M.....	25.3 (29.7)	18.9 (28.9)	15.8 (17.8)	13.1 (29.4)	23.7 (27.8)
2:30- 3:00 P.M.....	25.8 (31.2)	19.3 (29.3)	13.7 (15.8)	16.5 (32.4)	23.2 (28.5)
3:00- 3:30 P.M.....	27.3 (33.9)	18.9 (28.5)	14.7 (14.9)	19.9 (35.3)	24.2 (31.0)
3:30- 4:00 P.M.....	27.4 (34.0)	18.9 (27.2)	16.8 (15.8)	19.9 (35.3)	24.0 (30.9)
4:00- 4:30 P.M.....	25.0 (33.7)	17.5 (25.0)	16.8 (16.8)	26.7 (40.4)	20.7 (29.5)
4:30- 5:00 P.M.....	24.1 (32.0)	18.0 (22.2)	20.0 (17.8)	26.7 (40.4)	20.3 (28.2)
5:00- 5:30 P.M.....	23.7 (29.9)	19.2 (22.2)	24.2 (21.8)	40.9 (51.5)	19.0 (27.3)
5:30- 6:00 P.M.....	24.1 (30.0)	23.4 (24.2)	23.2 (24.8)	40.3 (54.4)	19.8 (26.6)
12:00- 6:00 P.M.....	61.5 (61.8)	65.1 (64.8)	51.6 (47.5)	76.1 (78.7)	64.1 (63.9)
6:00 A.M.-6:00 P.M..	72.9 (71.8)	78.8 (77.5)	62.1 (73.3)	83.5 (86.0)	76.5 (75.4)
EVENING:					
6:00- 6:30 P.M.....	41.3 (43.7)	45.5 (46.0)	36.8 (41.6)	57.4 (57.4)	26.2 (33.5)
6:30- 7:00 P.M.....	45.5 (47.6)	47.9 (51.4)	38.9 (50.5)	58.0 (57.4)	30.1 (36.2)
7:00- 7:30 P.M.....	60.3 (59.2)	54.3 (55.2)	45.3 (59.4)	69.9 (55.1)	47.9 (50.7)
7:30- 8:00 P.M.....	60.8 (58.9)	52.8 (53.2)	50.5 (58.4)	69.9 (52.2)	49.3 (52.8)
8:00- 8:30 P.M.....	62.6 (57.8)	51.0 (49.8)	55.8 (55.4)	58.5 (53.7)	55.1 (55.5)
8:30- 9:00 P.M.....	61.5 (55.7)	46.7 (46.6)	51.6 (51.5)	55.7 (55.1)	54.0 (54.4)
9:00- 9:30 P.M.....	45.3 (43.6)	30.4 (33.2)	36.8 (41.6)	45.5 (47.1)	49.4 (48.0)
9:30-10:00 P.M.....	38.5 (37.7)	25.6 (27.5)	28.4 (32.7)	33.0 (39.0)	44.6 (43.9)
10:00-10:30 P.M.....	20.8 (19.8)	14.8 (15.7)	11.6 (23.8)	12.5 (19.9)	31.4 (29.8)
10:30-11:00 P.M.....	15.6 (14.6)	10.1 (9.1)	9.5 (15.8)	6.2 (9.6)	26.9 (24.7)
11:00-11:30 P.M.....	7.0 (6.7)	6.0 (4.6)	2.1 (9.9)	2.3 (2.9)	16.6 (16.1)
11:30-12:00 Mid.....	4.2 (4.2)	4.1 (2.8)	2.1 (3.0)	1.1 (1.5)	12.4 (12.1)
6:00 P.M.-12:00 Mid.	79.8 (77.9)	76.3 (74.2)	64.2 (74.3)	85.8 (80.1)	77.5 (76.5)
6:00 A.M.-12:00 Mid.	86.9 (88.2)	86.6 (87.8)	76.8 (85.1)	97.2 (93.4)	87.0 (88.4)

* 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.

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RURAL SETS IN USE BY HALF-HOURS: SUNDAY ONLY

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

PERIOD.	EASTERN.*	CENTRAL.*	MOUNTAIN.*	PACIFIC.*	U.S. TOT.†
MORNING:	Percent.	Percent.	Percent.	Percent.	Percent.
6:00- 6:30 A.M.....	.8 (.7)	2.8 (4.0)	3.7 (1.5)	... (...)	‡.....
6:30- 7:00 A.M.....	5.1 (.6)	3.9 (5.9)	8.4 (4.6)	... (...)	‡.....
7:00- 7:30 A.M.....	12.5 (3.7)	13.5 (14.1)	21.5 (14.8)	7.9 (7.6)	‡.....
7:30- 8:00 A.M.....	9.7 (5.1)	19.3 (17.0)	27.1 (14.8)	8.5 (7.6)	‡.....
8:00- 8:30 A.M.....	16.5 (10.6)	31.8 (29.7)	38.3 (20.9)	24.4 (18.9)	‡.....
8:30- 9:00 A.M.....	16.9 (11.2)	30.9 (31.9)	40.2 (19.9)	26.8 (19.7)	‡.....
9:00- 9:30 A.M.....	21.2 (18.7)	34.1 (31.2)	39.3 (25.5)	28.0 (28.8)	25.6 (21.0)
9:30-10:00 A.M.....	21.2 (18.2)	30.9 (28.8)	34.6 (24.5)	26.2 (32.6)	25.3 (21.6)
10:00-10:30 A.M.....	24.5 (23.8)	27.5 (27.8)	28.0 (23.0)	31.7 (35.6)	29.3 (25.0)
10:30-11:00 A.M.....	25.2 (23.3)	27.0 (26.1)	23.4 (22.4)	30.5 (34.1)	27.9 (23.8)
11:00-11:30 A.M.....	28.0 (22.7)	24.9 (22.7)	19.6 (18.9)	27.4 (28.0)	28.0 (24.4)
11:30-12:00 Noon.....	27.8 (22.5)	25.5 (23.9)	21.5 (17.3)	28.0 (28.8)	27.6 (23.7)
6:00-12:00 Noon.....	50.2 (42.1)	57.7 (55.5)	52.3 (43.4)	53.0 (50.0)	54.7 (48.0)
AFTERNOON:					
12:00-12:30 P.M.....	26.1 (22.7)	27.5 (26.9)	26.2 (18.9)	29.3 (28.8)	25.7 (23.3)
12:30- 1:00 P.M.....	21.8 (21.6)	27.9 (26.4)	25.2 (19.4)	29.3 (27.3)	24.3 (23.5)
1:00- 1:30 P.M.....	27.7 (21.9)	28.3 (26.4)	23.4 (18.9)	29.3 (34.1)	27.5 (24.9)
1:30- 2:00 P.M.....	26.9 (21.0)	27.5 (27.2)	28.0 (17.9)	28.7 (33.3)	27.5 (24.1)
2:00- 2:30 P.M.....	30.7 (23.5)	25.1 (26.6)	29.9 (17.9)	23.2 (34.1)	28.9 (24.8)
2:30- 3:00 P.M.....	30.2 (22.7)	24.0 (24.9)	28.0 (15.3)	20.7 (32.6)	28.3 (24.8)
3:00- 3:30 P.M.....	29.9 (24.0)	23.0 (22.6)	25.2 (15.3)	20.1 (28.8)	26.9 (25.2)
3:30- 4:00 P.M.....	29.4 (23.8)	22.7 (22.3)	24.3 (14.8)	20.1 (29.5)	26.3 (24.3)
4.00- 4:30 P.M.....	24.8 (23.1)	23.0 (22.1)	23.4 (18.9)	17.7 (34.8)	24.4 (23.7)
4:30- 5:00 P.M.....	22.9 (22.4)	23.0 (22.2)	20.6 (19.4)	17.1 (34.8)	23.5 (23.0)
5:00- 5:30 P.M.....	22.0 (21.6)	24.0 (28.4)	23.4 (22.4)	29.9 (36.4)	22.8 (22.7)
5:30- 6:00 P.M.....	26.7 (23.4)	30.9 (32.0)	23.4 (25.0)	33.5 (40.2)	24.1 (23.4)
12:00- 6:00 P.M.....	64.7 (51.7)	60.5 (58.8)	47.7 (45.4)	61.6 (69.7)	61.3 (55.8)
6:00 A.M.-6:00 P.M..	75.0 (63.3)	77.3 (74.7)	72.0 (62.2)	75.0 (80.3)	76.1 (69.2)
EVENING:					
6:00- 6:30 P.M.....	43.4 (41.2)	52.1 (50.1)	37.4 (35.7)	48.2 (47.0)	29.9 (34.2)
6:30- 7:00 P.M.....	54.4 (46.2)	52.4 (49.6)	43.9 (38.8)	50.6 (49.2)	37.2 (38.0)
7:00- 7:30 P.M.....	67.2 (60.3)	54.3 (49.9)	54.2 (51.5)	62.8 (68.2)	53.1 (52.3)
7:30- 8:00 P.M.....	68.2 (59.3)	51.9 (48.2)	53.3 (54.6)	63.4 (69.7)	53.5 (51.8)
8:00- 8:30 P.M.....	64.2 (59.5)	44.6 (45.0)	50.5 (52.0)	72.6 (70.5)	54.9 (52.6)
8:30- 9:00 P.M.....	60.1 (58.1)	38.2 (42.0)	46.7 (48.5)	74.4 (68.9)	52.8 (51.7)
9:00- 9:30 P.M.....	38.9 (42.2)	15.5 (29.0)	28.0 (39.8)	62.2 (57.6)	43.5 (44.1)
9:30-10:00 P.M.....	28.2 (34.5)	10.7 (25.1)	25.2 (28.1)	47.0 (47.7)	36.6 (39.5)
10:00-10:30 P.M.....	10.4 (16.1)	4.3 (10.7)	9.3 (10.7)	11.0 (18.9)	19.0 (27.5)
10:30-11:00 P.M.....	5.7 (10.3)	2.1 (7.3)	7.5 (7.1)	4.3 (9.1)	14.7 (23.2)
11:00-11:30 P.M.....	1.4 (4.1)	1.1 (2.5)	3.7 (.5)	1.8 (...)	9.5 (14.4)
11:30-12.00 Mid.....	.8 (2.6)	.4 (1.4)	.9 (.5)	1.8 (...)	8.1 (11.7)
6:00 P.M.-12:00 Mid.	78.6 (73.8)	71.2 (70.9)	70.1 (67.9)	88.4 (86.4)	74.8 (73.6)
6:00 A.M.-12:00 Mid.	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 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.

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A BOOKKEEPER'S RADIO HISTORY

(See Charts on Pages 160-161)

All the major facts and figures available on radio's 17-year history are recorded in the charts on pages 160-161. Sources of this data, plus whatever explanations may be necessary, are herewith quoted.

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 herein 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)

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A BOOKKEEPER'S

YEAR	BROADCAST STATIONS IN OPERATION	GROSS INDUSTRY REVENUE (TIME SALES ONLY)	NETWORK GROSS REVENUE (TIME SALES ONLY)			INDUSTRY NET OPERATING PROFIT	NETWORK CONSOLIDATED NET OPERATING PROFIT	
			NBC	CBS	MBS		NBC	CBS
1922	382	?	—	—	—	?	—	—
1923	573	?	—	—	—	?	—	—
1924	530	?	—	—	—	?	—	—
1925	571	?	—	—	—	?	—	—
1926	528	?	—	—	—	?	—	—
1927	733 694	?	$3,760,010	—	—	?	D$ 464,385	D$ 220,066
1928	677	?	$8,780,333	$1,647,364	—	?	$427,239	D$ 179,425
1929	618	?	$14,310,382	$4,785,981	—	?	$713,849	$474,203
1930	612	?	$20,088,887	$7,605,203	—	?	$1,906,371	$874,716
1931	608	$72,000,000	$25,607,041	$11,895,039	—	$7,922,969	$2,325,230	$2,346,766
1932	606	?	$26,504,891	$12,601,885	—	?	$1,050,114	$1,623,452
1933	610	$57,000,000	$21,452,732	$10,063,566	—	?	$507,951	$923,795
1934	591	$72,887,169	$27,833,616	$14,825,845	—	?	$2,065,302	$2,274,120
1935	605	$87,523,848	$31,148,931	$17,637,804	$1,293,103	?	$3,090,807	$2,810,079
1936	632	$107,550,886	$34,523,950	$23,168,148	$1,884,615	?	$3,563,669	$3,755,523
1937	676	$141,000,000	$38,651,286	$28,722,118	$2,239,076	$18,883,935	$3,699,386	$4,297,567
1938	721	$143,500,000	$41,462,679	$27,345,397	$2,920,324	$18854,784	$3,451,971	$3,541,741

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RADIO HISTORY

DEPRECIATED VALUE OF INVESTMENT (STATIONS ONLY)	ANNUAL EMPLOYEE PAYROLL (ARTISTS EXCLUDED)	NUMBER OF STATIONS NETWORK AFFILIATED			GRAND TOTAL SALES OF APPARATUS FOR RADIO RECEPTION	U.S. RADIO HOMES	PERCENT RADIO OWNERSHIP
		NBC	CBS	MBS			
?	?	—	—	—	$ 60,000,000	60,000	Negligible
?	?	—	—	—	$ 136,000,000	1,000,000	Negligible
?	?	—	—	—	$ 358,000,000	2,500,000	Negligible
?	?	—	—	—	$ 430,000,000	3,500,000	Negligible
?	?	19	—	—	$ 506,000,000	5,000,000	Negligible
?	?	48	15	—	$ 425,600,000	6,500,000	22.8%
?	?	56	28	—	$ 690,550,000	7,700,000	26.6%
?	?	70	47	—	$ 842,548,000	9,000,000	30.5%
?	?	73	70	—	$ 496,432,000	12,048,762	40.1%
$ 30,578,680	$ 16,884,437	85	83	—	$ 309,270,000	15,000,000	49.6%
?	?	87	93	—	$ 206,190,000	16,000,000	52.3%
?	?	87	94	—	$ 212,598,000	16,800,000	54.2%
?	?	88	99	4	$ 235,628,000	17,950,000	57.0%
?	$ 17,300,000	89	100	19	$ 370,052,895	21,455,799	67.6%
?	?	105	95	46	$ 482,068,000	22,869,000	71.2%
$ 25,795,104	$ 25,984,911	142	112	83	$ 460,340,770	24,500,000	75.7%
?	?	166	115	108	$ 295,000,000	26,666,500	81.7%

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(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 $42,747,869, 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 389—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.

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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.

State	Total Families	Radio Families	Retail Sales (add 000)		Station Net Sales	
			Amount	% Total	Amount	% Total
NORTHERN DISTRICT.	21,167,000	18,673,100	$23,466,400	70.76	$57,147,840	69.99
Northeastern Region....	9,733,000	8,917,700	12,053,392	36.35	25,751,497	31.54
Connecticut	437,000	402,100	556,722	1.68	1,105,619	1.35
Delaware	67,000	57,600	76,877	.23		
Maryland	410,000	355,100	462,874	1.40	1,411,852	1.73
Maine	221,000	201,100	232,599	.70		
New Hampshire.....	136,000	124,400	152,583	.46	600,830	.74
Vermont	99,000	88,600	99,121	.30	.....	....
Massachusetts	1,104,000	1,019,200	1,461,180	4.41	2,977,308	3.65
New Jersey.....	1,098,000	1,022,500	1,220,299	3.68	2,914,967	3.57
New York.....	3,372,000	3,132,300	4,749,708	14.32	9,660,264	11.83
Pennsylvania	2,452,000	2,206,400	2,490,910	7.51	5,351,358	6.55
Rhode Island.....	169,000	155,500	219,706	.66	646,355	.79
District of Columbia..	168,000	152,900	330,813	1.00	1,082,964	1.33
Great Lakes Region.....	7,854,000	6,893,500	7,891,054	23.79	21,610,899	26.47
Illinois	2,063,000	1,857,100	2,173,069	6.55	6,180,421	7.57
Indiana	934,000	816,800	780,508	2.35	1,457,829	1.79
Kentucky	708,000	494,900	388,278	1.17	950,033	1.16
Michigan	1,220,000	1,122,200	1,388,236	4.19	3,714,294	4.55
Ohio	1,777,000	1,641,500	1,956,941	5.90	7,074,042	8.66
West Virginia.....	417,000	348,300	332,190	1.00	670,635	.82
Wisconsin	735,000	612,700	871,832	2.63	1,563,645	1.92
Midwest Region.....	3,580,000	2,861,900	3,521,954	10.62	9,785,444	11.98
Iowa	680,000	577,800	650,029	1.96	1,821,734	2.23
Kansas	501,000	367,800	448,261	1.35	731,203	.90
Minnesota	652,000	556,900	820,010	2.47	2,042,269	2.50
Missouri	1,072,000	822,800	946,125	2.85	3,473,621	4.25
Nebraska	352,000	284,100	359,757	1.09	1,096,369	1.34
North Dakota.....	156,000	119,600	150,208	.45	384,025	.47
South Dakota.....	167,000	132,900	147,564	.45	236,223	.29
SOUTHERN DISTRICT.	7,914,000	4,766,900	5,400,579	16.29	13,138,725	16.09
Southeastern Region....	5,779,000	3,279,100	3,676,522	11.09	8,225,516	10.07
Alabama	670,000	375,200	337,217	1.02	556,225	.68
Arkansas	501,000	254,800	240,724	.73		
Mississippi	494,000	207,000	178,348	.54	514,697	.63
Florida	443,000	297,900	425,807	1.28	1,141,724	1.40
Georgia	716,000	370,800	484,693	1.46	1,015,856	1.24
Louisiana	510,000	297,400	344,393	1.04	1,050,722	1.29
North Carolina.....	736,000	408,600	463,219	1.40	1,123,457	1.38
South Carolina.....	407,000	207,300	248,206	.75	329,292	.40
Tennessee	689,000	459,900	482,586	1.45	1,570,134	1.92
Virginia	613,000	400,200	471,329	1.42	923,409	1.13

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ANALYSIS OF RADIO HOMES AND SALES—Continued

State	Total Families	Radio Families	Retail Sales (add 000) Amount	% Total	Station Net Sales Amount	% Total
South Central Region...	2,135,000	1,487,800	1,724,057	5.20	4,913,209	6.02
Oklahoma	619,000	454,300	434,793	1.31	1,188,873	1.46
Texas	1,516,000	1,033,500	1,289,264	3.89	3,724,336	4.56
WESTERN DISTRICT..	3,560,000	3,226,500	4,294,297	12.95	11,363,153	13.92
Mountain Region.....	975,000	778,000	1,100,728	3.32	3,027,614	3.71
Arizona	104,000	79,600	121,083	.37	333,629	.41
Colorado	288,000	233,500	302,559	.91		
Wyoming	62,000	49,800	82,681	.25	1,126,634	1.38
Idaho	124,000	98,700	140,167	.42	193,335	.24
Montana	142,000	114,600	189,457	.57	361,185	.44
Nevada	30,000	28,500	43,932	.13		
New Mexico.....	102,000	62,300	88,751	.27	210,559	.26
Utah	123,000	111,000	132,098	.40	802,272	.98
Pacific Region.....	2,585,000	2,448,500	3,193,569	9.63	8,335,539	10.21
California	1,818,000	1,719,800	2,329,009	7.02	5,505,111	6.74
Oregon	299,000	285,400	335,851	1.01	998,432	1.22
Washington	468,000	443,300	528,709	1.60	1,831,996	2.25
United States.....	32,641,000	26,666,500	$33,161,276	100.00	$81,649,718	100.00

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	Stations with $25,000 or more net sales				All commercial stations	
NORTHERN DISTRICT	Stations	Network	Local	Natl Spot	Stations	Net Sales
Northeastern Region:						
Albany-Schenectady-Troy ..	3	$342,907	$589,700	$66,142	4	$980,340
Allentown-Bethlehem-Easton, Pa.	3	1,083	73,179	24,522	3	97,866
Baltimore, Md.....	4	413,372	619,421	273,975	4	1,246,400
Boston, Mass.....	8	813,299	1,293,230	301,945	8	2,243,548
Buffalo-Niagara, N. Y.....	5	340,099	539,020	286,028	5	1,153,123
New York-Northeastern New Jersey	21	2,548,230	3,040,024	2,977,541	28	8,656,665
Philadelphia, Pa.....	8	708,663	1,127,881	631,064	9	2,470,147
Pittsburgh, Pa.....	5	507,107	1,023,239	377,451	5	1,917,352
Providence, R. I.-Fall River-New Bedford, Mass.....	5	344,436	365,757	139,793	5	786,144
Rochester, N. Y.....	3	217,869	151,882	332,976	3	720,123
Washington, D. C.....	4	321,589	658,006	111,776	4	1,082,964
Other metropolitan districts.	22	898,838	1,291,341	693,068	27	2,925,330
Total: metropolitan districts.	91	7,457,492	10,772,680	6,216,281	105	24,280,002
Places not in metropolitan districts	20	243,742	779,898	192,239	35	1,471,495
Total, N.E. Region.....	111	$7,701,234	$11,552,578	$6,408,520	140	$25,751,497

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Districts	Stations with $25,000 or more net sales				All commercial stations	
	Stations	Network	Local	Natl Spot	Stations	Net Sales
Great Lakes Region:						
Chicago, Ill	15	$1,116,728	$1,912,565	$2,553,664	18	$5,673,617
Cincinnati, O	5	2,323,914	294,434	1,630,434	5	4,003,466
Cleveland, O	4	591,146	774,013	305,958	4	1,604,920
Columbus, O	3	100,464	220,021	141,288	3	470,721
Detroit, Mich	6	964,218	1,030,379	1,150,373	6	3,020,019
Louisville, Ky	3	272,400	233,129	248,326	3	714,157
Milwaukee, Wis	3	171,152	338,824	358,019	3	956,560
Other metropolitan districts.	22	546,890	1,671,750	884,806	23	3,136,453
Total: metropolitan districts.	61	6,086,912	6,475,115	7,272,868	65	19,579,913
Places not in metropolitan districts	26	94,816	1,135,347	180,266	45	1,835,448
Total G. L. Region	87	$6,181,728	$7,610,462	$7,453,134	110	$21,415,361
Midwest Region:						
Des Moines, Ia	3	$320,855	$163,895	$614,138	3	$1,103,862
Kansas City, Mo. and Kans.	6	421,949	335,513	373,320	6	1,200,525
Minneapolis-St. Paul	5	334,439	674,302	582,850	5	1,650,932
Omaha, Neb.-Council Bluffs, Ia.	3	243,462	198,048	207,525	3	627,445
St. Louis, Mo	5	472,990	844,069	653,432	6	2,043,492
Other metropolitan districts.	6	211,192	285,978	132,979	6	601,719
Total: metropolitan districts.	28	2,004,887	2,501,805	2,564,244	29	7,227,975
Places not in metropolitan districts	28	402,263	1,191,187	806,926	49	2,753,007
Total Midwest Region	56	$2,407,150	$3,692,992	$3,371,170	78	$9,980,982
SOUTHERN DISTRICT Southeastern Region:						
Atlanta, Ga	3	$254,885	$213,835	$304,664	4	$736,075
Birmingham, Ala	3	67,730	165,220	56,710	3	299,044
Memphis, Tenn	4	125,847	219,144	147,673	4	468,263
Nashville, Tenn	3	219,362	188,758	217,334	3	637,932
New Orleans, La	3	191,935	206,368	235,909	4	618,663
Other metropolitan districts.	18	580,396	932,147	713,195	22	2,332,184
Total: metropolitan districts.	34	1,440,155	1,925,472	1,675,485	40	5,092,161
Places not in metropolitan districts	36	515,526	1,387,390	739,507	71	3,133,355
Total S. E. Region	70	$1,955,681	$3,312,862	$2,414,992	111	$8,225,516
South Central Region:						
Dallas, Tex	3	$239,594	$285,762	$226,686	3	$882,001
Fort Worth, Tex	3	81,074	216,117	185,860	3	498,467
Houston, Tex	3	165,590	299,226	232,366	3	665,826
Oklahoma City, Okla	4	193,314	238,645	234,469	4	655,456
San Antonio, Tex	4	202,559	264,964	179,973	5	652,063
Other metropolitan districts.	3	92,800	248,050	149,930	3	511,861
Total: metropolitan districts.	20	974,931	1,552,764	1,209,284	21	3,865,674
Places not in metropolitan districts	15	50,497	579,049	140,739	34	1,047,535
Total S. C. Region	35	$1,025,428	$2,131,813	$1,350,023	55	$4,913,209
WESTERN DISTRICT Mountain Region:						
Total: metropolitan districts.	6	$496,216	$915,038	$232,695	6	$1,640,001
Places not in metropolitan districts	18	125,649	666,136	218,930	41	1,387,613
Total Mountain Region	24	$621,865	$1,581,174	$451,625	47	$3,027,614

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METROPOLITAN RADIO INCOME—Continued

Districts	Stations with $25,000 or more net sales				All commercial stations	
	Stations	Network	Local	Natl Spot	Stations	Net Sales
Pacific Region:						
Los Angeles, Calif.	13	$742,018	$1,628,050	$498,568	14	$2,828,256
Portland, Ore.	4	261,171	263,953	244,162	6	816,723
San Francisco-Oakland, Calif.	9	552,476	696,936	398,872	11	1,592,564
Seattle, Wash.	6	192,147	387,870	202,566	7	818,261
Spokane, Wash.	3	158,932	158,005	100,715	4	465,866
Other metropolitan districts.	6	204,801	314,062	93,228	7	617,399
Total: metropolitan districts.	41	2,111,545	3,448,876	1,538,111	49	7,139,069
Places not in metropolitan districts	19	136,506	693,908	129,561	34	1,196,470
Total Pacific Region.	60	$2,248,051	$4,142,784	$1,667,672	83	$8,335,539
UNITED STATES						
Metropolitan districts.	281	$20,572,138	$27,591,750	$20,708,968	315	$68,824,795
Places not in metropolitan districts	162	1,568,999	6,432,915	2,408,168	309	12,824,923
Grand Total.	443	$22,141,137	$34,024,665	$23,117,136	624	$81,649,718

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%.

	Day.	% of Total.	Evening.	% of Total.	Total.
1931	$7,921,671	21.1	$29,580,409	78.9	$37,502,080
1932	8,486,296	21.7	30,620,480	78.3	39,106,776
1933	6,887,904	21.9	24,628,394	78.1	31,516,298
1934	9,589,344	22.5	33,070,117	77.5	42,659,461
1935	11,090,157	22.7	37,696,578	77.3	48,786,735
1936	13,725,976	23.8	43,966,122	76.2	57,692,098
1937	21,281,652	31.6	46,091,752	68.4	67,373,404
1938	23,608,642	34.3	45,199,434	65.7	68,808,076

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MONEY

RADIO TIME SALES: 1938, 1937, 1936

(At One-time Card Rates)

	1938.	1937.	1936.
Total Industry Sales	$143,500,000	$141,000,000	$107,550,886
Network Sales	71,728,400	69,612,480	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.	1937.	1936.
Radio Broadcasting	$143,500,000	$141,000,000	$107,550,886
National Magazines	148,320,420	169,764,913	143,790,669
Newspapers	544,000,000	630,000,000	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 speciafically 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:

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

* *Note: In* 1935 *and* 1936 *Mutual computed its income as* net *and not as* gross.

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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)

	Particulars		Amount
(a)	**Revenues**		
	1. Network portion of network time sales		$35,455,510
	2. Time sales by stations	$82,669,401	
	Less payments to other stations	745,452	
			81,923,949
	3. Total time sales by networks and stations		117,379,459
	4. Deduct: Commission to agencies, representatives and brokers		16,487,200
	5. Net revenue received from sale of time		100,892,259
	6. Sale and placing of talent		6,081,344
	7. Recoveries by networks from others on communication line charges		1,085,469
	8. Miscellaneous sales and revenue services		3,278,836
	9. Sustaining programs		20,470
	10. Total revenues of networks and stations		$111,358,378
(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		92,958
(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	
			11,736,864
(l)	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.*

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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.

NETWORK	$35,455,510	retained by NBC, CBS, MBS	
	?	retained by secondary networks	
	$35,455,510		$35,455,510
	$19,483,369	paid stations by NBC, CBS, MBS*	
	1,185,596	paid stations by secondary networks	
	$20,668,965		
	175,379	"in transit" payments by major networks to stations	
	313,071	inter-station payments	
	$21,157,415		
	745,452	deduct: inter-station and/or network payments	
	$20,411,963		$20,411,963
NETWORK TOTAL			$55,867,473
National and Regional Spot			†28,109,185
Local			‡33,402,801
GRAND TOTAL 1938 TIME SALES			¶$117,379,459

* *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

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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

NETWORK....	$33,902,486 retained by major networks	
	1,857,102 retained by secondary networks	
	52,949 retained by other networks	
	$35,812,537	$35,812,537
	$19,266,127 paid stations by major networks	
	698,642 paid stations by secondary networks	
	135,626 paid stations by other networks	
	$20,100,395	
	2,036,484 paid stations for commissions, etc.*	
	4,258 accruing to stations as result of intra-network sale of facilities to advertisers	
	$22,141,137	$22,141,137
NETWORK TOTAL		$57,953,674
National Spot		†23,117,136
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)

	1938.		1937.
1. Lever Bros. Co	$2,790,141	(1)	$2,182,123
a. Lux	$739,757		
b. Lifebuoy	376,350		
c. Spry	557,902		
d. Rinso	1,116,132		
2. General Foods Corp	2,720,386	(21)	432,751
a. Swansdown & Calumet	$679,385		
b. Minute Tapioca	161,090		
c. Sanka	261,091		
d. Huskies	693,826		
e. Postum	450,159		
f. Post Toasties	135,135		
g. Diamond Salt	40,180		
h. La France & Satina	299,520		

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CBS REVENUE—Continued

		1938.	1937.
3.	Colgate-Palmolive-Peet Co	1,779,439	(2) 1,880,870
	a. Palmolive Soap	$515,443	
	b. Shaving Cream	368,128	
	c. Dental Products	363,155	
	d. Super Suds	532,713	
4.	Procter & Gamble Co	1,310,707	.....
	a. Drene	$43,910	
	b. Ivory	342,750	
	c. Crisco	235,402	
	d. Oxydol	389,247	
	e. Chipso	246,732	
	f. Dreft	52,666	
5.	American Tobacco Co	1,283,826	(5) 1,562,480
	a. Lucky Strikes	$1,112,343	
	b. Roi Tan Cigars	88,458	
	c. Half & Half Tobacco	83,025	
6.	William Wrigley, Jr., Co	1,241,705	(6) 1,241,054
7.	Liggett & Myers Tobacco Co	1,118,355	(3) 1,806,541
8.	Ford Motor Co	1,052,895	(4) 1,649,309
9.	Chrysler Sales Corp	1,003,612	(10) 911,051
10.	R. J. Reynolds Tobacco Co	1,000,184	(13) 790,315
11.	Campbell Soup Co	713,788	(8) 1,166,128
12.	Continental Baking Co	650,260	(15) 620,209
	a. Wonder Bread and Hostess Cake	$76,200	
	b. Wonder Bread	574,060	
13.	P. Lorillard Co	644,905	(47) 103,490
14.	Pet Milk Sales Corp	594,013	(18) 537,094
15.	General Mills, Inc	557,035	(7) 1,238,912
	a. Wheaties, Softasilk, Bisquick, Gold Medal	$551,095	
	b. Corn Kix	5,940	
16.	Philip Morris & Co., Ltd	463,380	(25) 357,735
17.	U. S. Tobacco Co	435,120	(22) 388,905
18.	The Texas Co	405,265	(17) 558,045
19.	Gulf Refining Co	399,960	(26) 352,710
20.	Lady Esther Co	372,150	(28) 316,180
21.	Coca-Cola Co	358,940	(31) 265,170
22.	Nash-Kelvinator Corp	345,334	(19) 534,673
23.	Cudahy Packing Co	340,767	(32) 220,378
24.	U. S. Rubber Products Co	304,155	.....
25.	Anacin Co	297,697	Not listed separately*
26.	Bayer Co	282,254	Not listed separately*
27.	Edna Wallace Hopper, Inc	267,194	Not listed separately*
28.	E. I. du Pont de Nemours & Co	250,455	(24) 367,205
29.	Lambert Co	242,395	(68) 23,780
30.	H. J. Heinz Co	225,960	(14) 730,633
31.	Lehn & Fink Products Co	219,494	(16) 583,003
	a. Hind's Honey & Almond Cream	$74,449	
	b. Pebeco	79,974	
	c. Tussy	4,620	
	d. Lysol	60,451	
32.	Chesebrough Manufacturing Co	211,050	(58) 50,760
33.	Household Finance Corp	208,320	.....
34.	Kolynos Sales Co	193,433	Not listed separately*
35.	Brewers' Radio Show Assn	192,750	.....

* 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.

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CBS REVENUE—Continued

		1938.	1937.
36.	Kellogg Co	192,724	.....
37.	Vick Chemical Co	180,015	(27) 323,320
38.	Griffin Manufacturing Co	174,049	.....
39.	International Cellucotton Co	166,665	.....
40.	Campana Sales Corp	156,100	.....
41.	R. B. Davis Co	154,020	(34) 195,690
42.	McKesson & Robbins, Inc	150,150	.....
43.	Hudson Motor Car Co	139,735	(38) 147,690
44.	A. S. Boyle Co	136,309	Not listed separately*
	a. Old English Floor Wax..... $94,260		
	b. Hill's Nose Drops..... 42,049		
45.	General Motors Corp	130,615	(11) 864,460
46.	Philco Radio & Television Corp	129,360	(12) 790,805
47.	Noxzema Chemical Co	109,555	(70) 17,610
48.	Zenith Radio Corp	108,515	(63) 33,420
49.	General Baking Co	108,267	(37) 151,856
50.	Barbasol Co	106,600	.....
51.	International Silver Co	85,095	(52) 79,325
52.	Skelly Oil Co	62,450	(65) 29,220
53.	Penick & Ford, Ltd	62,060	.....
54.	Florida Citrus Commission	61,975	(61) 40,225
55.	Phillips Petroleum Corp	59,990	(41) 136,700
56.	Joe Lowe Corp	51,156	.....
57.	Carborundum Co	43,405	(45) 114,690
58.	Durkee's Famous Foods	34,200	(62) 37,295
59.	Rio Grande Oil Co	27,725	(71) 17,610
60.	F & F Laboratories	15,600	(51) 85,315
61.	Pennsylvania Publicity Commission	14,995	(84) 3,775
62.	Euclid Candy Co	14,080	(88) 990
63.	Pure Oil Co	13,829	.....
64.	Atlantic Refining Co	13,050	(30) 274,810
65.	Bayuk Cigars, Inc	12,870	.....
66.	Tidewater Associated Oil Co	11,104	(66) 26,752
67.	Brown & Williamson Tobacco Co	10,834	(64) 30,870
68.	Wilmington Transportation Co	10,450	.....
69.	Cardinet Candy Co	10,170	.....
70.	S & W Fine Foods	7,950	.....
71.	Mennen Co	7,320	.....
72.	Holland Furnace Co	5,827	(81) 4,308
73.	Beneficial Management Corp	5,823	(35) 190,509
74.	Soil Off Manufacturing Co	5,042	.....
75.	Roma Wine Co	4,950	(86) 1,485
76.	Tillamook County Creamery Assn	4,305	.....
77.	Sales Affiliates, Inc	4,290	.....
78.	Ralston Purina Co	3,660	.....
79.	California Prune & Apricot Growers Assn	3,050	.....
80.	Tea Garden Products Co	2,295	.....
81.	George W. Caswell Co	2,145	.....
82.	Richfield Oil Corp	536	.....
83.	Refrigeration & Air Conditioning Inst	360	.....
	Political Advertisers (see page 178 for details)	52,803	.....
	TOTAL	$27,345,397	†$28,722,118
	AVERAGE EXPENDITURE	328,826	326,388
			(Political accounts excluded)
	MEDIAN EXPENDITURE	150,150	115,978
			(Political accounts excluded)

*See footnote on page 171.

†88 Advertisers.

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MUTUAL GROSS CLIENT REVENUE FOR 1938

(With same clients' 1937 rank and expenditures)

		1938.	1937.
1.	Bayuk Cigars, Inc	$259,436	.....
2.	Gospel Broadcasting Assn	182,842	(3) $96,556.05
3.	Gordon Baking Co	182,574	(1) 193,882.71
4.	Ironized Yeast Co	179,724	.....
5.	Lone Ranger (Cooperative Program)	149,550	.....
6.	General Mills	137,492	(35) 18,270.00
	a. Corn Kix $16,290		
	b. Wheaties 120,572		
7.	P. Lorillard Co	99,948	.....
8.	Lutheran Laymen's League	94,034	(9) 69,063.90
9.	Vadsco Sales Corp	90,973	.....
10.	Philip Morris & Co., Ltd	78,310	.....
11.	Journal of Living Publications	72,166	(5) 81,618.00
12.	J. B. Williams Co	70,426	.....
13.	Wheeling Steel Corp	68,215	.....
14.	Hecker Products Corp	65,421	(2) 166,647.90
	a. Hecker's H-O $41,350		
	b. Silverdust 24,071		
15.	Musterole Co. & E. W. Rose Co	63,464	(14) 57,309.30
16.	Lambert Co	58,108	.....
17.	D. L. & W. Coal Co	53,872	(29) 26,166.00
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	(61) 3,496.50
22.	Wheatena Corp	38,257	.....
23.	American Tobacco Co	37,866	(53) 5,600.00
24.	Kellogg Co. (Pep Cereal)	36,844	(38) 16,720.00
25.	Green Hornet (Co-operative)	36,452	.....
26.	Cudahy Packing Co	31,721	(21) 40,030.80
27.	General Shoe Corp	29,353	.....
28.	Oakland Chemical Co	28,750	.....
29.	Mennen Co	26,926	(11) 63,817.56
30.	Allis-Chalmers Manufacturing Co	24,130	.....
31.	Maine Development Commission	23,754	(30) 25,532.00
32.	Rocke News Syndicated Program	20,412	(62) 3,288.00
33.	Bosco Co	17,517	.....
34.	Emerson Drug Co	17,024	.....
35.	Lamplighter (Co-operative)	14,297	.....
36.	Humphrey Homeopathic Medicine Co	12,761	(49) 7,858.32
37.	Thomas Leeming & Co	11,700	.....
38.	American Bird Products Co	10,543	(60) 3,744.00
39.	E. Fougera & Co	10,050	(59) 4,050.00
40.	R. B. Semler	9,620	.....
41.	Gambarelli & Davitto	9,255	.....
42.	Famous Jury Trials (Co-op.)	8,169	.....
43.	Barbasol Co	7,114	(32) 23,796.25
44.	Varady of Vienna, Inc	6,989	(6) 79,027.50
45.	Slide Fasteners, Inc	5,880	.....
46.	Atchison, Topeka and Santa Fe R. R	5,061	.....
47.	Admiracion Laboratories	4,144	(4) 91,774.00
48.	Macfadden Publications	3,615	(7) 72,755.00
49.	W. A. Sheaffer Pen Co	2,835	(41) 12,720.00
50.	Little Crow Milling Co	1,400	(45) 10,926.67
51.	Miscellaneous (comprising special co-operative hook-ups)	303,793	.....
Political advertisers (see page 178 for details)		28,124	5,072.00
TOTAL		$2,920,324	*$2,239,076.54

* 67 Advertisers.

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NBC GROSS CLIENT REVENUE FOR 1938

(With same clients' 1937 rank and expenditures)

		1938.		1937.
1.	Procter & Gamble Co.	$4,860,155	(1)	$4,456,525
	a. Camay	$658,218		
	b. Chipso	445,396		
	c. Crisco	507,954		
	d. Dash	2,921		
	e. Dreft	113,872		
	f. Drene	514,472		
	g. Ivory Flakes	701,930		
	h. Ivory Soap	661,002		
	i. Lava Soap	119,458		
	j. Oxydol	597,977		
	k. White Naphtha Soap	536,955		
2.	Standard Brands, Inc.	2,670,467	(2)	2,508,139
	a. Chase & Sanborn Coffee	$965,434		
	b. Foil Yeast for Health	168,093		
	c. Royal Desserts	397,449		
	d. Royal Desserts—Yeast for Health	375,299		
	e. Tender Leaf Tea	544,363		
	f. Yeast for Bread	219,829		
3.	General Foods Corp.	2,519,220	(3)	2,332,193
	a. Diamond Crystal Salt	$28,656		
	b. Grape Nuts	484,796		
	c. Huskies	32,814		
	d. Jell-O	651,441		
	e. Log Cabin Syrup	108,512		
	f. Maxwell House Coffee	836,814		
	g. Post 40% Bran Flakes	376,187		
4.	Sterling Products, Inc.	2,486,452	(4)	2,169,836
	a. Bayer Aspirin	$414,553		
	b. Cal-Aspirin	36,633		
	c. Dr. Lyon's Toothpowder	815,264		
	d. Haley's M-O	48,867		
	e. Phillips' Milk of Magnesia	273,984		
	f. Phillips' Milk of Magnesia Creams	143,202		
	g. Phillips' Milk of Magnesia and Face Cream	310,696		
	h. Phillips' M of M Toothpaste and Tablets	443,253		
5.	American Home Products Co.	1,683,340	(6)	1,403,496
	a. Aero White	$24,477		
	b. Anacin	473,050		
	c. BiSoDol	475,304		
	d. Edna Wallace Hopper Cosmetics	83,177		
	e. Fly-Ded	40,021		
	f. Freezone	39,708		
	g. Hill's Cold Tablets	23,506		
	h. Hill's Nose Drops	22,197		
	i. Kolynos	188,559		
	j. Louis Philippe Cosmetics	184,752		
	k. Old English Floor Wax	128,589		
6.	Campbell Soup Co.	1,565,637		.....
	a. Food Products	$1,468,353		
	b. Tomato Juice	97,284		
7.	National Dairy Products Corp.	1,466,957	(7)	1,275,202
	a. Kraft	$973,029		
	b. Sealtest	493,928		
8.	Miles Laboratories, Inc.	1,387,906	(5)	1,457,470
9.	American Tobacco Co.	1,331,884	(12)	772,374

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		1938.		1937.
	a. Lucky Strikes	$1,074,549		
	b. Pall Mall	257,335		
10.	General Mills, Inc	1,200,886	(35)	293,713
	a. Cereals and Flour	$823,459		
	b. Corn Kix	68,343		
	c. Sperry Flour Products	117,488		
	d. Wheaties	191,596		
11.	Bristol-Myers Co	942,930	(13)	762,200
	a. Ipana-Sal Hepatica	$708,012		
	b. Vitalis	234,918		
12.	Quaker Oats Co	878,068	(43)	222,426
	a. Aunt Jemima Pancake Flour	247,720		
	b. Puffed Rice and Puffed Wheat	159,926		
	c. Quaker Oats	470,422		
13.	Radio Corp. of America	827,640	(9)	1,153,585
	a. Institutional	$804,939		
	b. RCA-Manufacturing	22,701		
14.	S. C. Johnson & Son, Inc	675,190	(25)	455,744
15.	Brown & Williamson Tobacco Corp	656,306	(30)	322,534
	a. Avalon	$144,898		
	b. Bugler Tobacco	30,584		
	c. Kool and Raleigh	480,824		
16.	Cities Service Co	638,205	(17)	575,603
17.	Firestone Tire & Rubber Co	635,206	(20)	537,634
	a. Farm Tractor Tires	$32,472		
	b. Tires and Tubes	602,734		
18.	Sun Oil Co	631,667	(18)	567,409
19.	Andrew Jergens Co	622,277	(11)	841,457
	a. Jergens' Lotion	$206,373		
	b. Woodbury Soap and Cosmetics	415,904		
20.	Liggett & Myers Tobacco Co	571,015		
21.	Pillsbury Flour Mills Co	563,400	(22)	504,521
22.	Carnation Co	560,872	(24)	462,168
	a. Alber Bros. Milling	$47,232		
	b. Carnation Milk	513,640		
23.	Cummer Products Co	555,367	(32)	320,983
	a. Energine	$205,428		
	b. Molle	349,939		
24.	Philip Morris & Co., Ltd	526,664	(23)	465,992
25.	Kellogg Co	496,404	(19)	563,373
	a. Breakfast Food	$231,784		
	b. Krispies	264,620		
26.	Lady Esther Co	459,397	(15)	683,860
27.	B. T. Babbitt, Inc	437,700	(26)	385,032
28.	Lewis-Howe Co	419,840	(34)	312,548
29.	General Electric Co	391,871	(27)	372,635
30.	Stewart-Warner Corp	384,195	(116)	8,480
	a. Alemite	$128,065		
	b. Radios	128,065		
	c. Refrigerators	128,065		
31.	Ralston-Purina Co	380,246	(28)	367,484
	a. Ralston Cereal	$186,950		
	b. Ry-Krisp	193,296		
32.	F. W. Fitch Co	364,563	(40)	257,462
33.	Campana Sales Corp	364,298	(16)	583,123
34.	Pacific Coast Borax Co	339,296	(39)	278,236
35.	Pepsodent Co	339,260	(8)	1,269,158
	a. All Products	$282,320		
	b. Antiseptic	56,940		
36.	Lamont, Corliss & Co	305,536	(36)	290,664
	a. Danya Hand Lotion	$15,184		
	b. Nestle's Eveready Cocoa	14,976		
	c. Pond's Creams and Face Powders	275,376		

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		1938.		1937.
37.	Wander Co	304,952	(33)	317,330
38.	Borden Co	301,459		
39.	Welch Grape Juice Co	267,080	(45)	191,788
40.	Nehi, Inc	247,792		
41.	Sherwin-Williams Co	231,409	(31)	321,295
	a. Acme Paints $99,588			
	b. S-W Paints 131,821			
42.	Time, Inc	220,023	(74)	68,328
43.	Richfield Oil Corp	202,940	(44)	214,124
44.	Grove Laboratories, Inc	182,140	(46)	172,464
45.	Macfadden Publications, Inc	172,032	(37)	283,476
46.	J. B. Williams Co	167,336		
47.	Goodyear Tire & Rubber Co	165,139		
48.	Wm. R. Warner Co	156,114	(54)	136,134
49.	Packard Motor Car Co	146,220	(14)	757,820
50.	National Biscuit Co	130,520	(64)	101,320
	a. Biscuits $93,616			
	b. Shredded Wheat 36,904			
51.	Bowey's, Inc	129,172	(47)	159,432
52.	G. Washington Coffee Refining Co	129,001	(60)	112,096
53.	Falstaff Brewing Corp	125,232	(97)	30,228
54.	Princess Pat, Ltd	123,560	(55)	133,674
55.	Colgate-Palmolive-Peet Co	118,576		
56.	Vick Chemical Co	116,448		
57.	National Ice Advertisers, Inc	114,456	(53)	143,836
58.	Group of American Banks	103,365	(69)	75,919
59.	Regional Advertisers, Inc	99,744	(62)	107,248
60.	Drackett Co	93,984	(72)	70,856
61.	Standard Oil Co. of California	92,785	(68)	84,508
62.	Swift & Co	88,487	(81)	53,130
	a. Institutional $2,307			
	b. Sunbrite Cleanser 86,180			
63.	Emerson Drug Co	88,463	(85)	44,408
64.	Servel, Inc	86,532		
65.	Ward Baking Co	80,848		
66.	Richardson & Robbins	79,823		
67.	Fels Co	78,493		
68.	Adam Hat Stores, Inc	76,736	(114)	10,476
69.	Larus & Brother Co	71,436		
70.	Penn Tobacco Co	69,769		
71.	Musterole Co	69,216		
72.	Household Finance Corp	67,770	(41)	244,348
73.	Lambert Co	67,320	(78)	58,344
74.	Allis-Chalmers Manufacturing Co	67,236		
75.	C. F. Mueller Co	67,200	(63)	102,336
76.	John Morrell & Co	65,651	(84)	47,304
77.	Signal Oil Co	61,921	(83)	49,512
78.	H. Fendrich, Inc	59,712	(89)	38,870
79.	Horlick's Malted Milk Corp	58,632	(21)	519,200
80.	Union Oil Co	53,172	(80)	53,436
	a. Bif Fly Spray-Glass Cleaner $5,148			
	b. Gas and Oil 48,024			
81.	American Rolling Mills Co	52,962	(88)	41,669
82.	Glass Container Association of America	51,155		
83.	Gilmore Oil Co	49,652	(93)	35,796
84.	Packer's Tar Soap, Inc	49,140	(50)	148,902
85.	Canada Dry Ginger Ale, Inc	48,276		
86.	Wesson Oil & Snowdrift Corp	45,552	(87)	42,072
87.	Benjamin Moore & Co	42,924	(96)	33,044
88.	Glidden Corp	42,078		
89.	Cardinet Candy Co	35,032	(95)	33,200
90.	Gallenkamp Stores Co	30,420	(103)	22,578
91.	S & W Fine Foods, Inc	30,168	(90)	38,528

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NBC REVENUE—Continued

	1938.		1937.
92. J. W. Marrow Manufacturing Co	28,028	(67)	84,542
93. Charles Gulden, Inc	27,736	.....	
94. George W. Luft Co	24,024	.....	
95. Ballard & Ballard Co	23,780	.....	
a. Flour $7,928			
b. Poultry and Dairy Feed 15,852			
96. Mennen Co	21,892	.....	
97. Tidewater Associated Oil Co	21,444	(102)	23,638
98. Modern Food Process Co	21,432	(104)	20,580
99. Thomas Cook & Son-Wagon Lits, Ltd	19,364	(126)	4,590
100. Pepperell Manufacturing Co	16,719	(91)	36,720
101. General Motors Corp. (Buick)	13,158	(*)	46,825
102. Tillamook County Creamery Assn	10,220	(113)	10,924
103. International Shoe Co. (Peters Division)	10,062	(119)	7,332
104. Globe Grain & Milling Co	8,576	(123)	5,360
105. Vocational Service, Inc	6,912	(132)	3,072
106. Griswold Manufacturing Co	5,764	(120)	7,240
107. Pittsburgh Coal Co	5,546	.....	
108. Nestle's Milk Products, Inc	4,212	.....	
109. Charles B. Knox Gelatine Co., Inc	4,088	.....	
110. American Oil Co	3,541	(128)	3,722
111. American Radiator & S. S. Corp	3,200	(52)	144,104
112. Oxo, Ltd	3,136	(133)	2,744
113. United Drug Co	2,920	(100)	24,403
114. Johnson, Carvell & Murphy	2,236	.....	
115. Pacific Guano Co	2,236	(134)	1,872
116. Local Loan Co	492	(124)	5,136
Political Advertisers (see page 178 for details)	54,369	.....	
TOTAL	$41,462,679		†$38,651,286
AVERAGE EXPENDITURE	356,968		288,442
	(Political accounts excluded)		
MEDIAN EXPENDITURE	101,555		84,525
	(Political accounts excluded)		

* 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.

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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	2,030
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
17. California Volunteers	1,080
18. No to Proposition No. 1 on California State Ballot	1,080
19. Paul A. Dever for Attorney General of Massachusetts	1,050
20. New York State Democratic Committee	1,040
21. Sheridan Downey	720
22. New York State Republican Women	595
23. Massachusetts Republican Finance Committee	465
24. O'Connor for Governor of California	390
25. Preston for Senator of California	390
26. Louise Ward Watkins for Senator of California	390
27. Federation Against Proposition No. 25	360
28. Olson for Governor of California	360
29. Ray L. Riley for Senator of California	360
30. Southern Californians, Inc	360
31. Massachusetts Republican State Committee	350
32. Leverett Saltonstall for Governor of Massachusetts	290
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

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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
14. Louise Ward Watkins for U. S. Senator	912
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).

1933

1. Foods-Food Beverages	$9,504,649
2. Drugs-Toiletries	7,985,187
3. Petroleum products	3,389,148
4. Tobacco products	2,909,632
5. Automotive	2,318,309
6. Confectionery-Soft drinks	1,227,634
Total	**$27,334,559**
Portion of total revenue	**86.73%**

1934

1. Drugs-Toiletries	$13,982,287
2. Foods-Food Beverages	11,747,601
3. Automotive	3,772,486
4. Tobacco Products	3,181,988
5. Petroleum Products	2,958,799
6. Laundry Soaps-Housekeepers' Supplies	1,957,116
Total	**$37,600,277**
Portion of total revenue	**88.14%**

1935

1. Drugs-Toiletries	$15,986,507
2. Foods-Food Beverages	13,031,268
3. Automotive	4,227,046
4. Petroleum Products	3,711,079
5. Tobacco Products	3,481,938
6. Laundry Soaps-Housekeepers' Supplies	2,452,523
Total	**$42,890,361**
Portion of total revenue	**87.91%**

1936

1. Drugs-Toiletries	$16,054,169
2. Foods-Food Beverages	14,923,017
3. Automotive	5,439,502
4. Tobacco Products	4,602,153
5. Petroleum Products	4,290,964
6. Laundry Soaps-Housekeepers' Supplies	3,519,566
Total	**$48,829,371**
Portion of total revenue	**84.64%**

1937

1. Drugs-Toiletries	$18,437,444
2. Foods-Food Beverages	17,446,035
3. Tobacco Products	6,756,974
4. Automotive	6,634,168
5. Laundry Soaps-Housekeepers' Supplies	5,626,316
6. Petroleum Products	4,038,807
Total	**$58,939,744**
Portion of total revenue	**87.48%**

1938

1. Foods-Food Beverages	$21,156,602
2. Drugs-Toiletries	18,459,526
3. Tobacco Products	8,256,260
4. Laundry Soaps-Housekeepers' Supplies	7,568,395
5. Automotive	3,903,597
6. Petroleum Products	2,977,443
Total	**$62,321,823**
Portion of total revenue	**90.57%**

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NETWORK 1938 REVENUE BY INDUSTRY CLASSIFICATION

NBC

Classification	Total Gross Expenditures	Number of Advertisers	% of Total	% Change Over 1937
Automotive	$927,251	4	2.24%	— 66.00%
Building materials	56,162	2	.13	— 76.20
Cigars, cigarettes and tobacco	3,286,786	7	7.93	+ 91.47
Clothing and dry goods	76,736	1	.18	+ 2.09
Confectionery and soft drinks	331,100	3	.80	+169.87
Drugs and toilet goods	12,686,022	27	30.60	— 4.78
Financial and insurance	171,627	3	.41	— 52.39
Foods and food beverages	14,559,775	33	35.12	+ 32.26
Garden and field	2,236	1	.01	— 57.00
House furniture and furnishings	743,407	6	1.79	+289.99
Laundry soaps and cleansers	4,491,316	11	10.83	+ 32.39
Lubricants, petroleum products and fuel	1,983,534	12	4.78	— 3.05
Machinery, farm equipment and mechanical supplies	99,708	2	.24	+647.21
Paints and hardware	274,333	2	.66	— 22.58
Radios, phonographs and musical instruments	955,705	2	2.30	— 25.05
Schools and correspondence courses	6,912	1	.02	— 22.68
Shoes and leather goods	64,959	3	.16	— 64.91
Stationery and publishers	392,055	2	.95	— 10.40
Travel and hotels	19,364	1	.05	+321.87
Wines and beers	125,232	1	.30	+115.84
Miscellaneous	208,459	4	.50	— 73.86
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

Automotive	$2,976,346
Building materials	5,827
Confectionery and soft drinks	1,676,051
Drugs and toilet goods	5,773,504
Financial and insurance	214,143
Foods and food beverages	6,596,827
Jewelry and silverware	85,095
Lubricants and fuel	993,909
Machinery	43,405
Radios	237,875
Shoes	174,049
Soaps, house supplies	3,077,079
Tobacco	4,969,474
Travel	10,450
Wines, beer	192,750
Miscellaneous	265,810
Political	52,803
TOTAL	$27,345,397

MUTUAL

Automotive	$871
Building materials	68,215
Clothing and dry goods	5,880
Confectionery and soft drinks	9,030
Drugs and toilet goods	954,334
Foods and food beverages	627,661
Lubricants, petroleum and fuel	55,455
Machinery and farm equipment	24,130
Shoes and leather goods	29,353
Soaps, house supplies	55,793
Stationery and publishers	78,616
Tobacco	524,209
Travel and hotels	5,061
Wines, beer	9,255
Political	30,933
Miscellaneous	441,528
TOTAL	$2,920,324

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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.

NBC, 1936	43.32%	(7)	CBS, 1936	47.17%	(6)
NBC, 1937	49.10%	(9)	CBS, 1937	51.47%	(9)
NBC, 1938	51.06%	(10)	CBS, 1938	55.95%	(10)

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	341,223	
2 Semi-Weeklies	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*.

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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 as against total network gross revenue. The figures for 1937 include three agencies not appearing in the 1937 column: Neisser-Myerhoff, Inc., Maxon, 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.

	AGENCY	1938		1937		1936
1.	Blackett-Sample-Hummert	$9,093,125	(1)	$7,293,490	(1)	$6,294,641
2.	J. Walter Thompson Co.	5,320,608	(3)	5,283,134	(3)	5,148,557
3.	Young & Rubicam, Inc.	5,093,640	(4)	3,821,010	(7)	2,330,114
4.	Benton & Bowles, Inc.	4,800,399	(5)	3,634,240	(6)	2,419,182
5.	Lord & Thomas	4,791,586	(2)	5,549,195	(2)	5,613,774
6.	Ruthrauff & Ryan, Inc.	4,015,959	(6)	3,407,886	(11)	1,310,180
7.	Compton Advertising, Inc.	3,107,788	(7)	3,001,600	(8)	2,018,344
8.	Ward Wheelock Co.*	2,258,425	(16)	1,128,540	(12)	1,256,154
9.	Newell-Emmett Co.	1,693,314	(9)	1,951,261	(14)	1,194,705
10.	Batten, Barton, Durstine & Osborn	1,588,554	(10)	1,801,696	(5)	2,738,222
11.	Pedlar & Ryan, Inc.	1,588,185		Not among 20 first spenders.		
12.	Lennen & Mitchell, Inc.	1,500,635	(13)	1,380,063	(18)	843,711
13.	N. W. Ayer & Son	1,397,535	(8)	2,842,215	(4)	3,276,155
14.	Wade Adv. Agency	1,383,741	(12)	1,457,470	(13)	1,220,132
15.	H. W. Kastor & Sons	1,245,302		Not among 20 first spenders.		
16.	Gardner Advertising Co.	1,109,681	(19)	928,326	Not among 20.	
17.	Erwin, Wasey & Co.	1,105,072	(20)	920,263	(10)	1,567,014
18.	William Esty & Co.	1,096,359	(17)	1,033,263	(15)	1,166,123
19.	Biow Co.	1,081,115		Not among 20 first spenders.		
20.	Stack-Goble	1,007,060	(11)	1,495,307	(9)	1,586,843
	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)

		1938.	1937.	
1.	Ruthrauff & Ryan, Inc.	$3,359,373	(1)	$3,243,443
2.	Benton & Bowles, Inc.	3,298,840	(2)	2,433,779
3.	Young & Rubicam, Inc.	2,405,105	(9)	990,428
4.	Blackett-Sample-Hummert, Inc.	2,057,048	(3)	2,052,412
5.	Lord & Thomas	1,662,262	(6)	1,671,007
6.	Newell-Emmett Co., Inc.	1,118,355	(5)	1,806,541
7.	William Esty & Co.	1,081,013	(11)	942,162

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CBS AGENCY BILLINGS—Continued

		1938.	1937	
8.	N. W. Ayer & Son, Inc	1,065,945	(4)	2,043,329
9.	J. Walter Thompson Co	1,040,996	(12)	838,492
10.	Neisser-Myerhoff, Inc	920,170	(7)	1,232,960
11.	Lennen & Mitchell, Inc	778,410	(18)	528,706
12.	Ward Wheelock Co	692,788	(8)	1,128,540
13.	Batten, Barton, Durstine & Osborn, Inc	683,701	(10)	949,326
14.	Gardner Advertising Co	593,803	(17)	530,614
15.	Compton Advertising, Inc	578,152	(39)	85,500
16.	Biow Co., Inc	463,380	(23)	357,735
17.	Arthur Kudner, Inc	435,120	(19)	440,040
18.	Buchanan & Co., Inc	405,265	(15)	558,045
19.	D'Arcy Advertising Co	358,940	(28)	265,170
20.	Geyer, Cornell & Newell, Inc	345,334	(24)	348,850
21.	Roche, Williams & Cunnyngham, Inc	340,767	(29)	220,378
22.	Frances Hooper Advertising	331,985	(57)	8,094
23.	Lambert & Feasley, Inc	302,385	(34)	160,480
24.	Campbell-Ewald Co	299,655	(22)	375,425
25.	Knox Reeves Advertising, Inc	247,993	(16)	551,632
26.	Pedlar & Ryan, Inc	246,732	....	.....
27.	Maxon, Inc	225,960	(14)	730,633
28.	McCann-Erickson, Inc	211,410	(33)	185,870
29.	U. S. Advertising Corp	192,750	....	.....
30.	Morse International, Inc	180,015	(25)	323,320
31.	Bermingham, Castleman & Pierce	174,049	....	.....
32.	Aubrey, Moore & Wallace, Inc	156,100	....	.....
33.	Brooke, Smith & French, Inc	139,735	(35)	147,690
34.	MacManus, John & Adam	130,615	(20)	437,900
35.	Hutchins Advertising Co	129,360	(13)	790,805
36.	Erwin, Wasey & Co	106,600	....	.....
37.	Lawrence C. Gumbinner	88,458	(46)	29,525
38.	Bowman & Columbia	87,750	....	.....
39.	Brown & Tarcher	62,400	....	.....
40.	H. W. Kastor & Sons Advertising Co	43,910	....	.....
41.	Botsford, Constantine & Gardner	40,800	(44)	38,405
42.	Hixson-O'Donnell, Inc	28,261	(49)	17,610
43.	Walsh Advertising Co	26,000	(64)	2,500
44.	Cockfield, Brown & Co., Ltd	21,000	(45)	37,588
45.	Walker & Downing	14,995	(62)	3,775
46.	Baker Advertising	14,220	(63)	2,700
47.	Sidney Garfinkel Adv. Agency	14,080	(66)	990
48.	Leo Burnett Co., Inc	13,829	....	.....
49.	McKee, Albright & Ivey, Inc	12,870	....	.....
50.	Tomaschke-Elliott, Inc	10,170	....	.....
51.	Emil Brisacher & Staff	7,950	....	.....
52.	Arnold & Chase	7,770	....	.....
53.	H. M. Kiesewetter Advertising Agency, Inc	7,320	....	.....
54.	A. McKim, Ltd	6,920	(59)	5,940
55.	Albert Frank-Guenther-Law, Inc	5,823	(32)	190,509
56.	Walter Biddick Co	5,445	....	.....
57.	Milton Weinberg Co.	5,370	(48)	22,420
58.	Marschalk & Pratt, Inc	5,348	....	.....
59.	Long Advertising Service	5,195	....	.....
60.	Hillman-Shane Advertising Agency	5,042	....	.....
61.	Joe Lowe Advertising Agency	5,040	....	.....
62.	James Houlihan, Inc	4,950	(65)	1,485
63.	MacLaren Advertising Co	4,500	....	.....
64.	H. M. Frost Co	4.125	....	.....
65.	Gillham Advertising	3,870	(58)	6,480
66.	Dowd Ostreicher, Inc	3,325	....	.....
67.	Lockwood-Shackelford Adv. Agency	2,730	....	.....
68.	Shattuck & Ettinger	2,520	....	.....
69.	Burton A. Osterhoudt	2,040	....	.....

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CBS AGENCY BILLINGS—Continued

		1938.	1937	
70.	C. Ellsworth Wylie	1,950	....	.....
71.	R. H. Alber Co	1,500	....	.....
72.	Kelly, Nason & Winsten	1,190	....	.....
73.	Larsen & Aurrecoechea	1,080	....	.....
74.	Fishler, Zealand & Co., Inc	1,040	....	.....
75.	Mason L. Ham, Advertising	815	....	.....
76.	James R. Lunke	360	....	.....
76.	Ray Davidson	360	....	.....
78.	C. Brewer Smith Adv. Agency	290	....	.....
	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)

		1938.	1937	
1.	Erwin, Wasey & Co	$397,393	(1)	$224,611.03
2.	Ivey & Ellington, Inc	259,436	....	.....
3.	Ruthrauff & Ryan, Inc	244,411	(4)	125,573.00
4.	R. H. Alber & Co	182,842	(6)	96,556.05
5.	Young & Rubicam, Inc	182,574	(15)	57,902.40
6.	Blackett-Sample-Hummert, Inc	137,492	(3)	154,410.70
7.	Franklin Bruck Adv. Co	110,926	(5)	98,633.00
8.	Lennen & Mitchell, Inc	99,948	....	.....
9.	Redfield-Johnstone, Inc	98,805	(21)	32,466.00
10.	Kelly, Stuhlman & Zahrndt	94,034	(12)	69,063.90
11.	Biow Co., Inc	91,071	(38)	7,858.32
12.	J. Walter Thompson Co	87,450	(13)	67,727.00
13.	Critchfield & Co	82,473	(46)	4,100.00
14.	Russel M. Seeds Co	75,615	(31)	12,720.00
15.	Albert M. Ross	72,019	(16)	54,731.00
16.	Lambert & Feasley, Inc	58,108	....	.....
17.	Scholts Adv. Agency	53,742	(17)	46,410.66
18.	Lord & Thomas	49,217	(41)	5,600.00
19.	N. W. Ayer & Son, Inc	46,844	(28)	16,720.00
20.	Cecil, Warwick & Legler	41,958	(23)	28,586.50
21.	Rohrabaugh & Gibson	38,257	....	.....
22.	Roche, Williams & Cunnyngham, Inc	31,721	(19)	40,030.80
23.	Badger & Browning	29,353	(34)	*12,003.75
24.	Kleppner Co., Inc	28,750	....	.....
25.	Batten, Barton, Durstine & Osborn, Inc	27,221	(9)	88,207.90
26.	H. M. Kiesewetter Advertising Agency, Inc	26,926	(14)	63,817.56
27.	Brooke, Smith, French & Dorrance	23,754	(2)	224,228.71
28.	Emil Reinhardt	22,008	....	.....
29.	Rocke Productions, Inc	20,412	(49)	3,288.00
30.	Flack Adv. Agency	20,360	....	.....
31.	Fishler, Zealand & Co	20,291	(42)	5,072.00
32.	Lawrence C. Gumbinner	18,954	....	.....
33.	Kenyon & Eckhardt, Inc	17,517	....	.....
34.	Sterling Adv. Agency	14,297	....	.....
35.	Wm. Esty & Co	11,700	(8)	91,101.00
36.	Weston-Barnett, Inc	10,543	(48)	3,744.00
37.	Gardner Advertising Co	10,400	....	.....
38.	Small & Seiffer	10,050	(47)	4,050.00
39.	Buchanan & Co	9,840	....	.....

* Listed in 1937 as Badger, Browning & Hersey.

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MUTUAL AGENCY BILLINGS—Continued

		1938.	1937	
40.	De Biasi Adv. Agency	9,255	....	.....
41.	Philip Klein Adv. Agency	9,030	....	.....
42.	J. Ralph Corbett	8,169	....	.....
43.	Baggaley, Horton & Hoyt, Inc	6,989	(11)	79,027.50
44.	G. Lynn Sumner	5,880	....	.....
45.	Morgan Reichner & Co	5,064	....	.....
46.	Stack-Goble Adv. Agency	5,061	(29)	16,610.00
47.	Charles Dallas Reach	4,144	(7)	91,774.00
48.	Marschalk & Pratt, Inc	1,831	....	.....
49.	Gem Adv. Agency	1,650	....	.....
50.	L. W. Ramsey Co	1,500	....	.....
51.	Rogers & Smith	1,400	(35)	10,926.67
	No Agency (Billed Direct)	1,639	....	35,700.00
	Totals (51 Agencies & Direct)	$2,920,324		*$2,239,076.54

* Fifty-three Agencies and Direct.

NBC GROSS BILLINGS TO AGENCIES: 1938

(With same agencies' 1937 rank and expenditures)

		1938.	1937	
1.	Blackett-Sample-Hummert, Inc	$6,898,585	(1)	$5,086,667
2.	J. Walter Thompson Co	4,192,162	(2)	4,376,915
3.	Lord & Thomas	3,080,107	(3)	3,872,588
4.	Compton Advertising, Inc	2,529,636	(4)	2,916,100
5.	Young & Rubicam, Inc	2,505,961	(5)	2,772,680
6.	Ward Wheelock Co	1,565,637	....	.....
7.	Benton & Bowles, Inc	1,501,559	(7)	1,200,461
8.	Wade Advertising Agency	1,383,741	(6)	1,457,470
9.	Pedlar & Ryan, Inc	1,341,453	(16)	609,161
10.	H. W. Kastor & Sons Advertising Co	1,201,392	(9)	873,255
11.	Stack-Goble Advertising Agency	1,001,999	(8)	1,192,559
12.	Batten, Barton, Durstine & Osborn, Inc	877,632	(12)	764,162
13.	Needham, Louis & Brorby, Inc	675,190	(23)	455,744
14.	Hays MacFarland & Co	648,815	(70)	8,480
15.	Sweeney & James Co	635,206	(18)	537,634
16.	Roche, Williams & Cunnyngham, Inc	631,667	(14)	698,101
17.	McCann-Erickson, Inc	625,441	(13)	698,496
18.	Lennen & Mitchell, Inc	622,277	(10)	851,357
19.	Erwin, Wasey & Co	601,079	(15)	595,652
20.	Newell-Emmett Co., Inc	574,959	(34)	144,720
21.	Hutchinson Advertising Co	563,400	(21)	504,521
22.	Biow Company, Inc	526,664	(20)	509,704
23.	Gardner Advertising Co	505,478	(25)	397,712
24.	McKee & Albright, Inc	493,928	(46)	*68,280
25.	Cecil & Presbrey, Inc	455,936	(22)	†482,600
26.	Ruthrauff & Ryan, Inc	412,175	(58)	38,870
27.	Maxon, Inc	391,871	(24)	416,155
28.	L. W. Ramsey Co	364,563	(29)	257,462
29.	Aubrey, Moore & Wallace, Inc	364,298	(17)	582,611
30.	Arthur Kudner, Inc	350,329	(27)	330,301
31.	N. W. Ayer & Son, Inc	284,746	(11)	782,166
32.	James A. Greene & Co	247,792	....	.....
33.	Sherman K. Ellis & Co	240,774	....	.....
34.	Hixson-O'Donnell Advertising, Inc	202,940	(32)	156,236

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

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NBC AGENCY BILLINGS—Continued

		1938.	1937	
35.	Henri, Hurst & McDonald, Inc.	189,019	(30)	201,475
36.	Russel M. Seeds Co.	175,482	....	.....
37.	Westco Advertising Agency	117,488	(38)	140,913
38.	Morse International, Inc.	116,448	....	.....
39.	Donahue & Co., Inc.	114,456	(36)	143,836
40.	Charles W. Hoyt Co., Inc.	107,559	....	.....
41.	Wessel Co.	103,365	(44)	75,919
42.	Ralph H. Jones Co.	93,984	(45)	70,856
43.	Glicksman Advertising Co., Inc.	76,736	(69)	10,476
44.	Kenyon & Eckhardt, Inc.	71,288	(41)	102,336
45.	Lambert & Feasley, Inc.	67,320	(51)	58,344
46.	Bert S. Gittins Advertising	67,236	....	.....
47.	Gale & Pietsch, Inc.	65,656	....	.....
48.	Logan & Stebbins	61,921	(55)	49,512
49.	Botsford, Constantine & Gardner	59,872	(54)	52,800
50.	McJunkin Advertising Co.	57,924	(39)	133,674
51.	U. S. Advertising Corp.	51,155	....	.....
52.	J. M. Mathes, Inc.	48,276	(59)	36,036
53.	Fitzgerald Advertising Agency, Inc.	45,552	(56)	42,072
54.	C. Wendel Muench & Co.	42,078	....	.....
55.	Long Advertising Service	40,974	(62)	35,046
56.	Tomaschke-Elliott, Inc.	37,268	(61)	35,072
57.	Federal Advertising Agency	36,904	(72)	7,372
58.	Baker Advertising Agency, Ltd.	35,025	(83)	3,032
59.	Emil Brisacher & Staff	30,168	(57)	39,680
60.	Baggaley, Horton & Hoyt, Inc.	28,028	(47)	67,298
61.	H. M. Kiesewetter Advertising Agency, Inc.	21,892	....	.....
62.	Clements Co., Inc.	21,432	(66)	20,580
63.	L. D. Wertheimer Co., Inc.	15,420	(76)	4,590
64.	Marschalk & Pratt, Inc.	13,112	....	.....
65.	Dan B. Miner Co.	8,576	(74)	5,360
66.	Critchfield & Co.	6,912	(82)	3,072
67.	Walter Biddick Co.	6,880	....	.....
68.	Walker & Downing	5,546	(56)	63,560
69.	Leon Livingston Advertising Agency	4,212	....	.....
70.	R. H. Alber Co.	4,196	....	.....
71.	Cockfield, Brown & Co., Ltd.	4,165	....	.....
72.	Wm. Esty & Co.	3,646	....	.....
73.	Joseph Katz Co.	3,541	(77)	3,722
74.	Morgan Reichner & Co.	3,284	....	.....
75.	Blaker Advertising Agency, Inc.	3,200	(35)	144,104
75.	C. Ellsworth Wylie Co.	3,200	....	.....
77.	Doremus & Co., Ltd.	3,136	(84)	2,744
78.	Lowe Features	3,096	....	.....
79.	D'Evelyn & Wadsworth, Inc.	2,920	(64)	24,403
80.	William A. Ingoldsby Co.	2,236	....	.....
81.	Fishler, Zealand & Co., Inc.	1,769	....	.....
82.	Larsen & Aurrecoechea	1,671	....	.....
83.	J. P. Muller & Co.	856	....	.....
84.	Scholts Advertising Service	688	....	.....
85.	Howard G. Hanvey	680	....	.....
86.	Theodore H. Segall Advertising Agency	424	....	.....
87.	Shattuck & Ettinger	344	....	.....
88.	Faraon Jay Moss, Inc.	228	....	.....
	No Agency (Billed Direct)	874,843	....	1,009,087
	Total (88 Agencies)	$41,462,679		*$38,651,286

* Eighty-five Agencies and Direct.

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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.

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

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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825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
American Rolling Mill	N. W. Ayer	52 NBC
American Safety Razor	Federal Advertising Agency	1 A
American School (Correspondence Courses)	Presba, Fellers & Presba	5 A
American Telephone & Telegraph	N. W. Ayer	8 P & 7 Cut-ins, Michigan Radio Network
American Tobacco (Half & Half Tobacco)	Young & Rubicam	52 CBS
American Tobacco (Lucky Strike)	Lord & Thomas	99 NBC, plus transcription on WOR; 102 CBS; 2 Mutual
American Tobacco (Roi-Tan Cigars)	Lord & Thomas	59 CBS; 37 A
American Tobacco (Roi-Tan Cigars)	Milton Weinberg	5 CBS Pacific
Anacin Co	Blackett-Sample-Hummert	51 CBS; 49 NBC and spot; 38 NBC; 2 P; 1 Hockey
Anaconda Sales	McCord Co	8 A
Angostura-Wupperman Corp	Donahue & Coe	5 PP
Anheuser-Busch	D'Arcy Advertising	21 Texas State Network
Archer-Daniels-Midland (Wheat Germ Oil-Vitamin F)	Olmsted-Hewitt	1 P
Armstrong Rubber	Cowan & Dengler	3 A
Arrow Lines (Travel Buses)	Hammer Advertising Agency	3 A
Atlantic Ale & Beer	Donahue & Coe	22 Chain Breaks
Atlantic Macaroni (Caruso Products)	Inselbuch Broadcasting	3 P
Atlantic Refining (Gas, Oil, Lubrication)	N. W. Ayer	39 Baseball, Colonial Network plus independent stations; 74 Football, Yankee & CBS New England networks plus independent stations; 4 Sports Reviews; 1 Basketball
Associated Serum Producers	Fairall & Co	17 A
Aurora Laboratories	Erwin, Wasey	9 Mutual; 24 Don Lee
Austin, Nichols (Heineken's Beer)	Kelly, Nason & Winsten	2 A
Axton-Fisher (Spud, Twenty Grand)	McCann-Erickson	3 News; 2 P
Axton-Fisher (Twenty Grand)	McCann-Erickson	Aggregate of 17 P
B. T. Babbitt (Bab-O)	Blackett-Sample-Hummert	26 NBC and spot; 45 A
Ballard & Ballard (Oven-Ready Biscuits)	Henri, Hurst & McDonald	17 NBC
Barbasol Co. (Shave Cream)	Erwin, Wasey	1 P
Barbasol Co. (Shave Cream)	Erwin, Wasey	2 Mutual
Barber Oil Co	McCord Co	Two 5 M; 7 A
W. H. Barber Co	Lee S. Biespiel	5 A
Barney's	Austin & Spector	2 News; 3 P; 6 A
Bathasweet Corp	H. M. Kiesewetter	2 Mutual
Bayer Co. (Bayer Aspirin)	Blackett-Sample-Hummert	58 NBC; 29 CBS; 4 P; 1 P
Bayuk Cigars	Ivey & Ellington	17 Mutual
B. C. Remedy (Headache Powders)	Charles W. Hoyt	1 News; 1 P; 1 A
Beatrice Creamery (Meadow Gold Products)	Lord & Thomas	16 P
Bell Telephone (Canada)	Cockfield, Brown	18 P
Benrus Watch Co	Simons-Michelson	6 A
Berry Bros. (Paints)	Maxon, Inc	18 A
Best Foods (Nucoa)	Benton & Bowles	1 News
Beverwyck Brewing	Peck Advertising	4 P & News
Bireley's Orange Drink	Raymond R. Morgan	10 A
BiSoDol	Blackett-Sample-Hummert	39 NBC; 38 NBC
BiSoDol Tablets	Blackett-Sample-Hummert	24 NBC
Blackstone Products (Aspertine)	Redfield-Johnstone	2 News
Blue Moon Cheese Products	C. Wendel Muench	12 A

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Sponsor	Agency	Time Purchases
Blue Ribbon, Ltd.	Cockfield-Brown	7 A
Bona Allen, Inc. (Shoes)	Groves-Keen	4 A
Borden Co.	McCann-Erickson	10 News
Borden Co.	Tracy-Locke-Dawson	6 News
Borden Co.	Young & Rubicam	32 NBC; 1 5M
Borden Co. (Borden Products)	Pedlar & Ryan	1 P
Borden Co. (Reid's Ice Cream)	Pedlar & Ryan	1 P
Bosco (Chocolate Milk Amplifier)	Kenyon & Eckhardt	4 Mutual; 17 News, Yankee Network; 3 News (15 min); 2 News (10 min); 2 News (5M); 4 A
Boston Auto Show	Harry M. Frost	4 A
Bowey's, Inc. (Dari-Rich)	Stack-Goble	22 NBC
Boydell Bros. White Lead & Color	MacManus, John & Adams	2 A
A. S. Boyle (Old English Wax)	Blackett-Sample-Hummert	38 NBC; 24 NBC; 1 P
Bree Cosmetics	Ruthrauff & Ryan	Spot P; number of stations not listed
M. J. Breitenbach (Gude's Pepto Mangan)	Morse International	20 A
Brewers' Radio Show Assn.	U. S. Advertising Corp.	46 CBS
Breyer Ice Cream	McKee & Albright	4 A
T. G. Bright & Co. (Wines)	Sherman K. Ellis & Co.	5 P
Bristol-Myers (Ipana, Sal Hepatica, Minit Rub)	Young & Rubicam	53 NBC
Bristol-Myers (Ipana Toothpaste)	Pedlar & Ryan	5 P
Bristol-Myers (Vitalis)	Pedlar & Ryan	44 NBC
Brockton Fair	Harry M. Frost	7 A
Brown & Williamson (Avalon Cigarettes)	Russel M. Seeds	63 NBC; 23A; 7 P; 6 Sports
Brown & Williamson (Bugler Tobacco)	Russel M. Seeds	3 Mutual
Brown & Williamson (Bugler Tobacco)	Russel M. Seeds	63 NBC; 15 P
Brown & Williamson (Raleigh)	Russel M. Seeds	62 NBC
Brown & Williamson (Raleigh, Kool)	BBD&O	56 NBC; Spot P, number of stations not listed
Brown & Williamson (Wings Cigarettes)	Russel M. Seeds	63 NBC; 23 A; 7 P; 6 Sports
Brown Shoe Co.	Kelly, Stuhlman & Zahrndt	64 P
Brown's	Chet Crank	4 A
Bulova Watch Co.	Biow Co.	165 Time Signals
Bulova Watch Co.	MacLaren Advertising	5 Time Signals (Canada)
Burch Biscuit Co.	Fairall & Co.	3 A
Calavo Growers of Calif.	Lord & Thomas	8 CBS; 36 PP
Dr. W. B. Caldwell	Cramer-Krasselt	56 P
Dr. W. B. Caldwell (Dr. Caldwell's Laxative)	Benton & Bowles-Chicago	50 A
California Fruit Growers Exchange (Sunkist Oranges, Lemons)	Lord & Thomas	18 P
California Prune Industry	Lord & Thomas	6 P
California Prune & Apricot Growers (Sunsweet Prunes)	Long Advertising Service	6 CBS Pacific
California Walnut Growers (Diamond Walnuts)	Lord & Thomas	11 P
Cambria Development Co.	Allied Advertising Agencies	6 News & A
Campana Sales	Aubrey, Moore & Wallace	56 CBS
Campbell - Fairbanks Expositions (Sportsmen's Shows)	Harry M. Frost	3 P; 20 A

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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Sponsor	Agency	Time Purchases
Campbell Soup (Soup, Tomato Juice, Baked Beans)	Ward Wheelock	86 CBS; 85 CBS; successively 48 NBC and 53 CBS; 39 NBC; 3 News
Canada Dry Ginger Ale	J. M. Mathes	77 NBC
Canada Packers, Ltd	Cockfield, Brown	4 5M
Canadian Marconi Co	Cockfield, Brown	35 A
Canadian Pacific Railway	Stevenson & Scott	5 P
Candicod (Vitamins)	Peck Advertising	8 A
Capudine Chemical Co	Dillard Jacobs	7 A
Cardinet Candy Co	Tomaschke-Elliott	7 to 11 NBC; 10 CBS
Carnation Co	Erwin, Wasey	59 NBC; 1 P; 1 P
Carolina Beverage Corp	J. Carson Brantley	5 A
Carter Coal	Ralph H. Jones	4 P
Certified Auto Service	Rufus Rhoades	2 A
Challenge Cream & Butter Assn	Emil Brisacher & Staff	5 A
Chamberlain Laboratories	John H. Dunham	CBS; number of stations not listed
Chanticler Inn (Taverns)	Hammer Advertising Agency	4 A
Chappel Bros. (Ken-L-Ration Products)	C. Wendel Muench	17 P; 5 A
Dr. Chase Medicine Co	Ardiel Advertising Agency	16 A
Chateau Martin Wine	Austin & Spector	2 P; 2 News; 2 A
Chattanooga Medicine Co	J. Carson Brantley	1 P; 2 A
Cherry Park (Amusements)	Hammer Advertising Agency	7 A
Chesebrough Mfg. (Vaseline Products)	McCann-Erickson	60 CBS
S. W. Chevrolet Dealers	Tracy-Locke-Dawson	8 Dixie Network
Chocolate Products Co	McCord Co	5 P; 1 A; 1 5M
Christian Science Committee	Fairall & Co	5 P
Christmas Club	Brooke, Smith, French & Dorrance	43 A
Chrysler Corp	J. Stirling Getchell	126 A
Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth)	Ruthrauff & Ryan	92 CBS
Cities Service (Petroleum Products)	Lord & Thomas	54 NBC
Clay Equipment Co	Weston-Barnett	5 A
Clearwater Chamber of Commerce	Griffith Advertising Agency	5 A
Cluett, Peabody	Cockfield, Brown	6 A (Canada)
Cluett, Peabody (Sanforizing Division)	Young & Rubicam	8 P
Coast-to-Coast Stores	McCord Co	22 A
Coca-Cola Co	D'Arcy Advertising	94 CBS; 150 P
Cold Springs Brewing	Harry M. Frost	4 A
Colgate-Palmolive-Peet (Colgate Dental Cream)	Benton & Bowles	59 CBS
Colgate-Palmolive-Peet (Colgate Toothpowder)	Benton & Bowles-Chicago	26 CBS
Colgate - Palmolive - Peet (Palmolive Shave Cream)	Benton & Bowles	46 CBS
Colgate - Palmolive - Peet (Palmolive Soap)	Benton & Bowles	73 CBS
Colgate-Palmolive-Peet (Super Suds)	Benton & Bowles	73 CBS
Colgate-Palmolive-Peet (Vel)	Benton & Bowles-Chicago	4 A
Colman's Mustard	J. Walter Thompson	3 A
Colonial Bread	Fairall & Co	4 P
Colonial Steamship Line	Albert Frank-Guenther Law	3 A
Colt Shoes, Inc	Broadcast Advertising	4 A
Compagnie Parisienne	Northwest Radio Advertising	75 5M
Commercial Solvents (Norway Anti-Freeze)	Maxon, Inc	40 A
Condon Bros	Cramer-Krasselt	7 P
Congress Cigars	Marschalk & Pratt	1 A; 1 Baseball
C. E. Conkey (Feeds)	Rogers & Smith	8 A
Conrad Fur Co	McCord Co	7 P; 7 A

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Sponsor	Agency	Time Purchases
Consolidated Cigar Co.	Erwin, Wasey	1 P; one 5M; 1 News
Conti Products	Bermingham, Castleman & Pierce	3 A
Continental Baking (Wonder Bread, Hostess Cake)	Benton & Bowles	48 CBS; 43 CBS
Thos. Cook & Sons-Wagon-Lits (Travel)	Newell-Emmett	20 NBC
Cooper & Cooper (Automatic Stokers)	Leighton & Nelson	1 A
Coward Shoe Co.	Inselbuch Broadcasting	4 P
Cranberry Canners	Harry M. Frost	7 A, Yankee Network; 6 News; 3 A
Crowell Publishing	McCann-Erickson	31 P
Crowell Publishing (Woman's Home Companion)	Geyer, Cornell & Newell	22 P
Crown Diamond Paint	Benison Co.	10 A
Cudahy Packing (Old Dutch Cleanser)	Roche, Williams & Cunnyngham	18 CBS; 2 Mutual
Cummer Products (Energine)	Stack-Goble	23 NBC
Cummer Products (Molle)	Stack-Goble	34 NBC; 53 NBC
Curtice Bros. (Tomato Juice)	N. W. Ayer	7 PP, Yankee Network; 1 PP; 1 PP
Dairy Association Co.	Hays Advertising	2 P
Dairymen's League Cooperative Assn. (Ice Cream, Milk)	Barlow Advertising	4 P
John B. Daniel Co. (Cough Syrup)	Groves-Keen	4 A
R. B. Davis (Baking Powder)	Charles W. Hoyt	16 Yankee Network plus WGY
R. B. Davis (Cocomalt)	J. M. Mathes	18 A
R. B. Davis (Cocomalt)	Ruthrauff & Ryan	39 CBS
Daytona Beach Chamber of Commerce	Griffith Advertising Agency	3 A
DeForest Training (Correspondence Courses)	Presba, Fellers & Presba	10 P
Delaware, Lackawanna & Western Coal (Blue Coal)	Ruthrauff & Ryan	15 Mutual, plus 5 Spot
R. U. Delephena (Hartley's Marmalade)	Gotham Advertising	3 P
Denalan Co.	Rufus Rhoades	1 A; 1 P
Derwood Mills	Henry J. Kaufman	3 A
Detroit Creamery	N. W. Ayer	9 P, Michigan Radio Network plus WSPD; 9 5M, Michigan Radio Network; 4 Cutins; 6 A
Diamond Ginger Ale	F. W. Prelle	8 A
Direct Merchandising Companies	Benison Co.	8 A
Dixie Brewing	Fitzgerald Advertising Agency	3 A, Sports Review, Baseball Scores
D'Jimas Reliable Fur Co.	Leighton & Nelson	1 Weather Reports
Dodge Motors	Ruthrauff & Ryan	Sports, News; number of stations not listed
Grace Donahue, Inc. (Cosmetics)	Redfield-Johnstone	3 A
W. L. Douglas Shoe Co.	N. W. Ayer	2 P; 2 A
Doyle Packing (Strongheart Dog Food)	Charles Dallas Reach	6 A, Yankee Network
Drackett Co. (Drano, Windex)	Ralph H. Jones	20 NBC
Duart Mfg. (Creme of Milk Face Cream. Lotion, Lipstick)	Erwin, Wasey	7 CBS
Dugan Bros. (Baked Goods)	Charles Dallas Reach	2 P
Duke Power Co.	J. Carson Brantley	7 P; 1 News
Duncan Coffee (Admiration Coffee)	Steele Advertising Agency	23 Texas State Network; 7 A; 1 P
Duncan Coffee (Bright & Early Coffee)	Steele Advertising Agency	3 Texas Quality Network plus KNOW; 2 A
Dunhill Cigarettes	Biow Co.	3 Mutual
Dunn & McCarthy (Shoes)	Marschalk & Pratt	100 A

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825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
E. I. du Pont de Nemours	BBD&O	55 CBS; Spot P, number of stations not listed
Durkee Famous Foods	Botsford, Constantine & Gardner	12 CBS
Durkee Famous Foods	Federal Advertising Agency	3 P
Durkee Famous Foods (Margarine)	C. Wendel Muench	29 NBC; 15 A
Durkee-Mower (Marshmallow Fluff, Sweeco)	Harry M. Frost	16 A, Yankee Network; 6 P; 5 A
Dutchland Farms	Lavin Co	4 A
Dwight Edwards Co	McCann-Erickson	2 A
Eagle-Picher Sales	Needham, Louis & Brorby	7 A
Electric Appliance Society of Northern California	Jean Scott Frickelton	22 A; 1 A & 5M
Emerson Drug (Bromo-Seltzer)	J. Walter Thompson	32 NBC
Empire State Distributors	Leighton & Nelson	2 P
Employers Casualty Co	Ira E. De Jernett	5 P; 2 A
Employers Mutual	Fairall & Co	3 P
Estate Stove Co	Stockton, West, Burkhart	A (placed by dealers)
Ethyl Gasoline	BBD&O	62 CBS; Spot P, number of stations not listed
Ethyl Gasoline Corp	Pacific Market Builders	3 California Radio System
Euclid Candy Co. of California	Sidney Garfinkel	9 CBS Pacific
David H. Evans Coffee Co	Anfenger Advertising	1 P; 2 A
Excelcis Beauty Salon	Gillham Advertising	7 A; 1 P
Ex-Lax	Joseph Katz	A; number of stations not listed
Ex Lax, Ltd. (Canada)	Cockfield, Brown	6 A
F & F Cough Drops	Blackett-Sample-Hummert	2 News
Fairfax Tobacco Co	Peck Advertising	10 A
Falstaff Brewing	Gardner Advertising	23 NBC; 46 A
Falstaff Brewing	Sherman K. Ellis	5 A
Famous Department Stores	Mayers Co	7 A
Farmers & Mfgrs. Beet Sugar Assn.	Zimmer-Keller	7 A (Michigan Radio Network); three 5M
Fellows Medical (Syrup of Hypophosphites)	Ted Nelson Associates	10 A
Fels Co. (Fels Naphtha Soap Chips)	Young & Rubicam	43 NBC
H. Fendrich (La Fendrich, Charles Denby Cigars)	Ruthrauff & Ryan	21 NBC
Firestone Tire & Rubber	Sweeney & James	78 NBC
First National Stores	Calkins & Holden	Yankee Network; varying number of stations
F. W. Fitch (Fitch Shampoo)	L. W. Ramsey	40 NBC; 80 NBC
Fitger Brewing (Fitger's Nordlager Beer)	Benton & Bowles-Chicago	5 P
Fleet-Wing Gasoline	Griswold-Eshleman	12 A
Flex-O-Glass Mfg	Presba, Fellers & Presba	20 A & P
Foley & Co. (Honey & Tar Cough Syrup)	Lauesen & Salomon	20 P
J. A. Folger (Folger Coffee)	Gardner Advertising	22 P; 7 P
J. A. Folger (Folger Coffee)	Raymond R. Morgan	33-5M; 2 P
J. B. Ford (Wyandotte Cleanser)	N. W. Ayer	7 PP, Yankee Network
Ford Dealers	McCann-Erickson	7 P
Ford Dealers Assn. (Omaha)	N. W. Ayer	6 A
Ford Motor Co	McCann-Erickson	4 A
Ford Motor (Chester Branch)	N. W. Ayer	1 A
Ford Motor (Coke)	N. W. Ayer	3 P; 1 A
Ford Motor (Cristobal, Honduras Branch)	N. W. Ayer	1 P
Ford Motor (Ford, Lincoln, Lincoln-Zephyr)	N. W. Ayer	77 CBS; 83 CBS; 8 P & News, Michigan Radio Network; 12 A, Michigan Radio Network plus 4 Spot

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825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Ford Motor (Green Island Branch)	N. W. Ayer	2 A
Ford Motor (Lincoln-Zephyr)	N. W. Ayer	74 A
Ford Motor (Mercury)	N. W. Ayer	89 A
Ford Motor (Milwaukee Branch)	N. W. Ayer	1 A
Ford Motor (New Cars)	N. W. Ayer	56 A; 1 A
Ford Motor (Omaha Branch)	N. W. Ayer	3 A
Ford Motor (Pittsburgh Branch)	N. W. Ayer	5 A
Forhan's Toothpaste	Cowan & Dengler	44 A & 5M
I. J. Fox (Furs)	Peck Advertising	8 P & News
Friend Bros. (Baked Beans, Bread)	Ingalls Advertising Agency	10 PP, Yankee Network; 1 P; 1 PP
Fruit Growers Cooperative	B. J. Paulson Associates	4 A
Fruit Industries	Emil Brisacher & Staff	6 A, Mutual-Don Lee
W. P. Fuller & Co	McCann-Erickson	36 A
Furst-McNess (Specialty Salesman)	Rogers & Smith	3 A
Gallenkamp's Stores (Shoes)	Long Advertising	4 NBC Pacific
Gambarelli & Davitto (Wines, Vermouth)	Mario de Biasi	3 Mutual; 1 News
Gardner Nursery	Northwest Radio Advertising	305 P & A
Garfield Headache Powders	Redfield-Johnstone	2 A
Gas Appliance Society of California	Jean Scott Frickelton	25 A
General Baking (Bond Bread)	BBD&O	27 CBS; 18 Mutual; Spot P, number of stations not listed
General Electric (Mazda Lamps)	Maxon, Inc	56 NBC
General Foods (Calumet, Swans Down)	Young & Rubicam	76 CBS
General Foods (Diamond Crystal Salt)	Benton & Bowles	15 CBS
General Foods (Grape Nuts)	Young & Rubicam	58 NBC; 71 NBC
General Foods (Huskies)	Benton & Bowles	75 CBS; 8 P
General Foods (Jell-O)	Young & Rubicam	110 NBC
General Foods (La France, Satina)	Young & Rubicam	39 CBS
General Foods (Maxwell House Coffee)	Benton & Bowles	83 NBC; 1 P
General Foods (Post 40% Bran Flakes)	Benton & Bowles	15 P
General Foods (Post Toasties)	Benton & Bowles	68 CBS
General Foods (Postum)	Young & Rubicam	49 CBS
General Foods (Sanka, Jell-O Ice Cream Preparations)	Young & Rubicam	55 CBS
General Mills	BBD&O	24 CBS
General Mills	Charles A. Rawson	3 P
General Mills (Bisquick, Wheaties)	Knox Reeves	29 NBC
General Mills (Bisquick, Wheaties, Corn Kix)	Blackett-Sample-Hummert	64 NBC and spot
General Mills (Corn Kix)	Blackett-Sample-Hummert	59 NBC and spot; 35 NBC; 2 P; 1 A
General Mills (Corn Kix, Wheaties)	Blackett-Sample-Hummert	2 Football
General Mills (Kitchen-Tested Flour)	Blackett-Sample-Hummert	2 P
General Mills (Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties)	Knox Reeves	29 NBC; 29 NBC; 30 P; 30 P; 1 P
General Mills (Softasilk)	Blackett-Sample-Hummert	29 NBC
General Mills (Wheaties)	Blackett-Sample-Hummert	45 NBC and spot; 6 Mutual; 3 P
General Mills (Wheaties)	Knox Reeves	60 Baseball
General Mills (Wheaties)	Westco Advertising	15 Baseball
General Motors	MacLaren Advertising Agency	32 CBC
General Motors (Buick)	Arthur Kudner	155 NBC (Louis-Schmeling Fight); 156 NBC (Louis-Lewis Fight)
General Motors (Frigidaire Division)	Lord & Thomas	55 A

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Sponsor	Agency	Time Purchases
General Motors (Oldsmobile)	D. P. Brother	25 A
General Motors (Pontiac)	McManus, John & Adams	A (placed by dealers)
Gillette Rubber	Cramer-Krasselt	17 P
Gillette Safety Razor	Maxon, Inc	currently test campaigns
Gilmore Oil	Botsford, Constantine & Gardner	2 A
Glad Rag Products	Donahue & Coe	4 Chain Breaks
Globe & Mail (Newspaper)	MacLaren Advertising Agency	31 P
Globe Brewing	Joseph Katz	2 Sports; 2 News; 3 5M
Gluek Brewing	Hutchinson Advertising	2 Sports
Glyco Thymoline	Peck Advertising	2 News & A
Godefroy Mfg. Co	Anfenger Advertising Agency	1 P; 2 A
Gold Medal Oil	Klinger Advertising	12 A
Golden State Co. (Dairy Products)	N. W. Ayer	2 Station Breaks; 8 A
Good Luck Food	Hughes, Wolff	14 A
B. F. Goodrich	Cockfield, Brown	3 P (Canada)
B. F. Goodrich (Truck and Bus Tires)	Griswold-Eshleman	20 Farm News
Goodyear Tire & Rubber	Arthur Kudner	53 NBC; 4 A; 1 News
Gordon Baking	Young & Rubicam	4 Mutual
Gospel Broadcasting Association	R. H. Alber	80 Mutual and spot
Gould Negative Ion Co	Louis Glaser	2 P
Governor's Highway Safety Council (Penna.)	Barnes & Aaron	33 News & A
S. Grover Graham Co	Peck Advertising	3 A
W. H. Graham Corp (Undertakers)	Harry M. Frost	2 P (Yankee Network)
Grand Prize Beer	Ruthrauff & Ryan	Spot; number of stations not listed
Griesedieck Brewing	BBD&O	P; number of stations not listed
Griffin Mfg. (Griffin Allwite)	Bermingham, Castleman & Pierce	40 CBS; 45 CBS; 25 P, A & News
Grosberg-Golub (Food Market Chain)	Leighton & Nelson	1 5M
Grove Laboratories (Bromo Quinine)	Stack-Goble	57 NBC
Gruen Watch	McCann-Erickson	4 Time Signals & A; 100 P; 100 P; 100 P; 60 P; aggregate of 3 P
Guaranty Union Life Insurance	Stodel Advertising	6 P & News
Charles Gulden (Mustard)	Charles W. Hoyt	7 NBC
Gulf Oil	Young & Rubicam	61 CBS
Gum, Inc	Austin & Spector	3 A
Hamm Brewing	McCord Co	7 CBS PP
Hammandsport Wineries	Peck Advertising	5 A
George Harris & Son	Mackay & Savary	6 A
Hartz Mountain Canaries	Franklin Bruck	1 P
Hawaiian Pineapple Co	N. W. Ayer	2 P
Hawaiian Pineapple (Dole Pineapple Jems, Pineapple Juice)	Young & Rubicam	62 CBS
Hecker H-O	Erwin, Wasey	7 Yankee Network
Hecker Products	BBD&O	P; number of stations not listed
James Heddon's Sons (Fishing Tackle)	Rogers & Smith	11 Sports
H. J. Heinz	Maxon, Inc	58 CBS
Helen Beauty Co. (Beauty Preparations)	Hammer Advertising Agency	5 A
Hemphill Diesel Schools	R. H. Alber	20 P
Hemphill Diesel Schools	Critchfield & Co	23 5M; 1 P
Dr. Hess & Clark (Fly Spray)	N. W. Ayer	2 P; 7 A
Hollingshead Corp. (All-Nu Floor Wax)	Ted Nelson Associates	2 A
Honor Brand Frosted Foods	N. W. Ayer	2 PP
Edna Wallace Hopper (Restorative Cream, White Youth Pack)	Blackett-Sample-Hummert	30 CBS; 24 NBC
Horlick's Malted Milk	Roche, Williams & Cunnyngham	2 P
Geo. A. Hormel & Co	BBD&O	24 CBS; Spot P, number of stations not listed
Hotel Jefferson	Anfenger Advertising Agency	40 A

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Sponsor	Agency	Time Purchases
Household Finance (Loans)	BBD&O	28 CBS; Spot P, number of stations not listed
Household Magazine	Presba, Fellers & Presba	50 A & P
Houston Packing Co.	John L. DeBrueys	7 A
Hudson Coal (D & H Anthracite)	Leighton & Nelson	1 A
Hulman & Co. (Clabber Girl Baking Powder)	Arbee Agency	26 A
Hyde Park Beer	Ruthrauff & Ryan	Spot; number of stations not listed
Hydro-Electric Power Commission of Ontario	MacLaren Advertising Agency	5 Provincial Network; 9 Provincial Network
I.T.S. Co. (Rubber Heels)	Carr Liggett	1 A
Imperial Oil	MacLaren Advertising Agency	Hockey (34 CBS; 7 French Network; 2 Special Network)
Imperial Sugar	Tracy-Locke-Dawson	Aggregate of 11 P, TQN
Independent Taxi Operators Assn.	Harry M. Frost	8 P, Yankee Network
Industrial Training Corp.	James R. Lunke & Associates	80 P & 5M; 50 5M; 36 P
International Cellucotton (Kleenex)	Lord & Thomas	41 CBS
International Harvester	Aubrey, Moore & Wallace	83 A; 16 News; 4 P
International Harvester	McCord Co.	9 P; 5 P; 3 A; 1 5M
International Milling (Seal of Minnesota Flour)	Olmsted-Hewitt	5 P; 1 News
International Shoe Co.	Long Advertising	2 NBC
International Silver (1847 Rogers Bros., Wm. Rogers & Son)	Young & Rubicam	50 CBS
Interstate Navigation	Arthur Braitsch	2 A
Ironized Yeast	Ruthrauff & Ryan	6 Inter-City, 13 Mutual, 21 Don Lee, 18 TSN, plus 45 Spot
Jackson Brewing	Anfenger Advertising Agency	10 Sports; 15 A; 4 P; 2 News
Jadwiga Remedies	Klinger Advertising	3 A
John F. Jelke (Good Luck Margarine)	Blackett-Sample-Hummert	6 A
Jell-Well Dessert Co.	Lord & Thomas	8 P
Andrew Jergens (Jergens Lotion)	Lennen & Mitchell	69 NBC
S. C. Johnson & Son	Needham, Louis & Brorby	Successively 14 NBC, 65 NBC
S. C. Johnson (Wax, Glo-Coat, Auto Wax)	Needham, Louis & Brorby	100 NBC; 26 A; 6 P
Journal of Living	Austin & Spector	6 Mutual
Julep Co. (Howel's Root Beer)	C. Wendel Muench	30 one-min. dramas; 19 A
Jules Chain Stores	Klinger Advertising	9 A
Kay Jewelry Co.	Hammer Advertising Agency	6 P & A
Kellogg Co.	N. W. Ayer	14 NBC; 2 P
Kellogg Co.	N. W. Ayer	50 P, Don Lee Network of 26, plus independent stations; 58 Baseball, Colonial & Michigan Networks plus independent stations
Kellogg Co. (All-Bran)	Kenyon & Eckhardt	12 P; 1 P; 1 P; 1 P
Kellogg Co. (Corn Flakes)	J. Walter Thompson	52 NBC; 40 CBS
Kellogg (Wheat Krispies)	Hays MacFarland	23 NBC
Kemp & Lane	Hughes, Wolff	12 A
KenRad Tube & Lamp	Allen, Heaton & McDonald	1 P
Keystone Steel & Wire	Russel M. Seeds	2 P
King Candy Co.	Albert Evans & LeMay	3 A
Kirkman & Son	N. W. Ayer	1 5M
Charles B. Knox Gelatine Co.	Kenyon & Eckhardt	6 CBS Pacific; 6 NBC

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Sponsor	Agency	Time Purchases
Kolynos Toothpaste	Blackett-Sample-Hummert	31 CBS; 38 NBC Pacific; 7 Yankee and NBC New England Networks; 11 P; 1 P; 1 Baseball News
Kraft-Phenix Cheese (Cheese, Salad Dressing)	J. Walter Thompson	87 NBC; 1 P
Kraft-Phenix Cheese (Parkay)	Needham, Louis & Brorby	36 A; 26 cut-in A on Kraft Music Hall; 1 P
Kreml	Erwin, Wasey	1 P
Krim Ko	Benison Co	6 A
Kroger Grocery & Baking	Ralph H. Jones	21 P
Kruschen Salts	Stack-Goble	10 P
Lady Esther (Cosmetics)	Pedlar & Ryan	52 NBC; 49 CBS
Lambert Pharmacal (Listerine)	Lambert & Feasley	5 Mutual
Lambert Pharmacal (Listerine Products, Prophylactic Brushes)	Lambert & Feasley	52 CBS
Lambert Pharmacal (Listerine Toothpaste)	Raymond R. Morgan	3 P
Lamont Corliss (Nestle's Everready Cocoa)	Warwick & Legler	2 NBC
Lamont Corliss (Nestle's Everready Cocoa)	Cecil & Presbrey	2 NBC
Lamont Corliss (Hot Nestle's)	Cecil & Presbrey	1 PP; 1 PP
Lamont Corliss (Pond's)	J. Walter Thompson	34 NBC; 13 NBC PP
Langendorf Bakeries (Holsum Bread)	Leon Livingston	1 P
Langendorf Bakeries (Homestead Bread)	Leon Livingston	1 P
Langendorf Bakeries (Langendorf Bread)	Leon Livingston	20 P & News
Larus & Bro. (Edgeworth Tobacco, Domino Cigarettes)	Warwick & Legler	Hockey, 10 Colonial Network; 12 A; 1 Baseball
La Touraine Coffee Co	Ingalls Advertising	10 A & PP
Lea & Perrins (Worcestershire Sauce)	Schwimmer & Scott	30 A
Frank H. Lee (Hats)	Bermingham, Castleman & Pierce	1 P
Wm. W. Lee & Co. (Cold Remedy)	Leighton & Nelson	3 P
Thomas Leeming (Baume Bengue)	William Esty	70 A
Thos. Leeming (Baume Bengue)	William Esty	2 Mutual
Lehn & Fink (Hinds Honey & Almond Cream)	William Esty	50 A
Lever Bros. (Lifebuoy)	J. Walter Thompson	91 CBS; 86 CBS
Lever Bros. (Lux Flakes, Toilet Soap)	Ruthrauff & Ryan	60 CBS; 65 CBS; 56 CBS
Lever Bros. (Rinso)	Ruthrauff & Ryan	60 CBS
Levin Furniture Co	McCord Co	7 A
Lewis-Howe (Tums)	H. W. Kastor	22 and 29 NBC; 43 NBC
Liebmann Breweries (Rheingold Beer)	Lord & Thomas	14 P; 1 PP
Liggett & Myers (Chesterfields)	Newell-Emmett	102 CBS; 96 CBS; 51 NBC; 75 NBC; 96 CBS
Liquid Veneer Corp. (Polish)	Ellis Advertising	2 A
Little Crow Milling (Coco-Wheats, Pancake Flour)	Rogers & Smith	14 P
Long Island Outfitting Co	Peck Advertising	6 A
Look Magazine	Allen, Heaton & McDonald	1 News
Look Magazine	Austin & Spector	2 News
Look Magazine	Critchfield & Co	1 P
Look Magazine	Fairall & Co	16 A, Yankee Network; 1 News
Look Magazine	Placed direct	3 News
Loose-Wiles Biscuit Co	Newell-Emmett	5 NBC Pacific; News, 10 Yankee Network plus 5 Spot; 1 PP; 1 Time Signals; 2 News; 1 P
P. Lorillard (Old Golds)	Lennen & Mitchell	Successively 78 CBS and 108 NBC; 1 Hockey; 2 Baseball
P. Lorillard (Sensation Cigarettes)	Lennen & Mitchell	72 Mutual and Spot

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Sponsor	Agency	Time Purchases
Los Angeles Motor Car Dealers	Chet Crank	4 A
Joe Lowe Corp. (Popsicles)	Biow Co	95 P
Joe Lowe Corp. (Popsicles)	Blackett-Sample-Hummert	76 CBS and spot
Luden Cough Drops	J. M. Mathes	31 Chain Breaks, News, Weather Reports
George W. Luft (Tangee Lipstick)	Warwick & Legler	9 NBC
Lutheran Laymen's League	Kelly, Stuhlman & Zahrndt	66 Mutual
Lycar Co	Albert Evans & LeMay	2 A
Lyon Tailoring	Ohio Advertising Agency	2 A
M & N Cigar Mfgrs	Ohio Advertising Agency	3 Weather Reports, 1 News
M.J.B. Co. (Coffee)	Lord & Thomas	1 PP
Macfadden Publications (True Story)	Kenyon & Eckhardt	4 P
MacFarlane Candy Co	Botsford, Constantine & Gardner	18 A; 1 P
Maine Development Commission	Brooke, Smith, French & Dorrance	17 Mutual & Yankee Networks
Manhattan Soap (Sweetheart Soap)	Franklin Bruck	7 NBC; 4 Yankee Network; 82 P, A & News
Manhattan Soap (Sweetheart Soap)	Milton Weinberg	14 P
Manischewitz Bread Co	Inselbuch Broadcasting	3 P
Mantle Lamp (Kerosene Lamps)	Presba, Fellers & Presba	75 A & P
Maple Leaf Milling, Ltd	Cockfield, Brown	25 P
Mars, Inc. (Candy Bars)	Grant Advertising	20 NBC
Jordan Marsh (Department Store)	Harry M. Frost	7 A
Marshall Canning Co	Coolidge Advertising	22 P
Maryland Baking Co	Austin & Spector	121 P
Maryland Pharmaceutical	Joseph Katz	A; number of stations not listed
Master Lock Co	Scott-Telander	100 A
Math Barzen Co	McCord Co	4 A; 1 5M
McClintock Stern Co	Emil Brisacher & Staff	2 A
McConnon & Co	McCord Co	21 P
McCoy Laboratories (Vitamin Tablets)	Neff-Rogow	3 A
McKesson & Robbins (Calox, Solid Albolene, Soretone)	Bowman & Columbia	10 CBS
McKesson-Western Wholesale (Currier's Tablets)	General Advertising Agency	10 P
Melo-Paya	Kelly, Stuhlman & Zahrndt	2 P
Mennen Co	H. M. Kiesewetter	7 CBS; 12 Mutual
Mentholatum Co	Dillard Jacobs	5 A
Metropolitan Life Insurance	Young & Rubicam	2 Mutual plus 4 Spot
Michigan Brewers Assn	Zimmer-Keller	6 A
Midway Chemical (Aero White, Fly-Ded)	Blackett-Sample-Hummert	19 NBC
Midway Chemical (Fly-Ded)	Blackett-Sample-Hummert	30 CBS; 13 P
Midway Chemical (Freezone)	Blackett-Sample-Hummert	19 NBC
Miles Laboratories (Alka-Seltzer)	Wade Advertising Agency	64 NBC; 30 NBC; 45 5M
Miles Laboratories (Canada), Ltd	Cockfield, Brown	14 P
Milwaukee Road	Roche, Williams & Cunnyngham	12 A
Min-Aqua	Roth Agency	2 P
Modern Food Process (Thrivo Dog Food)	Clements Co	13 NBC
Molsons Brewery, Ltd	Cockfield, Brown	3 P
Montana Milling (Sapphire Flour)	Griswold-Eshleman	4 A
Montreal Standard (Newspaper)	Stevenson & Scott	9 A
Monty & Co. (Nu-Vet)	Leighton & Nelson	1 5M
Moody Bible Institute	Critchfield & Co	9 Mutual

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Sponsor	Agency	Time Purchases
John Morrell & Co. (Red Heart Dog Food)	Henri, Hurst & McDonald	30 NBC
Philip Morris	Biow Co	59 NBC; 49 CBS; 3 Mutual
Moskin Stores	Klinger Advertising	5 A
Muehlebach Brewing	Bozell & Jacobs	1 P; 4 A
Murphy Co., Ltd	Cockfield, Brown	5 P
Musterole Co	Erwin, Wasey	40 NBC; 10 A
E. Myers Lye Co	Anfenger Advertising Agency	8 A
Narragansett Brewing	Arthur Braitsch	16 News, Yankee Network
Nash-Kelvinator (Nash Motors)	Geyer, Cornell & Newell	66 CBS; 93 P & A
National Accessories Stores	Leighton & Nelson	1 5M
National Biscuit Co	McCann-Erickson	13 NBC plus 23 Spot; 14 P
National Biscuit (Shredded Wheat)	Federal Advertising Agency	48 NBC
National Fertilizers	Ardiel Advertising Agency	4 P
National Ice Advertising	Donahue & Coe	57 NBC
National Orange Show	Chet Crank	6 A
National Refund Co	First United Broadcasters	5 A
Nebraska Power Co	Bozell & Jacobs	2 P
Nehi, Inc. (Royal Crown Cola)	BBD&O	77 CBS
Nehi, Inc. (Royal Crown Cola)	Tucker Wayne	68 NBC
New England Coke	Louis Glaser	2 A & Cut-ins
New England Confectionery Co	Lavin Co	5 A
New York Harbor Steamship Co	Redfield-Johnstone	6 A
N. Y. Mattress Co	Louis Glaser	2 A & Cut-ins
New York School of Music	Inselbuch Broadcasting	2 P
New York State Fair	J. M. Mathes	4 A
New York State Milk	J. M. Mathes	19 A
Norge	Cramer-Krasselt	A (placed by local dealers)
Northern Electric, Ltd	Cockfield, Brown	30 A
Northern Pacific Railway	Luther Weaver	3 A
Northrup, King (Feeds, Seeds)	Olmsted-Hewitt	1 P; 7 A
Nox Laboratories	Benison Co	10 P
Noxzema Chemical Co	Ruthrauff & Ryan	72 CBS
Nu-Enamel Paints	Advertising Arts	1 P
Nu-Enamel Paints	Neff-Rogow	4 A
Nutrena Mills (Poultry & Livestock Feeds)	Simmonds & Simmonds	15 A
O M Talbet Co	Lou Sterling & Associates	4 P
Oakite Products (Oakite Cleaning Compound)	Calkins & Holden	Yankee Network; varying number of stations
Oakland Chemical (Dioxogen Face Cream)	Kleppner Co	6 Mutual
Ohleen Dairy	Olmsted-Hewitt	1 P; 1 A
Old Trusty Dog Food Co	H. B. Humphrey	3 CBS
Olde Dutch Mills Coffee	Peck Advertising	3 A
Olive Tablets	Erwin, Wasey	6 A
Olson Rug Co	Presba, Fellers & Presba	75 A & P
Oshkosh B'Gosh	Ruthrauff & Ryan	Spot; number of stations not listed
Ostrex Co	Steuerman Advertising Agency	10 A
Ottawa Paints	Stevenson & Scott	3 A
Oxo (Canada), Ltd	Platt-Forbes	16 A; 1 P
Pacific Coast Borax	McCann-Erickson	30 NBC
Pacific Guano Co	Tomaschke-Elliott	2 A
Pacific Power & Light	McCann-Erickson	4 A; 1 P
Packers (Scalptone)	Stack-Goble	2 Sports Resumes
Pacquin's Laboratories (Hand Cream)	William Esty	50 A
Pag Laboratories (Cosmetics)	Hammer Advertising Agency	9 A
Palace Hotel	Brewer-Weeks	15 A
Par Soap Co	Tomaschke-Elliott	5 A
Penick & Ford (My-T-Fine Dessert)	BBD&O	11 CBS

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Sponsor	Agency	Time Purchases
Penick & Ford (Vermont Maid Syrup, Brer Rabbit Molasses)	J. Walter Thompson	32 A; 14 A
Penn Tobacco (Kentucky Club Pipe Tobacco)	Ruthrauff & Ryan	Spot; number of stations not listed
J. C. Penney (Chain Stores)	Pedlar & Ryan	6 P
Pennsylvania Salt Mfg. (Lewis' Lye)	Sherman K. Ellis	4 A
Pensacola Chamber of Commerce	Griffith Advertising Agency	4 A
Dr. Pepper (Beverages)	Tracy-Locke-Dawson	24 P, Dixie Network; 30 P; 1 P
Pepsodent (Antiseptic)	Lord & Thomas	5 NBC Pacific
Pepsodent (Toothpaste, Toothpowder, Antiseptic)	Lord & Thomas	55 NBC
Personal Finance (Loans)	Blackett-Sample-Hummert	28 CBS; 4 A
Personal Finance (Loans)	Leighton & Nelson	1 P
Pet Milk (Pet Irradiated Milk)	Gardner Advertising	63 CBS; 54 CBS; 19 P
Peter Paul, Inc. (Mounds, Ten Crown Gum)	Platt-Forbes	75 P; 5 M & A
Peter Paul, Inc. (Candy)	Emil Brisacher & Staff	4 A
Petersen Baking Co.	Earl Allen	5 P
Philadelphia Dairy Products	Scheck Advertising Agency	7 News; 4 P; 1 Weather Reports
Louis Philippe (Angelus Rouge & Lipstick)	Blackett-Sample-Hummert	30 CBS; 19 NBC
Chas. H. Phillips Chemical (Cal-Aspirin)	Blackett-Sample-Hummert	22 NBC; 1 P
Chas. H. Phillips Chemical (Haley's M-O)	Blackett-Sample-Hummert	22 NBC
Chas. H. Phillips Chemical (Milk of Magnesia)	Blackett-Sample-Hummert	57 NBC
Chas. H. Phillips Chemical (Milk of Magnesia, Creams)	Blackett-Sample-Hummert	46 NBC and Spot
Chas. H. Phillips Chemical (Milk of Magnesia Toothpaste, Tablets)	Blackett-Sample-Hummert	23 NBC; 7 NBC
Chas. H. Phillips Chemical (Phillips' Creams)	Blackett-Sample-Hummert	1 P
Mary Pickford Cosmetics	Campbell-Ewald of N. Y.	5 A
Pierce Bros.	Philip J. Meany	5 P; 8 A
Pillsbury Flour Mills	Hutchinson Advertising	35 NBC
Pilot Radio Corp.	Austin & Spector	1 News
Pine Bros. (Glycerine Tablets)	McKee & Albright	2 A
Pinex Co.	Russel M. Seeds	45 A; 9 P
Lydia Pinkham Medicine Co.	Erwin, Wasey	90 Mutual; 9 Mutual
Pittsburgh Coal	Walker & Downing	4 NBC
Plankinton Packing Co.	Cramer-Krasselt	17 A
Pocahontas Fuel (O-P Stoker)	Bayless-Kerr	3 P
J. L. Prescott Co.	Arthur Kudner	3 A
Princess Pat (Cosmetics)	Gale & Pietsch	14 NBC
Procino-Rossi (Macaroni Products)	Ed Wolff & Associates	3 P
Procter & Gamble (Barsalou Soap)	Compton Advertising	CBC French Network, number of stations not listed
Procter & Gamble (Camay Soap)	Pedlar & Ryan	58 NBC; 26 CBS; 17 NBC; 7 California Radio System; 7 P
Procter & Gamble (Chipso)	Pedlar & Ryan	30 NBC; 25 CBS; 11 CBS; 27 CBC; 3 CBC; 4 California Radio System
Procter & Gamble (Crisco)	Compton Advertising	22 CBS; 42 CBS; 71 NBC
Procter & Gamble (Dash)	Pedlar & Ryan	5 CBS and Spot
Procter & Gamble (Dreft)	Blackett-Sample-Hummert	45 NBC and Spot; 1 P

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Sponsor	Agency	Time Purchases
Procter & Gamble (Drene)	H. W. Kastor & Sons	50 and 31 NBC; 59 CBS
Procter & Gamble (Ivory Soap, Flakes, Snow)	Compton Advertising	22 CBS; 15 NBC; 32 CBS; 20 NBC; 19 NBC; CBC French Network, number of stations not listed
Procter & Gamble (Lava)	Blackett-Sample-Hummert	31 NBC; 3 A
Procter & Gamble (Oxydol)	Blackett-Sample-Hummert	63 NBC; 26 CBS and Spot; 14 CBS; 143 NBC and Spot; 2 P; 7 P; 5 P; 6 P; 15 News; 3 A
Procter & Gamble (Teel)	H. W. Kastor & Sons	39 NBC
Procter & Gamble (Teel, Drene)	H. W. Kastor & Sons	59 CBS
Procter & Gamble (White Naphtha)	Compton Advertising	58 NBC
Provincial Transport	Stevenson & Scott	2 A
Prudential Insurance Co. of America	Benton & Bowles	49 CBS
Pure Gold Mfg., Ltd	Cockfield, Brown	5 P
Pure Oil	Leo Burnett	11 CBS; 41 CBS
Purina Mills	James Fisher	5 P
Quaker Oats	Ruthrauff & Ryan	60 NBC; 37 NBC; Spot, number of stations not listed
Quaker Oats (Ful-O-Pep Commercial Feeds)	Benton & Bowles—Chicago	16 P
Quaker Oats (Quaker Farina)	Benton & Bowles—Chicago	4 Mutual
Quaker Oats (Puffed Wheat & Rice)	Sherman K. Ellis	20 NBC; 64 NBC; 5 A
Quality Biscuit (Princess Crackers)	Sherman K. Ellis	2 P
Railway Express Agency	Caples Co	46 A
Ralston Purina (Purina Feeds)	Gardner Advertising	94 P
Ralston Purina (Ralston Cereal)	Gardner Advertising	24 NBC
Ralston Purina (Ry-Krisp)	Gardner Advertising	35 NBC
Ralston Purina (Shredded Ralston)	Gardner Advertising	7 CBS Pacific; 61 NBC
Ramsdell, Inc. (Sulphur Cream)	Wm. Irving Hamilton	2 Mutual
Regional Advertisers (Gas Companies)	McCann-Erickson	17 NBC
Reid, Murdoch (Monarch Finer Foods)	Rogers & Smith	71 A
Reliable Floor Co	Bennett, Snow & Walther	15 PP
Remington Rand (Portable Typewriters)	Franklin Bruck	30 News
Reynolds Health Offices	Allied Advertising Agencies	4 P
R. J. Reynolds Tobacco (Camel Cigarettes)	William Esty	91 CBS; 90 CBS
R. J. Reynolds Tobacco (George Washington Smoking Tobacco)	William Esty	15 A
R. J. Reynolds Tobacco (Prince Albert Tobacco)	William Esty	1 P
Rhode Island Ice Co	Arthur Braitsch	4 A
Rhythm Step Shoes	Ruthrauff & Ryan	P; number of stations not listed
Richardson & Robbins (Boned Chicken)	Charles W. Hoyt	5 NBC
Richfield Oil	Hixson-O'Donnell	7 NBC Pacific
Richfield Oil of N. Y.	Sherman K. Ellis	30 A; 1 News
Richman Bros. (Clothes)	McCann-Erickson	7 Mutual plus 2 Spot; 13 A; 1 News; 1 Sports; 1 News Flashes; 2 5M
Rio Grande Oil	Hixson-O'Donnell	3 CBS Pacific
Riverbank Canning	Klinger Advertising	10 P
Robin Hood Flour Mills	James Fisher	9 P
J. W. Robinson Co. (Department Store)	Mayers Co	4 A
Rockwood & Co. (Pecan Feast)	Federal Advertising Agency	7 A
Roller Derby	Malcolm-Howard	21 Trackside Broadcasts
Roma Wine Co	Cesana & Associates	15 Mutual; 4 A
Roxy Clothes	Peck Advertising	4 P & A
Royal Lace Paper Works (Roylies)	Lawrence C. Gumbinner	12 P
Royal Typewriter Co	Buchanan & Co	23 P & A
Rudolph Bros. (Jewelry Chain)	Leighton & Nelson	2 A
Ruppert's Beer	Lennen & Mitchell	1 P; 1 Sports
Ryde & Co. (Feed)	Presba, Fellers & Presba	5 A

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Sponsor	Agency	Time Purchases
St. Petersburg Chamber of Commerce	Griffith Advertising Agency	6 A
Sally's Fur Studio	Hammer Advertising Agency	2 P; 6 A
Sal-Ro-Cin	Lou Sterling & Associates	2 P
Sales Affiliates (Loxol Oil Shampoo Tint)	Milton Weinberg	2 CBS Pacific
Santa Monica Land & Water Co	Chet Crank	3 A
Saratoga Race Track	Leighton & Nelson	6 P & A
Sargent & Co	Fairall & Co	8 5M
F & M Schaefer Brewing	BBD&O	1 P
Joseph Schlitz Brewing	Needham, Louis & Brorby	1 P; 1 A
Scholl Mfg. Co	Donahue & Coe	12 A
Dr. Scholl's Foot Comfort Shops	Presba, Fellers & Presba	15 A & 5 M
Scott Furriers	Hammer Advertising Agency	6 A
Scott Paper (ScotTowels)	J.Walter Thompson	7 PP, Yankee Network; 36 PP
Wm. S. Scull (Boscul Tea & Coffee)	Ward Wheelock	9 News; 4 A
Sealtest	McKee & Albright	59 P, successively 37 NBC and CBS, plus 22 spot
Sears, Roebuck	Blackett-Sample-Hummert	47 P
Sears, Roebuck	Henry J. Kaufman	4 A
Sears, Roebuck Department Stores of California	Mayers Co	2 P; 3 A
Seeck & Kade (Pertussin)	J. Walter Thompson	1 A
Sego Milk Products	Gillham Advertising Agency	2 P; 1 P
Serutan	Austin & Spector	6 News
Servel, Inc. (Electrolux)	BBD&O	32 NBC
Seven-up Bottling Co	Allied Advertising Agencies	5 A
Seven-Up Bottling Co	Russel M. Seeds	4 Mutual
Sherwin-Williams (Paints)	Warwick & Legler	55 NBC
Shwayder Bros	Ruthrauff & Ryan	Spot; number of stations not listed
Sidles Co	Fairall & Co	2 A
Signal Oil (Gas, Oil, Tires, Accessories)	Barton A. Stebbins	12 NBC Pacific
Silver Springs	Griffith Advertising Agency	3 A
Simmons Co	Cockfield, Brown	10 A (Canada)
Simmons Hardware Co	Anfenger Advertising Agency	15 A
Sinclair Refining	Federal Advertising Agency	14 News & Sports
Sitroux Co. (Facial Tissues)	Franklin Bruck	3 P
Skelly Oil	Blackett-Sample-Hummert	29 CBS and Spot; 24 P
Slide Fastener (Talon)	G. Lynn Sumner	2 Mutual
Allen Smith & Co. (White Lily Flour)	Tucker Wayne	3 A
Socony-Vacuum Oil	N. W. Ayer	23 Baseball, Colonial & Michigan Networks plus WKBZ
Socony-Vacuum Oil	J. Sterling Getchell	6 P, Yankee Network; 35 play-by-play Baseball; 5 News; 2 Sports; 1 News & Sports
Southern Dairies (Ice Cream, Dairy Products)	McKee & Albright	18 A
Spaide Shirt Co	Carr Liggett	1 A
Sperry Flour (Drifted Snow Home Perfected Flour)	Westco Adv	6 NBC Pacific
Sperry Flour (Pancake & Waffle Flour)	Westco Adv	6 NBC Pacific; PP, 5 NBC Pacific
Sperry Flour (Wheat Hearts)	Westco Adv	6 NBC Pacific
Sportsman's Show	Arthur Braitsch	8 A
J. Wycliffe Stack (Furniture)	Allied Advertising Agencies	10 P & A
Stadler Products	Ohio Advertising Agency	2 A
Stanback Co. (Headache Powders)	J. Carson Brantley	70 A; 40 P; 20 News
Stanco (Nujol, Mistol, Flit, Daggett & Ramsdell)	McCann-Erickson	10 P; 4 P; 10 A

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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Sponsor	Agency	Time Purchases
Standard Brands (Chase & Sanborn)	J. Walter Thompson	88 NBC
Standard Brands (Fleischmann Foil Yeast)	J. Walter Thompson	53 NBC; 5 NBC Pacific
Standard Brands (Royal Baking Powder)	McCann-Erickson	3 P
Standard Brands (Royal Desserts)	J. Walter Thompson	4 P
Standard Brands (Royal Desserts, Fleischmann Foil Yeast)	J. Walter Thompson	51 NBC
Standard Brands (Tender Leaf Tea)	J. Walter Thompson	77 NBC
Standard Candy (Belle Camp Chocolates)	C. P. Clark	5 P
Standard Furnace & Supply	Bozell & Jacobs	3 A
Standard Oil of California	McCann-Erickson	5 NBC; 13 NBC; 12 Time Signals
Standard Oil of N. J. (Esso)	Marschalk & Pratt	34 News
Standard Oil of Ohio	McCann-Erickson	5 A; 5 News
Star Brewery	Ruthrauff & Ryan	Spot; number of stations not listed
State Theatre, Inc.	Hammer Advertising Agency	4 P & A
Steelcote	Benison Co	12 A
Stein's (Men's Clothes)	Allied Advertising Agencies	10 A
Sterling Brewers	Ruthrauff & Ryan	Spot; number of stations not listed
Stewart & Ross	Ralph H. Jones	21 A
Stewart-Warner (Alemite, Refrigerators, Radios)	Hays MacFarland	31 NBC
Stokely's Tomato Juice	Raymond R. Morgan	34 P
E. V. Stratton Corp. (Autos)	Leighton & Nelson	4 A
Stroh Brewery	Zimmer-Keller	7 A, Michigan Radio Network; 2 A
S. Stroock & Co	Weill & Wilkins	6 News
Studebaker Corp	Roche, Williams & Cunnyngham	77 P
R. G. Sullivan	Broadcast Advertising	10 A
Sun Valley Lodge	Caples Co	1 A
Sunset Oil	Pacific Market Builders	4 P
Sussman, Wormser (S & W Fine Foods)	Emil Brisacher & Staff	9 NBC; 8 CBS
Sweet Candy Co	Gillham Advertising Agency	4 P
Sweets Co. of America (Tootsie Rolls)	Biow Co	3 Mutual
Swift & Co. (Sunbrite Cleanser)	Stack-Goble	55 NBC
Tastyeast	Peck Advertising	6 P & A
Taugney McGinn Hotels	Fairall & Co	4 A
Tegge-Jackman Cigar Co	MacManus, John & Adams	5 A
Terre Haute Brewing (Champagne Velvet Beer)	Arbee Agency	3 News
Texas Co. (Texaco Petroleum Products)	Buchanan & Co	96 CBS; 153 P
Texas Co. of Canada	Mackay & Savary	6 News
Thermo Air-Conditioning Institute	R. H. Alber	25 P
Thermo Air-Conditioning Institute	Critchfield & Co	37 P & 5M
Tide Water Associated Oil	Lennen & Mitchell	17 News, Yankee Network
Tide Water Associated Oil	Lord & Thomas	Football, Basketball and Track on majority of coast stations; 7 A
Tillamook County Creamery	Botsford, Constantine & Gardner	5 NBC Pacific
Time, Inc. (Time, Life, Fortune)	BBD&O	30 NBC
Treesweet Orange Juice	Raymond R. Morgan	2 5M
Trems	Kelly, Stuhlman & Zahrndt	2 A
Tuckett, Ltd. (Cigarettes)	MacLaren Advertising Agency	13 P
Tuckett, Ltd. (Cigarettes, Tobacco)	MacLaren Advertising Agency	9 News
Uncle Sam Breakfast Food	Bozell & Jacobs	5 A
Union Biscuit (Princess Biscuits)	Gardner Advertising	3 P
Union Oil	N. W. Ayer	11 NBC Pacific; 10 NBC Pacific
Union Pacific Railroad	Caples Co	70 P; 16 P
Union Pacific Railroad	Raymond R. Morgan	29 P

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825 RADIO ACCOUNTS—Continued

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

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825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Westinghouse Electric & Mfg.	Fuller & Smith & Ross	84 NBC; 79 NBC
Weybosset Markets	Arthur Braitsch	3 A
Wheatena	C. M. Rohrabaugh	12 Mutual
Wheeling Steel Corp.	Critchfield & Co.	23 Mutual
Whitcomb Sulphur Springs Hotel	First United Broadcasters	10 A
White King Soap	Raymond R. Morgan	56 A, Don Lee & Arizona Networks; 2 P
White Laboratories (Feen-A-Mint)	William Esty	300 A
Whiting Milk Co.	Ingalls Advertising Agency	10 A & PP
Willard Talbet Co.	First United Broadcasters	17 P
J. B. Williams Co. (Glider and Williams Shaving Cream)	J. Walter Thompson	12 Mutual; 44 NBC; 1 P
Williams SLK Laboratories (Williams Formula, RUX, Gasa Tablets)	General Advertising Agency	12 P
Wilmington Transportation Co. (affiliate of Wm. Wrigley, Jr., Co.)	Neisser-Meyerhoff	6 CBS
Wilshire Oil (Polly Gas, Polly Penn Motor Oil)	Dan B. Miner	2 NBC Pacific; 3 P; 1 News
Winter & Co. (Musette Pianos)	Samuel C. Croot	2 Mutual
Wise Shoes	Peck Advertising	4 P & A
Wizard Products	First United Broadcasters	2 A
Wonder Lake Syndicate	Critchfield & Co.	3 P
John H. Woodbury (Soap, Cream, Powder)	Lennen & Mitchell	69 NBC
Wm. Wrigley, Jr., Co. (Wrigley Gum)	Neisser-Meyerhoff	72 CBS
Wm. Wrigley, Jr., Co. (Wrigley Gum)	Neisser-Meyerhoff	46 CBS
Wm. Wrigley, Jr., Co. (Doublemint Gum)	Frances Hooper	67 CBS; 109 CBS
Rudolph Wurlitzer (Musical Instruments)	Schwimmer & Scott	12 P
Wyeth Chemical Co.	Blackett-Sample-Hummert	1 P
Wyeth Chemical (Hill's Cold Tablets)	Blackett-Sample-Hummert	30 NBC
Wyeth Chemical (Hill's Nose Drops)	Blackett-Sample-Hummert	32 CBS
Yellow Cab Co.	Rufus Rhoades	2 Mutual; 2 P

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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); Sahuara Chemical Co. (pgm-1); Slavick Jewelry Co. (pgm, ann-2); Superior Macaroni Co. (pgm-1).

R. H. ALBER CO., 458 Chamber of Commerce Bldg., Los Angeles, Calif.; Prospect 3331. **Owner:** R. H. Alber. **Radio Director, Talent Buyer:** R. H. Alber. **Spot Time Buyer:** Pauline Hagen. **Network and National Spot:** Gospel Broadcasting Association (Mutual and spot pgm-80). **Spot:** Hemphill Diesel Schools (pgm-20); Thermo Air-Conditioning Institute (pgm-25); Unity School of Christianity (pgm-2). **Local:** Gaffers & Sattler for Gas Ranges (5 mins-1); Schaefer Hat Works (ann-6); Washington Furniture Co. (ann-2).

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).

ALLEN, HEATON & McDONALD, INC. (formerly Douglass Allen & Leland Davis), 1001 Enquirer Bldg., Cincinnati, O.; Cherry 3414-15. **President:** Douglass M. Allen. **Vice-Presidents:** Donald McDonald, Ralph Heaton. **Secretary:** Josephine Quigley. **Treasurer:** Templeton Briggs. **Radio Director:** Douglass M. Allen. **Spot:** KenRad Tube & Lamp Corp. (pgm-1); Look Magazine (news-1).

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.

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(pgm-2); Pridham Davis, Optometrist (time signals-1); Zinsmaster Baking Co. (pgm-1).

ANFENGER ADVERTISING AGENCY, INC., 1706 Olive St., St. Louis, Mo.; Chestnut 6380. **President:** E. D. Winius. **Vice-Presidents:** G. G. Hertslet, J. D. McEwen. **Secretary, Treasurer:** H. C. Schmidt. **Radio Director, Continuity and Script Buyer:** Richard L. Scheidker. **Spot Time Buyer:** M. O. Launch. **Talent Buyer:** R. G. Swarting. **Branch Office:** 1014 Canal Bank Bldg., New Orleans (Magnolia 4920); Meyer Sacks, vice-president. **Spot:** David G. Evans Coffee Co. (pgm-1, ann-2); Godefroy Mfg. Co. (pgm-1, ann-2); Jackson Brewing Co. (sports-10, news-2, pgm-4, ann-15); Hotel Jefferson (ann-40); E. Myers Lye Co. (ann-8); Barton Mfg. Co. (ann-32); Simmons Hardware Co. (ann-15); Seven-Up Bottling Co. (pgm-1, ann-1); The Reardon Co. (ann-40). **Local:** American Packing Co. (pgm-1, ann-1).

ARBEE AGENCY, INC., Advertising Arts Bldg., Terre Haute, Ind.; C 5017-18. **President:** W. Rex Bell. **Vice-President:** W. W. Bell. **Secretary:** W. L. Smith. **Art Director:** P. E. Mead. **Spot Time Buyer:** W. L. Smith. **National Spot:** Hulman & Co. for Clabber Girl Baking Powder (ann-26); Terre Haute Brewing Co. for Champagne Velvet Beer (news-3). **Local:** Merchants National Bank of Terre Haute (ann-1); Smith Alsop Paint & Varnish Co. (news-1). **Writers:** Duane Wanamaker, W. L. Smith (Clabber Girl Baking Powder), Ruth Morton (Merchants National Bank, Smith Alsop Paint & Varnish), George Jackson (Terre Haute Brewing). **Producers:** Duane Wanamaker, W. L. Smith.

ARDIEL 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 2-8524); S. P. Westaway, manager. **Spot:** National Fertilizers (pgm-4); Webb's Seeds (pgm-2); Dr. Chase Medicine Co. (ann-16); Alvinorr 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).

AUBREY, MOORE & WALLACE, INC., 230 N. Michigan Ave., Chicago; Randolph 0830. **President:** James T. Aubrey. **Vice-President, Treasurer:** John C. Moore. **Vice-President:** L. T. Wallace. **Radio Directors, Talent Buyers:** J. T. Ainley, J. H. North. **Spot Time Buyer:** J. H. North. **Network:** Campana Sales Co. (CBS-56). **Spot:** International Harvester Co. (ann-83, pgm-4, news-16); Edward J. Funk & Sons (pgm-1, ann-2). **Local:** Chicago Motor Club (pgm-1, news-1); Kester Solder Co. (pgm-1).

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); VBEV (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 (VBEV), Victor H. Lindlahr (Journal of Living).

N. W. AYER & SON, INC., W. Washington Square, Philadelphia, Pa.; Lombard 0100. **President:** Harry A. Batten. **Directors:** William M. Armistead, Clarence L. Jordan, Gerold M. Lauck, Adam Kessler, Jr., Frank L. Scott, Jr., Thurman L. Barnard, George W. Cecil, John Hansel, Paul L. Lewis. **Executive Vice-Presidents:** Clarence L. Jordan, Gerold M. Lauck. **Vice-President, Treasurer:** H. Eugene Wheeler. **Secretary:** Alice P. Kimberline. **Vice-Presidents:** George W. Cecil. Charles T. Coiner. Frederick W. Kurtz, Carl L. Rieker, John Hansel, Wesley A. Gilman, Paul L. Lewis, John B. Hunter, Frank J. Zink, Thomas H. Gilliam, Jr., James M. Wallace. **Vice-Presidents in Charge of Radio:** H. L. McClinton, C. H. Cottington. **Branch Offices:** RCA Bldg., New York City (CI 6-0200); Edward R. Dunning and Warner S. Shelly, resident vice-presidents. Statler Office Bldg., Boston (Hubbard 4970); E. Craig Greiner, manager. Field Bldg., 135 S. LaSalle St., Chicago (Randolph 3456); Sterling E. Peacock, resident vice-president. Russ Bldg., 235 Montgomery St., San Francisco (Sutter 2534); Carl J. Eastman, resident vice-president. Penobscot Bldg., Detroit (Randolph 3800); Frank L. Scott, Jr., and Thurman L. Barnard, resident vice-presidents. 80 Richmond St., W., Toronto, Ont. (Ade-

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laide 6156); John F. Graydon, resident vice-president. Sun Life Bldg., Montreal, Que. (Platteau 6886); Arthur G. White, manager. Bush House, London, England (Temple Bar 6611); Douglas G. Meldrum, manager. Dillingham Bldg., Honolulu, Hawaii; John E. Coonley, manager. Avenida Roque Saenz 788, Buenos Aires, Argentine; Thomas L. Barratt, manager. Edificio Sao Francisco, Paulo Egydio 15, Sao Paulo, Brazil; William J. Williamson, Jr., resident manager. Edificio D'A Noite, Sala 614, Praca Maua 7, Rio De Janeiro, Brazil; Carlos Machado Bitencourt, manager. **Network:** American Rolling Mill Co. (NBC Blue-42); Ford Motor Co. (CBS-77, CBS-83); Kellogg Co. (NBC Blue-14). **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 50; 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 & 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 McCaffrey, Cynthia Drew, Maurice Marks, Samson Gordon. **Staff Writers:** Meredith Page, G. David Gudebrod, Edward Schneeberg, Olive Sharman, Robert Collins. **Producers, Directors:** Larry Sizer, Les Quailey, Robert Burlen, James Peterson, B. C. Herrick, R. A. Mortensen, Bradford Browne, William J. Reddick, N. E. Keesely.

BADGER & BROWNING, INC., 75 Federal St., Boston, Mass.; Liberty 3364. **President:** Joseph L. Badger. **Treasurer:** Franklin S. Browning. **Vice-President:** Clifford P. Parcher, Langley C. Keyes, J. Paul Hoag. **Branch Office** (associated agency): Badger & Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president.

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

BAKER ADVERTISING AGENCY, LTD., 199 Bay St., Toronto, Ont., Canada; Adelaide 2171. **President:** W. R. Baker. **Vice-President:** H. F. Baker. **Secretary-Treasurer:** A. M. Nisbet. **Radio Director:** R. D. Albertini. **Spot Time Buyer:** W. Nicholas. **Talent, Script and Continuity Buyers:** R. D. Albertini, W. E.

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Trimble. **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); Gazosa Beverage Co. (ann-1).

BATTEN, BARTON, DURSTINE & OSBORN, INC., 383 Madison Ave., New York City; EL 5-5800. **Chairman of the Board:** William H. Johns. **President:** Bruce Barton. **Executive Vice-President:** A. F. Osborn. **Vice-President, Treasurer, Chairman of Executive Committee:** F. R. Feland. **Vice-Presidents:** C. J. Babcock, J. C. Cornelius, A. D. Chiquoine, Jr., Maurice Collette, C. L. Davis, J. D. Danforth, B. C. Duffy, George F. Gouge, L. D. Hansen, F. W. Hatch, S. P. Irvin, H. C. McNulty, S. W. Page, Arthur Pryor, Jr., W. M. Strong, Egbert White, R. B. Barton. **Assistant Treasurer:** T. Arnold Rau. **Secretary:** F. M. Lawrence. **Assistant Secretary:** H. A. Holloway. **Radio Director:** Arthur Pryor, Jr. **Spot Time Buyer:** C. E. Midgley, Jr. **Branch Offices:** Palmolive Bldg., Chicago (Superior 9201); R. B. Barton, vice-president in charge. Terminal Tower Bldg., Cleveland (Prospect 3621); Clarence L. Davis, vice-president in charge. Rand Bldg., Buffalo, N. Y. (Cleveland 7915); Stanley P. Irvin, vice-president in charge. Grant Bldg., Pittsburgh, Pa. (Grant 8060); Leon D. Hansen, vice-president in charge. 178 Tremont St., Boston (Hubbard 0430); Francis W. Hatch, vice-president in charge. Northwestern Bank Bldg., Minneapolis (Atlantic 4575); J. C. Cornelius, vice-president in charge. **Network:** E. I. du Pont de Nemours (CBS-55); Time, Inc. (NBC Blue-30); Servel, Inc., for Electrolux Refrigerators (NBC Blue-32); Ethyl Gasoline (CBS-62); General Baking for Bond Bread (CBS-27, Mutual-18); General Mills (CBS-24); George A. Hormel & Co. (CBS-24); Brown & Williamson Tobacco for Raleigh and Kool Cigarettes (NBC Red-56); Household Finance Corp. for Loans (CBS-28); Nehi, Inc., for Royal Crown Cola (CBS-77); Penick & Ford, Ltd., for My-T-Fine Dessert (CBS-11). **Spot and Local** (following clients use programs; further details, as to number of stations, etc., not listed): Andresen-Ryan Coffee Co., Boston Edison Co., Broadway Hollywood Stores, Brown & Williamson Tobacco Corp., Central Finance Corp., Charm Products, L. S. Donaldson Co., P. Duff & Sons, E. I. du Pont de Nemours, Ethyl Gasoline, Fort Pitt Brewing, Gamble Store, General Baking, Griesedieck Brewing, Hecker Products, George A. Hormel & Co., Armstrong Cork Co., Household Finance Corp., Marine Trust Co., Mutual Savings Bank of Massachusetts, Nehi, Inc., Southern New England Telephone Co., Standard Air Conditioning, New York Telephone Co., Waitt & Bond, Western Savings Bank. **Local:** F. & M. Schaefer Brewing (pgm-1); Massachusetts Savings Bank Association (pgm-2). **Writers:** Homer Fickett, William Spier, Frank Linder (Time, Inc.), Homer Fickett, John Driscoll (du Pont), Herbert Sanford (Raleigh and Kool), William Spier, Frank Linder, Kirk Alexander (Ethyl Gasoline), David White (Schaefer Brewing), Kenneth Webb, David White, Homer Fickett (Nehi, Inc.), Kenneth Webb, John Martin (Armstrong Cork Co.), Irving Mitchell, John Martin (My-T-Fine Dessert).

BAYLESS-KERR CO., 1164 Hanna Bldg., Cleveland, O.; Main 0917. **President, Treasurer:** H. D. Kerr. **Vice-Presidents:** R. S. Rimanoczy, Walter Butcher. **Secretary:** Neville Bayless. **Member of Board:** W. N. Bayless. **Directors of All Radio Activities:** R. S. Rimanoczy, Walter Butcher, Neville Bayless. **Spot:** Pocahontas Fuel Co. for O-P Stoker (pgm-3).

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

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(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.

BENNETT, SNOW & WALTHER, INC. (formerly Bennett & Snow, Inc.), 234 Boylston St., Boston, Mass.; KEN 3820. **President:** Cory Snow. **Vice-President:** Nelson Bennett. **Vice-President, Assistant Treasurer:** Fred P. Walther. **Treasurer:** Royal W. Leith. **Radio Directors, Spot Time, Talent, Continuity and Script Buyers:** Nelson Bennett, Fred P. Walther. **Spot:** Reliable Floor Co. (participation—15); Minard Co. (pgm-1); F. B. Washburn Candy Corp. (ann-2). **Local:** Arnold Tours (ann-1). **Writers:** Kasper-Gordon Studios. **Producers:** Kasper-Gordon Studios, Gretchen McMullen.

BENTON & BOWLES, INC., 444 Madison Ave., New York City; WI 2-0400. **Chairman of the Board:** Chester Bowles. **President:** A. W. Hobler. **Executive Vice-President:** James S. Adams. **Vice-President, General Manager:** James G. Rogers, Jr. **Vice-President:** Tom Revere. **Radio Director:** Tom Revere. **Radio Business Manager:** William J. Fagan. **Network:** General Foods for Diamond Crystal Salt (CBS-15), for Maxwell House Coffee (NBC Red-83), for Huskies (CBS-75), for Post Toasties (CBS-68); Continental Baking for Wonder Bread and Hostess Cake (CBS-48, CBS-43); Colgate-Palmolive-Peet for Super Suds (CBS-73), for Palmolive Soap (CBS-73), for Colgate Dental Cream (CBS-59), for Palmolive Shave Cream (CBS-46); Prudential Insurance Co. of America (CBS-49). **Spot:** General Foods for Post 40% Bran Flakes (pgm-15), for Huskies (pgm-8). **Local:** General Foods for Maxwell House Coffee (pgm-1); Best Foods for Nucoa (news-1).

BENTON & BOWLES-CHICAGO, INC., 919 N. Michigan Ave., Chicago, Ill.; Delaware 8000. **President:** Stuart Sherman. **Vice-Presidents:** Arthur F. Marquette, Edward Aleshire. **Radio Director:** Edward Aleshire. **Network:** Colgate-Palmolive-Peet for Colgate Toothpowder

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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 Fitger's Nordlager Beer. Northwest network—Friday nights.

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

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(CBS-26); Quaker Oats Co. for Quaker Farina (Mutual-4). **Spot:** Quaker Oats Co. for Ful-O-Pep Commercial Feeds (pgm-16); Colgate-Palmolive-Peet for Vel (ann-4); Dr. W. B. Caldwell for Dr. Caldwell's Laxative (ann-50); Fitger Brewing Co. for Fitger's Nordlager Beer (pgm-5).

BERMINGHAM, CASTLEMAN & PIERCE, 136 East 38th St., New York City; Le 2-7550. **President:** Arch Bermingham. **Executive Vice-President, General Manager:** Stewart Wark. **Secretary, Treasurer:** Winston Hagen. **Radio Director:** George C. Castleman. **Network:** Griffin Mfg. Co. (CBS-45). **National Spot:** Griffin Mfg. Co. (pgm, news, ann-25); Frank H. Lee Co. (pgm-1); Conti Products Co. (ann-3).

LEE S. BIESPIEL ADVERTISING AGENCY, 664 N. Michigan Ave., Chicago, Ill.; Delaware 1816. **President, General Manager:** Lee S. Biespiel. **Art Director:** Richard Olar. **Production Manager:** M. Ronayne. **Director of All Radio Activities:** Lee S. Biespiel. **Spot:** W. H. Barber Co. (ann-5). **Local:** Bulk Service Stations, Inc. (pgm-2, ann-1).

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 0900. **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-23, 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 Dreft (NBC Red-45), for Oxydol (CBS-26, NBC Red-143); Skelly Oil Co. (CBS-29); Wander Co. for Ovaltine (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 Ovaltine (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 Dreft (pgm-1), for Lava (ann-3), for Oxydol (pgm-6, ann-3); Anacin (pgm-2, Hockey-1); Bayer Aspirin (pgm-1); A. S. Boyle 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);

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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 Dreft); Day Keene (P & G for Dreft, 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 Dreft); 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 Rothchild 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.).

ADOLPH L. BLOCH ADVERTISING AGENCY, 108 N. W. 9th Ave., Portland, Ore.; Broadway 5664. **President:** Adolph L. Bloch. **Radio Director:** Bob Hargreaves. **Local:** Dr. Harry Semler (news-3); Mt. Hood Soap Co. (pgm-1, ann-1); Red & White Stores (pgm-1).

BOTSFORD, CONSTANTINE & GARDNER, 115 S. W. Fourth Ave., Portland, Ore.; AT 9541. **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:** Esbencott 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 B. 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:** Iten-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,**

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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); Sportsman'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).

J. CARSON BRANTLEY ADVERTISING AGENCY, Post Bldg., Salisbury, N. C.; 900. **President:** J. Carson Brantley. **Secretary-Treasurer:** Albert R. Munroe. **Radio Directors, Spot Time Buyers:** J. Carson Brantley, A. N. Cheney. **Talent Buyer:** J. Carson Brantley. **Continuity and Script Buyer:** A. N. Cheney. **Director Radio Research:** A. N. Cheney. **Spot:** Stanback Co. for Stanback Headache Powders (pgm-40, news-20, ann-70); Duke Power Co. (pgm-7, news-1); Carolina Beverage Corp. (ann-5); Chattanooga Medicine Co. (pgm-1, ann-2); The A & O Co. (ann-2). **Writers:** J. Carson Brantley, Albert R. Munroe. **Producer:** A. N. Cheney.

BREWER-WEEKS CO., 564 Market St., San Francisco, Calif.; DOUG 8234. **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).

EMIL BRISACHER & STAFF, 310 Crocker Bldg., San Francisco, Calif.; Garfield 0276. **President:** Emil Brisacher. **Vice-Presidents:** R. T. Van Norden, Robert J. Davis. **Radio Directors:** Emil Brisacher, Charles H. Gabriel. **Spot Time Buyers:** Eva Ross (San Francisco), Louise Ludke (Los Angeles). **Branch Offices:** Petroleum Securities Bldg., Los Angeles (Prospect 9368); Robert J. Davis, vice-president in charge. **Network:** Sussman, Wormser & Co. for S & W Fine Foods (NBC Red-9, CBS-8). **Regional:** Fruit Industries, Ltd. (ann, Mutual-Don Lee-6). **Spot:** Acme Breweries (news-1, ann-6); Peter Paul, Inc., for Candy (ann-4); Challenge Cream & Butter Association (ann-5); McClintock Stern Co. (ann-2); Dr. Painless Parker (ann-5). **Local:** Roos Bros. (sports-1); I. Magnin Co. (pgm-1); Rough Rider Mfg. Co. (pgm-1); McRoskey Airflex Mattress Co. (pgm-1).

BROADCAST ADVERTISING, INC., 8 Newbury St., Boston, Mass.; Kenmore 0854-55. **President, Treasurer:** James E. Murley. **Assistant to President:** J. J. Manning. **Radio Director, Talent, Continuity and Script Buyer:** James E. Murley. **Spot Time Buyer:** J. J. Manning. **Regional:** Participating Food Companies (pgm-7). **Spot:** Colt Shoes, Inc. (ann-4); R. G. Sullivan, Inc. (ann-10). **Local:** Liggett Drug Co., Inc. (ann-1). **Writers:** Marjorie Mills (participating food program); J. J. Manning (commercials, all programs).

BROOKE, SMITH & FRENCH, INC., 82 Hancock 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).

BROOKE, SMITH, FRENCH & DORRANCE, INC., 347 Madison Ave., New York City; MU 6-1800. **Chairman of Board:** Guy C. Smith. **President:** Sturges Dorrance. **Vice-Presidents:** H. M. Overstreet, H. E. Pengel, Jr., C. C. Kahlert. **Spot Time Buyer:** H. E. Pengel, Jr. **Talent Buyer:** H. M. Overstreet. **Network:** Maine Development Commission (Yankee and Mutual-17). **Spot:** Christmas Club (ann-43).

D. P. BROTHER & CO., INC., 8-149 General Motors Bldg., Detroit, Mich.; TR 2-8250. **President:** D. P. Brother. **Secretary:** A. C. Schroeder. **Treasurer:** Carl Georgi, Jr. **Radio Director, Spot Time Buyer:** Carl Georgi, Jr. **National Spot:** Oldsmobile Division of General Motors (ann-25).

FRANKLIN BRUCK ADVERTISING CORP., 1270 Sixth Ave., New York City; CI 7-7661. **President:** Franklin Bruck. **Treasurer:** M. Heineman. **Secretary:** M. J. Kleinfeld. **Radio Director:** M. Heineman. **Spot Time Buyer:** M. J. Kleinfeld. **Talent Buyer:** M. I. Jurin. **Network:** Manhattan Soap Co. for Sweetheart Soap (NBC Red-7). **Regional:** Manhattan Soap Co. (Yankee Network-4). **National Spot:** Manhattan

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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).

BUCHANAN & CO., INC., 1501 Broadway, New York City; ME 3-3380. **Chairman of Board:** Joseph A. Hanff. **President:** T. S. Buchanan. **Vice-Presidents:** A. E. Bonn, A. O. Dillenbeck, John Hertz, Jr. **Secretary, Treasurer:** L. J. Seeger. **Radio Director** (Hollywood): Louis A. Witten. **Branch Offices:** 919 N. Michigan Ave., Chicago (Delaware 5522); Norman J. Phelps, vice-president. 1709 West 8th St., Los Angeles (Drexel 7101); Fred M. Jordan, vice-president. 1680 N. Vine St., Hollywood (Gladstone 7104); Louis A. Witten, vice-president. **Network:** The Texas Co. for Texaco Petroleum Products (CBS-96). **Spot:** The Texas Co. (pgm-153); Royal Typewriter Co., Inc. (pgm and ann-23). **Producer:** Bill Bacher (The Texas Co.).

THE BUCHEN CO., 400 W. Madison St., Chicago, Ill.; Randolph 9305. **President:** Walter Buchen. **Vice-Presidents:** J. H. Morse, Fergus Mead. **Treasurer:** J. M. McDonald. **Secretary:** W. H. Baer. **Radio Director, Talent Buyer:** J. H. Morse. **Spot Time Buyer:** C. W. Fisher.

LEO BURNETT CO., INC., 360 N. Michigan Ave., Chicago, Ill.; Central 5959. **President, Treasurer:** Leo Burnett. **Vice-Presidents:** DeWitt O'Kieffe, Frank Smith. **Vice-President, Secretary:** E. Ross Gamble. **Radio Director, Talent Buyer:** Roy W. Winsor. **Spot Time Buyer:** E. Ross Gamble. **Continuity and Script Buyer:** DeWitt O'Kieffe. **Network:** Pure Oil Co. (football pgm, CBS-11, news commentator-CBS 41).

CALKINS & HOLDEN, 247 Park Ave., New York City; WI 2-6900. **President:** J. Sherwood Smith. **Vice-President:** James A. Clarke. **Secretary-Treasurer:** R. P. Clayberger. **Radio Director:** R. P. Clayberger. **Spot Time Buyer:** J. J. Griffin. **Network:** Wessen Oil & Snowdrift Co. for Wesson Salad Oil (NBC Pacific Coast Red-7). **Regional:** Oakite Products, Inc., for Oakite Cleaning Compound (Yankee Network-varying number of stations). First National Stores (Yankee Network-varying number of stations). **Spot:** Wessen Oil & Snowdrift Co. for Wesson Salad Oil (pgm-1); United Drug Co. for Bisma-Rex (ann-2).

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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.)

CAMPBELL-EWALD CO. OF NEW YORK, INC., 1790 Broadway, New York City; CI 7-6383. **Chairman of the Board:** H. T. Ewald. **President, General Manager:** F. D. Richards. **Vice-President:** W. W. Lewis. **Treasurer:** Duane W. Beurmann. **Secretary:** L. B. Dudley. **Vice-Presidents, Account Executives:** R. F. Field, W. E. Blodgett. **Radio Director, Talent, Continuity and Script Buyer:** Louis Dean. **Spot Time Buyer:** E. A. Elliott. **Branch Office:** 1214 19th St., N. W., Washington, D. C. (Metropolitan 5670); Emmett Deady, manager. **Network:** U. S. Rubber Co. (CBS-82, rebroadcast on 1 Havana station). **Spot:** Mary Pickford Cosmetics, Inc. (ann-5).

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).

CARPENTER ADVERTISING CO., 850 Euclid Ave., Cleveland, O.; Main 1570. **President:** A. Carpenter. **Vice-President:** M. H. Carpenter. **Treasurer:** H. J. Whiteman. **Secretary:** J. J. Marquart. **Radio Director:** F. F. Lamorelle. **Spot Time Buyer:** J. J. Marquart. **Local:** Hickman Williams & Co. for Home-Glo Coke (pgm-1); Musselman Hub Brake Co. (pgm-1). **Writers:** Vincent Siena (Hickman Williams), Harm White (Musselman Hub Brake). **Producer:** A. J. Carpenter.

CARTER, JONES & TAYLOR, 448-453 Associates Bldg., South Bend, Ind.; 3-3171. **Partners, Directors of All Radio Activities:** Lincoln J. Carter, Ralph E. Jones, James W. Taylor. **Spot:** Kamm & Schellinger Co. (news-2); Associates Investment Co. (sports-1); Round Oak Co. (time signals-1).

CECIL & PRESBREY. (formerly part of Cecil, Warwick & Legler), 247 Park Ave., New York City; WI 2-8200. **Chairman:** Charles Presbrey. **President:** James M. Cecil. **Vice-President:** Henry Souvaine. **Secretary:** Frank G. Christian. **Radio Director, Talent, Continuity & Script Buyer:** Henry Souvaine. **Spot Time Buyers:** Harry Parnas, Edward J. Rohn. **Secretary (Radio Department):** L. Scanlon. **Branch Offices:** 228 N. LaSalle St., Chicago; Leroy A. Kling, vice-president. Morris Plan Bldg., Richmond, Va.; Lucius Cary in charge. **Network:** G. Washington Coffee Refining Co. (NBC Blue-7); Lamont Corliss & Co. for Nestle's EverReady Cocoa (NBC Red-2). **Spot:** Lamont Corliss & Co. for Hot Nestle's (participation-1, participation-1). **Writers:** Gene Stafford (Nestle's EverReady Cocoa), Frank G. Christian (G. Washington Coffee). **Producers:** Keith McLeod, Henry Souvaine, Inc. (G. Washington Coffee).

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

CENTRAL ADVERTISING CORP., Board of Trade Bldg., Indianapolis, Ind.; Lincoln 7648. **President, Treasurer:** G. Vance Smith. **Vice-President:** Giles L. Smith. **Secretary:** H. B. Smith. **Radio Director, Spot Time Buyer:** G. Vance Smith. **Local:** Hoosier Mfg. Co. (news-1).

CENTRAL ADVERTISING SERVICE, INC., 45 West 45th St., New York City; BR 9-9260. **President:** Louis Britwitz. **Production Manager:** Gilbert Lesser. **Radio Director:** Louis Britwitz.

CENTURY ADVERTISING AGENCY, 1307 Industrial Bank Bldg., Detroit, Mich.; CA 7760-61-62. **President, Treasurer:** S. M. Epstein. **Secretary:** Norman R. Thal. **Vice-President:** V. Scally. **Director of All Radio Activities:** Norman R. Thal.

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-**

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work: Roma Wine Co. (Mutual-15). **Spot:** Roma Wine Co. (ann-4). **Local:** Margaret Burnham's Cottage Candies (ann-1); Piedmont Health Center (ann-1). **Writers:** Carl W. Pierce, Art Linkletter (Roma Wine). **Producer:** Carl W. Pierce (Roma Wine).

CHAPPELOW ADVERTISING CO., 3615 Olive St., St. Louis, Mo.; JE 0700. **President:** B. E. Chappelow. **Vice-Presidents:** F. S. Codding, G. W. Hutchinson, J. V. Huffman. **Secretary:** J. A. Hubbard. **Treasurer:** J. F. Fingerlin. **Radio Directors:** Glenn W. Hutchinson, James V. Huffman. **Spot Time Buyers:** F. A. Watts, D. L. Fox.

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).

DARWIN H. CLARK, ADVERTISING, 541 S. Spring St., Los Angeles, Calif.; Michigan 6021. **General Manager:** Darwin H. Clark. **Copy and Production Manager:** George W. Laine. **Space Buyer:** D. G. Anderson. **Publicity Manager:** Karl Lott, Jr. **Account Executive:** Warren P. Fehlman. **Radio Director:** Walter McIntosh. **Branch Offices:** Through membership in National Advertising & Promotion Group comprising affiliated agencies in key cities. **Network:** American Institute of Meritism (Mutual, Don Lee-4). **Local:** American Institute of Meritism (ann-1); California Federal Savings & Loan Association (ann-1); Darling's Flower Shop (ann-1); First Federal Savings & Loan Association of Hollywood (pgm-1, ann-1); Low Cost Housing, Inc. (pgm-1); Standard Federal Savings & Loan Association (pgm-2); Turco Products, Inc. (pgm-1); Los Angeles Sausage Co., Ltd. (pgm-1).

THE CLEMENTS CO., INC., 1601 Chestnut St., Philadelphia, Pa.; RIT 0236. **President, Treasurer:** I. W. Clements. **Vice-President, Secretary:** E. D. Masterman. **Radio Directors:** Alice V. Clements, Robert H. Smith. **Spot Time Buyer:** K. E. King. **Talent, Continuity and Script Buyer:** Alice V. Clements. **Network:** Modern Food Process Co. for Thrivo Dog Food (NBC Blue-13). **Local:** Horn & Hardart Baking Co. (pgm-3); Parkway Baking Co. (pgm-2); Mrs. Morrison's Puddings (pgm-1); Morton Co. (wrestling-1). **Spot:** F. G. Vogt & Sons, Inc. (ann-6); Northwestern National Bank (ann-3); P. J. Ritter Co. (ann-1); Horn & Hardart Baking Co. (ann-3). **Writers:** Alice V. Clements, Robert H. Smith, Taylor Grant, Betty Jordan. **Producers:** Alice V. Clements, Robert H. Smith, Betty Jordan.

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:** C. W. McQuillin. **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); Molsons 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-5); 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); Doller & Co. (ann-1); Sterling Distributors, Ltd. (pgm-1); Toronto Star Weekly (ann-1); Burns & Co. (pgm-1); National Biscuit & Confection Co., Ltd. (ann-1).

COMPTON ADVERTISING, INC., 630 Fifth Ave., New York City; CI 6-2800. **President:** Richard Compton. **Vice-President, Secretary, Treasurer:** Leonard Bush. **Vice-Presidents:** Robert Holbrook, Alfred Stanford, Trell Yocum, Chauncey Landon. **Radio Director:** John E. McMillin. **Spot Time Buyer:** William B. Maillefert. **Talent Buyer:** Florence Sperl. **Con-**

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tinuity & Script Buyer: Mary Louise Anglin. **General Program Manager, Script Supervisor:** John Taylor. **Program Managers:** Hal E. James, Frederick K. Gropper. **Radio Copy Supervisor:** Muriel Haynes. **Publicity:** Frederick K. Gropper. **Branch Offices:** Gwynne Bldg., Cincinnati (Parkway 6961); Robert Marsh, Jr., in charge. 221 N. LaSalle St., Chicago (State 8747); Jane Stockdale in charge. **Network:** Procter & Gamble for Ivory Soap (CBS-22, NBC Red and Blue-15, CBS-32, NBC Red-20, NBC Red-19, CBC French Network-number of stastations not listed), for White Naphtha Soap (NBC Red-58), for Barsalou Soap (CBC French Network—number of stations not listed), for Crisco (CBS-22, CBS-42, NBC Blue-20 and NBC Red-51). **Spot:** Utica Club Beer (news and baseball-number of stations not listed). **Local:** Procter & Gamble for Ivory Soap (pgm-number of stations not listed). Also numerous spot station placements of transcriptions for Procter & Gamble. **Writers** (all for Procter & Gamble): Jane West, Irna Phillips, Jane Cruisinberry, Paul Rhymer, Carl Bixby, Don Becker, Robert Choquette, Jovette Bernier, Augusto Maurro. **Producers** (all for Procter & Gamble): Howard Keegan, of Carl Wester & Co.; Carlo De Angelo, of Ed Wolf Associates; Axel Gruenberg and Ted MacMurray, of NBC; Chick Vincent, of Transamerican Broadcasting & Television Corp.

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).

COOLIDGE ADVERTISING CO., Insurance Exchange Bldg., Des Moines, Ia.; 3-5195. **President:** Paul Blakemore. **Vice-President:** R. H. Cary. **Secretary:** H. J. Kroeger. **Radio Director:** David Ainsworth. **National Spot:** American Pop Corn Co. (pgm-60); Marshall Canning 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); Cownie 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. Giebish. **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) Nahi-

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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 9-2588. **President:** Samuel C. Croot. **Vice-Presidents:** Robert D. Merrill, William Krieger. **Network:** Winter & Co. for Musette Pianos (Mutual-2). **(Note:** This information was not supplied by the agency).

D'ARCY ADVERTISING CO., Missouri Pacific Bldg., St. Louis, Mo.; Central 6700. **President:** W. C. D'Arcy. **Vice-Presidents:** J. F. Oberwinder, A. L. Lee, P. J. Orthwein, E. H. Turner, J. Y. Brown, J. M. Drescher, J. E. Sullivan. **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, Cleveland; S. P. Seward, manager. 310 North Ave., N. W., Atlanta; W. Pflueger. 90 Broadview St., Toronto, Ont.; G. P. Altenbernd, 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 Cartridge Co. (pgm-3).

JIMM DAUGHERTY, INC., 211 N. 7th St., St. Louis, Mo.; Main 0790. **President:** James M. Daugherty. **Secretary-Treasurer:** Pauline Otto Daugherty. **Director of All Radio Activities:** James M. Daugherty. **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. Fabbrini. **Radio Director:** Angeline Clement. **Spot Time Buyer:** Gerald F. Conway. **Branch Offices:** 410 White Bldg., Seattle; Carl Cleveland, in charge. 1085 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 Garages (ann-1); Hilex, bleach (ann-1); Minnesota Macaroni (ann-2, pgm-3); Minnehaha Cleaners (pgm-1). **Writers:** Angeline Clement (Koppers Coke, Stott Briquets, Ballard's & Skellet's, Minnehaha Cleaners, 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. **Treasurer:** E. de Biasi. **Radio Director:** A. de Biasi. **Spot Time and Talent Buyers:** A. de Biasi, A. Mauro. **Network and Local:** Gambarelli & Davitto (Mutual-3, news-1).

JOHN L. DE BRUEYS, ADVERTISING, Ben Milam Hotel, Houston, Tex.; Capitol 2241. **Owner:** John L. de Brueys. **Radio Director:** John L. de Brueys. **Spot:** Houston 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 Buyer:** Ira E. De Jernett. **Radio Director:** Violet Short. **Spot Time and Talent Buyer:** Ira E. De Jernett. **Regional:** Employers Casualty Co. (Texas Quality-4, plus KGNC). **Spot:** Employers Casualty Co. (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. Dombrower. **Vice-President:** Morton L. Wallerstein. **Secretary:** H. D. Britt. **Space Buyer:** Dorothy Fowler. **Art Director:** J. H. R. Pickett. **Radio Director, Spot Time, Script and Continuity Buyer:** E. I. Wallerstein. **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. Rinehart. **Secretary:** O. A. Kingsbury. **Treasurer:** William D. Patterson. **Space Buyer:** Jack B. Peters. **Art Director:** William H. Schneider. **Account Executives:** L. P. Bott, Jr., Rufus Choate, Marjorie Hyndman, Samuel Lanham, James J. Maloney, Lloyd G. Seidman. **Radio Directors:** Clifford Strohl, Fred F. Waters. **Branch Office:** 411 Hurt Bldg., Atlanta (Main 5662); Harry L. Morrill, vice-president. **Network:** National Ice Advertising, Inc. (NBC Red-57). **Spot:** Scholl Mfg. Co. (ann-12); Glad Rag Products Co. (chain breaks-4); Angostura-Wupperman Corp. (participation-5); Atlantic Ale & Beer (chain breaks via list of 22 stations).

JOHN C. DOWD, INC. (formerly Dowd & Ostreicher), 1059 Park Square, Boston,

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Mass.; Hubbard 8050. **President, Treasurer:** John C. Dowd. **Executive Vice-President:** E. D. Parent. **Vice-President:** D. W. Norris. **Production Manager:** William M. Taylor. **Account Executives:** A. L. Dickerman, D. W. Norris, W. E. Buckingham. **Radio Director:** D. W. Norris.

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 Weil, John Adema. **Art Department:** Art Wakefield. **Radio Director:** Jerome R. Ellis. **Branch Office:** Dominion Bldg., 465 Bay St., Toronto, Ont.; Abbey Muter, Jack Culiner. **Spot:** Liquid 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); Pfeiffers 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); Stewarts Clothing (ann-1); Weed & Co. (ann-1).

SHERMAN K. ELLIS & CO., INC., 500 Fifth Ave., New York City; LA 4-3570. **President:** Sherman K. Ellis. **Vice-Presidents:** C. E. Staudinger, Richard Barrett, Sidney J. Hamilton, Jr., Clifford L. Fitzgerald. **Production Manager:** Robert McKean. **Radio Directors:** Lawrence Holcomb, Myron P. Kirk. **Spot Time Buyer:** Harry Torp. **Talent, Continuity & Script Buyer:** Lawrence Holcomb. **Branch Offices:** 141 W. Jackson Blvd., Chicago (Harrison 8612); Clifford L. Fitzgerald, vice-president in charge. Sherman K. Ellis & Co., Ltd., Canada; see separate listing. **Network:** Ward Baking Co. for Ward's Bread (NBC-Blue-14); Quaker Oats for Puffed Wheat and Rice (NBC Red-20, NBC Red-64). **Spot:** Ward Baking (pgm-6, ann-17); Richfield Oil Corp. of New York (ann-30); Quaker Oats Co. (ann-5); Pennsylvania Salt Mfg. for Lewis' Lye (ann-4); Quality Biscuit Co. for Princess Crackers (pgm-2); Falstaff Brewing (ann-5)). **Local:** Richfield Oil Corp. of New York (news-1); Sawyer Biscuit Co. for Baker Boy Crackers (pgm-1).

SHERMAN K. ELLIS & CO., LTD., C. P. R. Bldg., Toronto, Ont.; Adelaide 3051. **President:** Sherman K. Ellis. **Vice-President:** Ralph W. Ashcroft. **Director of All Radio Activities:** Ralph W. Ashcroft. **Network:** T. G. Bright & Co., wines (pgm-5).

JOSEPH ELLNER CO., 331 Fourth Ave., New York City; ST 9-0536. **Proprietor:** Joseph Ellner. **Art Director:** Sydney H. Reich. **Radio Director, Talent, Continuity and Script Buyer:** Samuel H. Ellner. **Spot Time Buyer:** B. D. Seldin.

THE EMERY ADVERTISING CO., 1100 Baltimore Life Bldg., Baltimore, Md.; Plaza 7440. **President:** Charles E. Emery. **Treasurer:** M. E. Busch. **Radio Director, Spot Time and Talent Buyer:** C. Delano Ames. **Continuity and Script Buyer:** Robert Highleyman. **Local:** Provident Savings Bank (pgm-1); National Central Bank (ann-1); Maryland Trust Co. (ann-4).

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); Musterole 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:** Musterole Co. (ann-10); Olive Tablets (ann-6). **Local:** Barbasol 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-

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son Robison (Musterole), Roy Post (Consolidated Cigar).

WILLIAM ESTY & CO., INC., 100 East 42nd St., New York City; CA 5-1900. **President:** William Esty. **Secretary:** E. H. Cummings. **Radio Director, Talent, Continuity and Script Buyer:** Richard Marvin. **Spot Time Buyer:** Alman J. Taranto. **Other Radio Personnel:** Harry Holcombe, Joe C. Donohue, Kenneth M. Fickett. **Network:** R. J. Reynolds Tobacco for Camel Cigarettes (CBS-91, CBS-90). **National Spot:** R. J. Reynolds Tobacco for George Washington Smoking Tobacco (ann-15); White Laboratories, Inc., for Feen-A-Mint (ann-300); Thomas Leeming & Co. for Baume Bengue (ann-70); Pacquin's Laboratories for Pacquin's Hand Cream (ann-50); Lehn & Fink Products for Hinds Honey & Almond Cream (ann-50). **Local:** R. J. Reynolds Tobacco for Prince Albert Smoking Tobacco (pgm-1). **Writers:** Bernard Dougall, Helen Phillips (Camel Cigarettes).

EVANS & BRISEBOIS, Lincoln Bldg., Detroit, Mich.; CA 8748. **Partners:** L. A. Brisebois, F. E. Evans. **Radio Director:** Donald G. MacDonald. **Spot Time Buyer:** F. E. Evans. **Branch Office:** 192 Lexington Ave., New York; O. E. Lefevbre, in charge. **Spot:** Detroit Flower Show (pgm and 5 mins-6). **Local:** United Savings Bank (ann-1); Weil & Co., Furniture (pgm-1); M. Stern Furniture Co. (pgm-1).

ALBERT EVANS & LE MAY, 616 Dan Waggoner Bldg., Fort Worth, Tex.; 2-4184. **Radio Director:** Victor LeMay. **Spot Time Buyer:** Ed Hamann. **Branch Office:** Dallas, Tex. (Dallas 2-4586); 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 Committee (pgm-5); Associated Serum Producers (ann-17); Taugney McGinn Hotels (ann-4); Look Magazine (news-1).

FEDERAL ADVERTISING AGENCY, INC., 444 Madison Ave., New York City; EL 5-6400. **President:** Robert Tinsman. **First Vice-President:** James F. O'Brien. **Vice-Presidents:** Joseph Beck (in charge of media), Jules Singer, Joel Nichols. **Treasurer:** George Dietrich. **General Manager, Director of Research:** D. E. Robinson. **Radio Directors:** George Comtois, John Davidson. **Network:** National Biscuit Co. for Shredded Wheat (NBC Red-48). **Spot:** Rockwood & Co. for Pecan Feast (ann-7); American Safety Razor Co. (ann-1); Durkee Famous Foods (pgm-3); Sinclair Refining Co. (news and sports-14).

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); Pioway 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).

THE JAMES FISHER CO., LTD., 204 Richmond St., W., Toronto, Ont.; Waverly 8091. **President, General Manager:** James Fisher. **Executive Vice-President:** George A. Martin. **Secretary:** W. R. Johnston. **Treasurer:** Mrs. C. M. Robertson. **Assistant Manager:** A. L. Thompson. **Director of All Radio Activities:** W. R. Johnston. **Branch Office:** Confederation Bldg., 1253 McGill College Ave., Montreal, Que. (Lancaster 1205); H. V. Peterson, manager. **Spot:** Robin Hood Flour Mills, Ltd. (pgm-9); Purina Mills (pgm-5): Wm. R. Warner & Co. for Sloan's Liniment (ann-12).

FITZGERALD ADVERTISING AGENCY, INC., Southern Bldg., New Orleans, La.; Raymond 5194. **President:** Joe L. Killeen. **Vice-Presidents:** Joseph H. Epstein, Leonard Gessner. **Secretary-Treasurer:** Ray M. Schwarz. **Radio Director, Spot Time Buyer:** Leonard Gessner. **Network:** Wesson Oil & Snowdrift Sales Co. (NBC Red-7). **Spot:** Wesson Oil & Snowdrift Sales Co. for Snowdrift (time signals-1), for Scoco (pgm and time signals-11), for Blue Plate Foods

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(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).

RICHARD A. FOLEY ADVERTISING AGENCY, INC., 1616 Walnut St., Philadelphia, Pa.; Kingsley 1560. **President:** Charles H. Eyles. **Vice-Presidents:** Lee E. Hood, Lawrence I. Everling. **Radio Director, Talent, Continuity and Script Buyer:** Russell Gray, Sr. **Spot Time Buyer:** Joseph M. Dehone, Jr.

FORT & CO., 301-04 Kinney Bldg., Charlotte, N. C.; 3-4217. **President, General Manager:** John L. Fort. **Production Manager:** Jean Dunham. **Radio Director:** John L. Fort. **Local:** Hoover Hosiery Co. (pgm-1).

ALBERT FRANK - GUENTHER LAW, INC., 131 Cedar St., New York City; CO 7-5060. **Chairman of the Board:** Rudolph Guenther. **Chairman of Executive Committee:** Russell Law. **President:** Frank J. Reynolds. **First Vice-President:** E. W. Kimmelberg. **Vice-President, Secretary:** Victor J. Cevasco. **Vice-President, Treasurer:** Emmett Corrigan. **Vice-Presidents:** Russell S. Sims, Curtis N. Browne, Frank D. Cruikshank, James Rascovar II. **Controller:** S. A. Speake. **Radio Director, Spot Time Buyer:** Frank D. Cruikshank. **Branch Offices:** 10 Post Office Square, Boston (Hancock 5900); Joseph R. Hamlen, vice-president. 1 LaSalle St., Chicago (Dearborn 8910); R. W. Dawson, vice-president. 111 Sutter St., San Francisco (Sutter 2522); Vincent J. Beschel. Packard Bldg., Philadelphia (Rittenhouse 3915; Race 3115); Robert L. Ingold. Copthall House, Copthall Ave., London, E. C. 2 (Metropolitan 1571); John A. Venner, managing director. **Spot:** Colonial Steamship Line (ann-3); Frank Fehr Brewing Co. (ann-1). **Local:** Beauty Affiliates (pgm-1).

JEAN SCOTT FRICKELTON, 1355 Market St., San Francisco, Calif.; Hemlock 6030. **Radio Director:** Jean Scott Frickelton. **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-3); Durkee-Mower, Inc. (ann-5); Jordan-Marsh Co., Department Store (ann-7); Boston Auto Show (ann-4); Brockton Fair (ann-7). **Local:** James A. Aicardi & 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); Gentles Baking Co. (ann-1); Haines CeBrook, 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).

GALE & PIETSCH, INC., 333 N. Michigan Ave., Chicago, Ill.; State 9570. **President:** Richard F. Pietsch. **Executive Vice-President:** Willard E. Stevens. **Vice-President, Treasurer:** George A. Hamilton. **Radio Director:** None; handled by account executives. **Network:** Princess Pat, Ltd., for Cosmetics (NBC Red-14).

GARDNER ADVERTISING CO., Mart Bldg., St. Louis, Mo.; Garfield 2915. **Chairman of the Board:** Herbert S. Gardner. **President:** Elmer G. Marshutz. **Executive Vice-President:** Erma

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P. Proetz. **Vice-Presidents:** Jerome F. Kircher, Anthony W. Neally, Charles P. Michels, Roland Martini, Leigh Crosby. **Radio Directors, Talent, Continuity and Script Buyers:** Roland Martini (New York), Charles E. Claggett (St. Louis). **Spot Time Buyers:** E. A. Schulenburg, Charles H. Gardner. **Branch Offices:** 9 Rockefeller Plaza, New York City (CO 5-2000); H. S. Gardner, chairman of the board; Roland Martini, vice-president. 1419 Heyburn Bldg., Louisville, Ky. (Jackson 5328); Warren Schwegel, 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 Ry-Krisp (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-Inglis 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).

GENERAL ADVERTISING AGENCY, INC., 1265 N. Vermont Ave., Los Angeles, Calif.; Olympia 2958. **President:** Ralf M. Spangler. **Vice-President:** Guy H. Brooks. **Secretary-Treasurer:** M. Hammond. **Radio Director, Spot Time Buyer:** Ralf M. Spangler. **Talent Buyer:** M. Hammond. **Continuity and Script Buyer:** Churchill Murray. **Branch Office:** 608 Security Bldg., Windsor, Ont., Canada; W. T. Maynard, in charge. **Regional Network:** Williams SLK Laboratories for Williams Formula, RUX, Gasa Tablets (pgm-12). **Spot:** McKesson-Western Wholesale for Currier's Tablets (pgm-10). **Local:** Alberty Food Co. (pgm-1); Olden Minerals, Inc. (pgm-1); Safe Way Building Service (ann-1); Ro-Mari, Inc. (pgm-1); San Diego Building Trades Council (pgm-1). **Writer:** Churchill Murray. **Producers:** Churchill Murray (McKesson-Western, Alberty Food Co., Olden Minerals, Ro-Mari); Mutual-Don Lee (Williams SLK Laboratories).

J. STIRLING GETCHELL, INC., 405 Lexington Ave., New York City; MU 6-4800. **President:** J. Stirling Getchell. **First Vice-President:** J. V. Tarleton. **Secretary:** M. P. Franceschi. **Treasurer:** Charles McCormack. **Radio Director:** C. A. Snyder. **Spot Time Buyer:** Carolyn R. Moser. **Branch Offices:** New Center Bldg., Detroit (Trinity 2-3600); Harry T. Mitchell, in charge. Bryant Bldg., Kansas City, Mo. (Harrison 8102); Karel Rickerson, in charge. 59 E. Van Buren St., Chicago (Harrison 2606); L. O. Holmberg, in charge. **Regional:** Socony-Vacuum Oil Co. (Yankee Network-6). **National Spot:** Chrysler Corp. (ann-126); Socony-Vacuum Oil Co. (sports-2, news and sports-1, news-5, play-by-play baseball-35).

GEYER, CORNELL & NEWELL, INC., 745 Fifth Ave., New York City; WI 2-5400. **President:** B. B. Geyer. **Vice-Presidents:** H. W. Newell, R. M. Ganger. **Secretary-Treasurer:** J. R. Kunz. **Assistant Secretary-Treasurer:** E. L. Reibling. **Director of All Radio Activities:** Eleanor L. Larsen. **Branch Offices:** 3rd National Bldg., Dayton, O. (Fulton 4145); E. G. Frost, in charge. New Center Bldg., Detroit (Madison 6750); E. L. Triffit, in charge. **Network:** Nash-Kelvinator Corp., Nash Motors Division (CBS-66). **Spot:** Nash-Kelvinator Corp., Nash Motors Division (pgm and ann-93); Crowell Publishing Co. for Woman's Home Companion (pgm-15, pgm-7). **Local:** Nash-Kelvinator Corp. for Nash Motors Division (ann-1), for Kelvinator Division (pgm and ann-1). **Writers:** Amedee Cole, G. J. Agnew, Charles Newton, Roger Purdon.

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-

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pells. **Secretary-Treasurer:** W. H. Hoare. **Arts & Plans Director:** Bertam Brooker. **Space Buyer:** F. W. Percival. **Production Manager:** Harry Robertson. **Research Director:** R. L. Wright. **Radio Director:** N. McConnell. **Branch Offices:** 924 Dominion Square Bldg., Montreal, Que.; Harold M. Reid, vice-president, manager. Scott Block, Winnipeg, Man.; Gordon E. Hunter, vice-president, manager. Leader Bldg., Regina, Sask.; Ewart G. Macpherson, vice-president, manager. Lancaster Bldg., Calgary, Alta.; Reg. G. Smith, vice-president, manager. Agency Bldg., Edmonton, Alta.; J. H. Fulton, manager. Province Bldg., Vancouver, B. C.; Dave Crawford, vice-president, co-manager; L. E. C. Manley, co-manager. 21 Paper St., E. C. 1, London; Col. Harold A. Moore, manager.

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 Broadway, Milwaukee, Wis.; Daly 6230. **Owner:** Bert S. Gittins. **Radio Director:** H. Earl Hodgson. **Spot Time Buyers:** Bert S. Gittins, H. Earl Hodgson, Carl Stoddard. **Network:** Allis-Chalmers Mfg. Co. (NBC Blue-36). **Regional:** Allis-Chalmers (Texas Quality Network-2). **Spot:** Allis-Chalmers (pgm-21, 5 mins-1, ann-10, special events-16, news-2).

LOUIS GLASER, INC., 1111 Statler Bldg., Boston, Mass.; LIB 6044. **President:** Louis Glaser. **Director of All Radio Activities:** Everett E. Doten. **Regional:** The Book Theatre Association (Colonial Network and WOR-3). **Spot:** N. Y. Mattress Co. (cut-ins and ann-2); Gould Negative Ion Co. (pgm-2); New England Coke Co. (cut-ins and ann-2).

RAY K. GLENN ADVERTISING, 1366 First National Bldg., Oklahoma City, Okla.; 3-5439. **Owner:** Ray K. Glenn. **Radio Director, Talent Buyer:** Lowe Runkle. **Spot Time Buyers:** Ray K. Glenn, Lowe Runkle. **Branch Office:** Liberty Bank Bldg., Dallas; T. A. Workman, manager. **Local:** Approved Laundries (pgm-3); Local Federal Savings & Loan (pgm-2); Ancel Earp & Co. (pgm-1); Cain's Coffee Co. (pgm-3); New York State Ice Cream (pgm-1). **Writer:** Earl P. Thomas (all clients).

FRANCIS K. GLEW, ADVERTISING, Murray Bldg., Grand Rapids, Mich.; 8-1848. **Director of All Radio Activities:** Francis K. Glew. **Local:** Parisian Cleaners & Dyers, Inc. (news, ann-1).

GLICKSMAN ADVERTISING CO., INC., 400 Madison Ave., New York City; PL 8-0716. **President:** Joseph Glicksman. **Network:** Adam Hat Stores (NBC Blue-53). (**Note:** This information was not supplied by the agency, hence further details are not available.)

GOODKIND & MORGAN, 919 N. Michigan Ave., Chicago, Ill.; Superior 5329. **President:** M. Lewis Goodkind. **Account Executive:** Hertha Samuels. **Space Buyer:** Florence Neighbors. **Radio Director, Talent Buyer:** M. Lewis Goodkind. **Spot Time Buyer:** Florence Neighbors. **Continuity and Script Buyer:** Hertha Samuels. **Branch Office:** Affiliated with Raymond R. Morgan Co., q.v. **Radio Clients:** Eisendrath Glove Co., Alfred Johnson Skate Co., Trading Post, Inc., Pendleton-Palmer House. (*Note:* None of these clients has used radio since June, 1938.)

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**

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Script Buyer: Arthur A. Kron. **Spot Time Buyers:** William Menkel, Anthony C. de Pierro. **Spot:** R. U. Delephena & Co. for Hartley's Marmalade (pgm-3). **Local:** The Dill Co. for Espotabs (ann-1); Morris Plan Bank (pgm-1).

GRACE & BEMENT, INC., 438 New Center Bldg., Detroit, Mich.; Madison 4514. **President:** Edward R. Grace. **Vice-Presidents:** Austin F. Bement, Major E. C. Fleming. **Vice-President, Treasurer:** Paul B. Zimmerman. **Director Research & Media:** L. C. Grace. **Time Buyer:** L. C. Grace.

GRANT ADVERTISING, INC., Gulf States Bldg., Dallas, Tex.; 2-5062. **President:** Will C. Grant. **Branch Office:** Palmolive Bldg., Chicago (Superior 1596). **Network:** Mars, Inc., for Chocolate Bars (NBC Blue-20); Vanette Hosiery 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.; 4311. **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).

THE GRISWOLD-ESHLEMAN CO., 2700 Terminal Tower, Cleveland, O.; Main 7626. **President:** Charles L. Eshleman. **Vice-President, Art Director:** Samuel A. Lewis. **Vice-President, Creative Director:** Kenneth W. Akers. **Secretary-Treasurer:** John F. Davis. **Radio Director:** Wilton C. Haff. **Spot Time, Talent, Continuity and Script Buyer:** William A. Weaver. **Spot:** Montana Milling for Sapphire Flour (ann-4); Fleet-Wing Gasoline (ann-12); B. F. Goodrich for Truck and Bus Tires (farm news-20). **Local:** Lake Erie Provision for Meat (ann-1); Cleveland Livestock for Meat (pgm-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).

LAWRENCE C. GUMBINNER ADVERTISING AGENCY, 9 East 41st St., New York City; VA 3-3550. **Executives:** Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller, Herschel Deutsch. **Director of All Radio Activities:** Herschel Deutsch. **Network:** American Tobacco for Roi-Tan Cigars (CBS-5). **Network and National Spot:** Vadsco Sales Corp. for Quinlax (Mutual and spot stations-24). **National Spot:** Royal Lace Paper Works for Roylies (pgm-12). **Writers:** Ruth Leslie, Florence Miles (Roylies); Arnold Scheuer, Jr., Alfred Bercovici, William M. Sweets (Quinlax). **Producer:** Frank Chase (Quinlax).

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 Packing & 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); Weils (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

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Co. (pgm-1); Hart Cut-Rate Drug Co. (pgm-1); Bruton Brewing (pgm-1); Rochester Brewing (pgm-1); Mack Baking Co. (pgm-1); Washington Optical Institute (pgm-1); Stern & Co. (pgm-1); Joseph Horne (pgm-1). **Writers:** Lisa Ysaye Tarleau, R. L. McKelly, Lawrence Marks, Bryna Isaacs, Jean Stafford, John Russak. **Producers:** Agency staff.

WILLIAM IRVING HAMILTON, 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.)

HAMMER ADVERTISING AGENCY, 983 Main St., Hartford, Conn.; 5-4883. **Executives:** M. H. Hammer, Robert Eckleson, Florence Trazzini, Arthur Gould. **Radio Directors:** Arthur Gould, M. H. Hammer. **Spot Time Buyer:** Robert Eckleson. **Talent, Continuity and Script Buyer:** M. H. Hammer. **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. H. Fagan, Dentist (ann-3); Hygrade Oil Co. (ann-2); Loew's Theatres (ann-2); Rose Marie Beauty Shops (ann-2).

HANSEN-WILLIAMS, INC., Rockefeller Center, New York City; CI 7-4131. **President, Treasurer:** K. K. Hansen. **Vice-President:** Ned E. Williams. **Secretary:** Bernard L. Miller. **Radio Director:** K. K. Hansen.

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 MacNullan (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.)

HILLMAN-SHANE ADVERTISING AGENCY, INC., 1220 Park Central Bldg., 412 West 6th St., Los Angeles, Calif.; VA 5111. **President:** David S. Hillman. **Vice-President:** Jefferson Kaye Wood. **Secretary-Treasurer:** William Berger. **Radio Director:** Jefferson Kaye Wood. **Spot Time Buyer:** J. Pierce. **Network:** Soil-Off Mfg. Co. (CBS Pacific-2, plus 6 coast stations). **Local:** Fox West Coast Theatres (pgm and ann-4); May Co., Department Store (ann-number of stations not given); Downtown Merchants Dollar Day (ann-number of stations not given); Barker Brothers (pgm-1, ann-number of stations not given); Sentinel Chemical Co. (participation-1); Soil-Off Mfg. Co. (participation-1).

HIXSON-O'DONNELL ADVERTISING, INC., Richfield Bldg., Los Angeles, Calif.;

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Mutual 8331. **Radio Director:** Mel Williamson. **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. **Network:** William Wrigley, Jr., Co. for Doublemint Gum (CBS-67, CBS-109). (**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 5-6066); Frank Whipple, 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 Molasses 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. **Spot Time Buyers:** John P. McCarthy, F. A. Hughes. **Radio Personnel:** James J. Brady, L. W. Simonds, Jr. **Spot:** Kemp & Lane (ann-12); Good Luck Food Co. (ann-14); American Brewing Co. (ann-7).

H. B. HUMPHREY CO., Statler Bldg., Boston, Mass.; Liberty 4714. **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). **Producer:** Howard Keegan, of Carl Wester & Co. (Pillsbury).

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).

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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:** Waldorf 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 Jolis 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).

DILLARD JACOBS AGENCY, INC., 1632 Candler Bldg., Atlanta, Ga.; Walnut 3481. **President:** J. D. Jacobs. **Vice-President:** P. W. Smith. **Treasurer, Space Buyer:** R. S. Peacock. **Production Manager:** Dan Marcy Stone. **Director of all Radio Activities:** P. W. Smith. **National Spot:** The Mentholatum Co. (ann-5); Capudine Chemical Co. (ann-7).

RALPH H. JONES CO., 431 Main St., Cincinnati, O.; Main 3351. **President, Treasurer:** Ralph H. Jones. **Vice-President:** Stanley A. Willer. **Secretary:** Elmer A. Vehr. **Directors of All Radio Activities:** C. M. Robertson, Jr., Charles J. Coward. **Branch Office:** 580 Fifth Ave.; James M. Nelson, manager. **Network:** Drackett Co. for Drano and Windex (NBC Red-20). **Spot:** Kroger Grocery & Baking Co. (pgm-21); Carter Coal Co. (pgm-4); Stewart & Ross Corp. (ann-21). **Local:** Miami Butterine Co. (pgm-1).

KAL ADVERTISING, INC., Star Bldg., Washington, D. C.; Metropolitan 0863. **President:** Norman C. Kal. **Vice-Presidents:** Harry L. Merrick, Alvin Q. Ehrlich. **Radio Director, Spot Time Buyer:** David B. Stein. **Talent Buyer:** I. T. Cohen. **Continuity and Script Buyer:** William B. Mullet. **Copy Chief:** Harry Hites.

H. W. KASTOR & SONS ADVERTISING CO., 360 N. Michigan Ave., Chicago, Ill.; Central 5331. **President:** Louis Kastor. **Secretary, Treasurer:** E. H. Kastor. **Recording Secretary:** W. B. Kastor. **Vice-Presidents:** R. H. Kastor, F. W. Kastor, A. G. Kastor. **Radio Director, Talent Buyer:** Robert G. Jennings. **Spot Time Buyer:** Howard H. Hudson. **Continuity and Script Buyer:** John L. Greene. **Radio Executive:** M. McBride Panton. **Branch Office:** 9 Rockefeller Plaza, New York City (Columbus 5-6135); Arthur G. Kastor in charge. Arcade Bldg., St. Louis (Main 3655); F. W. Kastor in charge. **Network:** Lewis-Howe for Tums (NBC Red-22 and 29, NBC Blue-43); Procter & Gamble for Teel (NBC Red-39), for Drene (NBC Red-50 and 31, CBS-59), for Teel and Drene (CBS-59); Welch Grape Juice (NBC Blue-51). Others; no information given. **Writers:** Orin Tovrov, Pauline Hopkins, John L. Greene, Arch Oboler, True Boardman, Peggy Beckmark. **Producers:** Wynthrop Orr, George L. Fogle, Jacky & Thorndyke, Gordon Hughes, Samuel C. Fuller, Robert Read, Stewart Dawson.

THE JOSEPH KATZ CO., 16 E. Mt. Vernon Place, Baltimore, Md.; Vernon 7094. **President:** Joseph Katz. **Vice-President:** Nat C. Wildman. **Treasurer:** C. M. Harrison. **Secretary:** Kate Katz. **Radio Director:** J. C. Bridgwater. **Spot Time Buyer:** John T. McHugh. **Other Radio Personnel:** Edward Prager, George Lucas, Stanley Blumberg, Roland Brave. **Branch Offices:** 247 Park Ave., New York City (WI 2-2740); Nat C. Wildman, vice-president, manager. 6362 Hollywood Blvd., Hollywood. **Network:** American Oil Co. (CBS-42). **Spot:** Maryland Pharmaceutical Co. (ann-number of stations not listed); Ex-Lax (ann-number of stations not listed); Globe Brewing (5 mins-3, sports-2, news-2). **Local:** American Oil Co. (news-1).

HENRY J. KAUFMAN, ADVERTISING, Homer Bldg., Washington, D. C.; District 7400. **Owner:** Henry J. Kaufman. **Copy Chief:** William F. Sigmund. **Art Director:** Eugene Hoover. **Space Buyer:** Elizabeth D. Gwyer. **Production:** Charles Harrison. **Radio Director, Continuity and Script Buyer:** Jeffrey A. Abel. **Radio Supervisor, Spot Time and Talent Buyer:** Vivian Bitner. **Radio Writer:** Ronald Dawson. **Spot:** Sears, Roebuck & Co. (ann-4); American Automobile Association (ann-2); Derwood Mills (ann-3). **Local:** Peerless Furniture Co. (pgm-1); Lansburgh's Department Store (pgm-1); Personal Industrial Bankers (pgm-1); Saks Fur Co. (pgm-1);

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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, Denver, Colo.; Tabor 7166. **Partners:** Raymond 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 National 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-aggregate of 4); Denver Buick (pgm-1); Dundee'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 Jeweler (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); Neusteter Co. (time signals-1, 5 mins-2); Pencol 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, Louese Glackemeyer, Louise G. Wadsworth, Katharine Augrelius.

KEELOR & STITES CO., 3001-3 Carew Tower, Cincinnati, O.; PA 1311. **President:** 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. **Treasurer:** James R. P. Nelson. **Secretary:** Frank J. Herel. **Radio Director, Talent, Continuity and Script Buyer:** John H. Donahue. **Spot Time Buyer:** Joseph Burland. **Spot:** Austin, Nichols & Co. for Heineken's Beer (ann-2). **Local:** New York State Bureau of Publicity, Conservation Dept. (pgm-1). **Producers:** Clifford Fowler, Fulton Dent.

KELLY, STUHLMAN & ZAHRNDT, INC., 1101 Mart Bldg., St. Louis, Mo.; Garfield 0777. **President:** Charles F. Kelly, Jr. **Vice-President:** V. A. Kelly. **Vice-President, 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., V. A. Kelly, W. W. Zahrndt.

KENYON & ECKHARDT, INC., 247 Park Avenue, New York City; WI 2-3920. **Chairman 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. **Network:** 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 Gelatine Co. (pgm-1, news and views of baseball-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.; Atlantic 1100. **President:** George Ketchum. **Vice-President, Secretary:** Robert E. Grove. **Vice-Presidents:** Ernest T. Giles, Emil Hofsoos, Vincent Drayne. **Director of All Radio Activities:** C. E. Livingston. **Local:** Colonial Trust Co. (ann-1); Isaly Dairy Co. (pgm-1); Carbonil Co. for Liquid Carbon Remover (pgm-1); Drake Bakery Co. (ann-1); Natural Gas Association of Pittsburgh (ann-1); Pittsburgh District Dairy Council (pgm-1); Peoples Natural Gas Co. (ann-1). **Writer:** Gail Gordon (Isaly Dairy Co.). **Producer:** George Heid Productions (Isaly Dairy Co.).

KEY ADVERTISING CO., 805 Fountain Square Bldg., Cincinnati, O.; Main 1164. **President, Treasurer:** Samuel Glueck. **Vice-President:** Nathan P. Glueck. **Sec-**

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retary: E. J. Deister. **Radio Director:** Samuel Glueck. **Spot Time Buyer:** A. Wesler.

H. M. KIESEWETTER ADVERTISING AGENCY, INC., 9 East 40th St., New York City; LE 2-0025. **President, Treasurer:** E. T. Kiesewetter. **General Manager:** H. M. Kiesewetter. **Radio Director:** Samm S. Baker. **Spot Time Buyers:** A. C. Christensen, S. G. Alexander. **Network:** Mennen Co. (CBS-7, Mutual-12); Bathasweet 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; CO 5-5990. **President:** A. A. Klinger. **Vice-President:** A. Green. **Treasurer:** I. Cohen. **Radio Director:** A. A. Klinger. **Spot:** Riverbank Canning Co. (pgm-10); Jadwiga 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. **Proprietor:** Norm E. Kraff. **Radio Director:** Joseph H. Degendorf. **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 Offices:** New Center Bldg., Detroit (Madison 5315); Robert Copeland, in charge. Albee Bldg., Washington, D. C. (National 5306); Frank Getty, in charge. **Network:** General Motors Corp., Buick Division (Louis-Schmeling Fight, NBC Red and Blue-155, Louis-Lewis Fight, NBC Red and Blue-156); Goodyear Tire & Rubber Co., Inc. (NBC Blue-53); Macfadden Publications, Inc. (NBC Blue-42); United States Tobacco Co. (CBS-50). **Spot:** General Motors Corp., Buick Division (ann-100); Goodyear Tire & Rubber Co. (ann-4); J. L. Prescott Co. (ann-3). **Local:** Goodyear Tire & Rubber Co. (news-1). **Writer:** William Sweets. **Producers:** 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:** Philadelphia Merchants Association (pgm-2, ann-4); Philadelphia National Home Show (ann-5); Philadelphia Sportsmen's Show (ann-5).

LANDSHEFT & WARMAN, INC., 810 Liberty Bank Bldg., Buffalo, N. Y.; Cleveland 7260. **President:** A. William Landsheft. **Vice-President:** Robert B. Warman. **Account Executive:** Henry L. Barber. **Production Manager:** E. T. Drullard. **Art Director:** P. Scibetta. **Radio Director:** None; handled by account executives. **Local:** Kendall Refining Co. (sports review-3); Magnus Beck Brewing Co. (5 mins-1); Loblaw Groceterias (pgm-1); Buffalo General Laundries (pgm-1). **Writers:** Mrs. Esther E. Huff (Loblaw Groceterias); 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.

LAUESEN & SALOMON, 520 N. Michigan Ave., Chicago, Ill.; Superior 0738. **Executives:** A. M. Salomon, Wendell Walker, Frank P. Wagener. **Spot:** Foley & Co. for Foley's Honey & Tar Cough Syrup (pgm-16). **Local:** Foley & Co. (pgm-4).

THE LAVENSON BUREAU, 12 South 12th St., Philadelphia, Pa.; Lombard 1158. **Proprietor:** Jay Lavenson. **Copy Chief:** Harrison M. Terrell. **Art Director:** Raymond S. Reinhart. **Account Executives:** Roland Israel, W. Staunton Moylan, Rolland V. Tooke. **Director of All Radio Activities:** Roland Israel. **Local:** Sears, Roebuck & Co. for Philadelphia retail stores (news-1, ann-4); Erlanger Brewing Co. for Erlanger Pilsner and Perone Beer (ann-4).

THE LAVIN CO., 805 Statler Bldg., Boston, Mass.; Liberty 0030. **President:** J. L. Lavin. **Vice-President:** R. W. Mickham. **Treasurer:** Elmer Pilsbury. **Media Director:** Charles C. Palmer. **Director of All Radio Activities:** Charles C. Palmer. **Spot:** New England Confectionery Co. (ann-5); Dutchland Farms (ann-4).

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Local: Burnham & Morrill Co. (ann-2); Morris Plan Bank (ann-1).

LEEFORD ADVERTISING AGENCY, INC., 315 Fourth Ave., New York City; ST 9-1742. **President:** David D. Lee. **Secretary:** Vernon L. Kretschmar. **Treasurer:** W. C. Hoyt. **Radio Director:** David D. Lee.

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 and 5 mins-1); Musebeck Shoe Co. for Health Spot Shoes (5 mins-1); Monty & Co. for Nu-Vet (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 Klarsfeld, Michael Carlo. **Producers:** George R. Nelson, Robert S. Cragin, Edward Flynn.

LENNEN & MITCHELL, 17 East 45th St., New York City; MU 2-9170. **President:** Philip W. Lennen. **Vice-President, Treasurer:** Robert W. Orr. **Secretary:** Arthur L. Lynn. **Radio Director:** Mann Holiner. **Branch Office:** 8949 Sunset Blvd., Hollywood (Crestview 15206); Jay Clark in charge. **Network:** John H. Woodbury, Inc. for Woodbury Soap, Cream and Powder (NBC Blue and Red-69); Andrew Jergens Co. for Jergens Lotion (NBC Blue and Red-69); P. Lorillard Co. for Old Gold Cigarettes (successively CBS-78, NBC Blue-108); P. Lorillard Co. for Sensation Cigarettes (Mutual and spot-72). **Regional:** Tide Water Associated Oil (News, Yankee Network-17). **Spot:** P. Lorillard Co. for Old Gold Cigarettes (hockey-1, baseball-2); Ruppert's Beer (ann-7); Tide Water Associated Oil (news-2, sports-3). **Local:** Ruppert's Beer (pgm-1, sports-1). **Writers:** Al Bobrick, Henry Garson (Old Golds), Jerry Cady, Forrest Barnes (John H. Woodbury), Lawson Paynter, Ben Grauer (Jergens Lotion). **Producers:** Carl Wester & Co. (Jergens Lotion).

A. W. LEWIN CO., INC., 744 Broad St., Newark, N. J.; Mitchell 2-7244. **President, Treasurer:** A. W. Lewin. **Vice-President:** D. N. Waterbury. **Secretary:** M. A. Cahill.

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).

LEON LIVINGSTON ADVERTISING AGENCY, Mills Bldg., San Francisco, Calif.; Sutter 7340. **President:** Leon Livingston. **Vice-President:** W. C. Day. **Radio Directors:** Rush Hughes, Watson Humphrey, Helen Morgan. **Spot Time Buyer:** B. Biederman. **Talent, Continuity and Script Buyers:** Rush Hughes, Watson Humphrey, Helen Morgan, Leon Livingston, W. C. Day, E. B. Krough. **Regional:** Langendorf United Bakeries, Inc., for Langendorf Bread (Pacific Coast; pgm and news-20). **Local:** Langendorf United Bakeries for Homestead Bread (pgm-1); Langendorf United Bakeries for Holsum Bread (pgm-1) **Writers and Producers:** Watson Humphrey, Helen Morgan, Rush Hughes.

LESTER A. LOEB ADVERTISING AGENCY, 25 West 45th St., New York City; BR 9-4440. **Executives:** Lester A. Loeb, M. S. Loeb. **Director of All Radio Activities:** Lester A. Loeb. **Local:** Collins Co. (pgm-2).

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LOGAN & STEBBINS. See Barton A. Stebbins.

LONG ADVERTISING SERVICE, 19 N. 2nd St., San Jose, Calif.; Ballard 5600. **President:** Alvin Long. **Branch Office:** Russ Bldg., San Francisco (Douglass 3168); Hassel W. Smith, manager. **Radio Director, Talent & Script Buyer** (San Francisco): Hassel W. Smith. **Network:** California Prune & Apricot Growers Association for Sunsweet Prunes (CBS Pacific-6); International Shoe Co. NBC Red-2); Gallenkamp's Stores, Inc., for Shoes (NBC Pacific Red-4).

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 Axelsom (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. Foreman; Edward Lasker; Thomas M. Keresey; 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 McGarrett (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 Roi-Tan Cigars (CBS-59); International Cellucotton 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 Roi-Tan 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 Sherdeman (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

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Nesbitt, Paul Dudley, Lee Strahorn (Union Oil), Paul Dudley, Fletcher Wiley (California Fruit Growers Exchange), Fred Runyon (California Prune Industry, California Walnut Growers), Fletcher Wiley (Calavo Growers), Martin Block (Rheingold Beer). **Producers:** T. Wells, Karl Schullinger, Gordon Auchincloss, John Hymes (American Tobacco), Norman Morrell (Cities Service), Jack Runyon, Lee Strahorn (Union Oil), Carl Stanton (Colorado Chain Stores), Carl Stanton, Ted Sherdeman, Ed Byron (Pepsodent), James D. Fonda (California Fruit Growers Exchange, California Prune Industry, California Walnut Growers), Fletcher Wiley (Calavo Growers), Jack Runyon (Adohr Milk Farms), Fran Stryker (Jell-Well Desserts), Martin Block (Rheingold Beer). **Directors:** George McGarrett (American Tobacco), Norman Morrell (American Tobacco, Cities Service, Pepsodent), Basil Loughrane (Kleenex), Thomas A. McAvity (Union Oil, Pepsodent, California Fruit Growers Exchange, California Prune Industry, California Walnut Growers), Carl Stanton (Colorado Chain Stores), Fletcher Wiley (Calavo Growers), Jack Runyon (Adohr Milk Farms), Fran Stryker (Jell-Well Desserts), McCulloch Campbell (Tide Water Associated Oil, M. J. B. Coffee).

JAMES R. LUNKE & ASSOCIATES, 919 N. Michigan Ave., Chicago, Ill.; Superior 4453. **Owner:** James R. Lunke. **Radio Director:** Gene Baker. **Spot Time Buyer:** F. M. Landwehr. **Continuity and Script Buyer:** James R. Lunke. **Spot:** Industrial Training Corp. (pgms and 5 mins-80, 5 mins-50, pgm-36). **Local:** Chicago School of Nursing (pgm-2). **Writers:** Sam Bartlett, Gene Baker (Industrial Training Corp.), Lucille Fischer (Industrial Training Corp., Chicago School of Nursing). **Producers:** Lucille Fischer (Industrial Training Corp., Chicago School of Nursing), Gene Baker (Industrial Training Corp.).

HAYS MACFARLAND & CO., 333 N. Michigan Ave., Chicago, Ill.; Randolph 9360. **President:** Hays MacFarland. **Executive Vice-President:** Malcolm A. Jennings. **Vice-Presidents:** Allen B. Dicus, Andrew Coburn. **Treasurer, Secretary:** B. G. Ruttingh. **Radio Director, Talent, Continuity and Script Buyer:** Evelyn Stark. **Time Buyer:** Madge C. Child. **Network:** Stewart-Warner Corp. for Alemite, Refrigerators and Radios (NBC Red-31); Kellogg Co. for Wheat Krispies (NBC Blue-23).

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).

MAC LAREN ADVERTISING AGENCY LTD., 372 Bay St., Toronto, Ont., Can.; Elgin 0321. **President:** J. A. MacLaren. **Vice-Presidents:** E. V. Rechnitzer, G. W. Hague. **Treasurer:** I. E. Reynolds. **Director of All Radio Activities:** C. M. Pasmore. **Assistants:** M. Rosenfeld (Toronto), W. Downs (Montreal). **Branch Offices:** 901 Dominion Square Bldg., Montreal, Que. (Plateau 9556); E. H. H. Smith, in charge. 305 Province Bldg., Vancouver, B. C. (Trinity 843); E. G. Stephens, in charge. 1001 Lindsay Bldg., Winnipeg, Man. (26622); W. Henderson, in charge. 221a Eighth Ave., W., Calgary, Alta. (M 4097); T. Meade, in charge. 302 Leader Bldg., Regina, Sask. (29476); R. Wilson, in charge. 2-4 Cockspur St., London, England; W. G. Abel, in charge. **Network:** General Motors Corp. (CBS-32); Imperial Oil, Ltd. (hockey, CBC-34). **Regional Network:** Hydro-Electric Power Commission of Ontario (Provincial Network-5 and 9); Imperial Oil, Ltd. (hockey, French Network-7 and special network-2). **National Spot:** Bulova Watch Co. (time signals-5); Globe and Mail, Newspaper (pgm-31); Tuckett, Ltd., for Cigarettes (pgm-13), for Cigarettee and Tobacco (news-9). **Local Spot:** Peoples Credit Jewelers (various periods-3).

MAC MANUS, JOHN & ADAMS, INC., Fisher Bldg., Detroit, Mich.; Trinity 2-8300. **President:** W. A. P. John. **Vice-President, Treasurer:** James R. Adams. **Vice-President, Secretary:** John R. MacManus. **Vice-President, Art Director:** Harvey Luce. **Radio Director, Spot Time Buyer:** Elmer W. Froehlich. **Talent, Continuity and Script Buyers:** W. A. P. John, James R. Adams. **Spot:** General Motors, Pontiac Division (ann-placed by dealers); Tegge-Jackman Cigar Co. (ann-5);

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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 (Pontiac), H. E. Hougen (Tegge-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 Shoppes (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 Lovinger (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); Freilicher 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.

MARSCHALK & PRATT, INC., 535 Fifth Ave., New York City; VA 3-1525. **President:** Harry C. Marschalk. **Vice-Presidents:** Wilber E. Johnson, Samuel L. Meulendyke, Sydney H. Giellerup. **Secretary:** Arthur R. Anderson. **Radio Director, Talent, Continuity and Script Buyer:** Curt Peterson. **Spot Time Buyer:** George L. Trimble. **Radio Copywriters:** Barrett Brady, G. W. Freeman. **Spot:** Congress Cigar, Inc. (baseball-1, ann-1); Dunn & McCarthy for Shoes (ann-100); Standard Oil Co. of New Jersey (news-34). **Local:** Modern Industrial Bank (news-1); Thomas E. Dewey Citizens' Committee (talks-10); Dunn & McCarthy (pgm-1). **Producer:** Richard C. Morenus.

MARTIN & ROBISON, INC., Lincoln Tower, Fort Wayne, Ind.; A-6221. **President:** Willis S. Martin. **Secretary:** Mel J. Robison. **Vice-President:** Don W. Long. **Production Manager:** F. J. Kelty. **Director of All Radio Activities:** Don W. Long. **Local:** G. E. Bursley & Co. (pgm-1); Fort Wayne Milk Council (pgm-1); Central Optical Co. (ann-1).

MASON-RELKIN 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).

J. M. MATHES, INC., 122 East 42nd St., New York City; LE 2-7450. **President:** J. M. Mathes. **Vice-President, Art Director:** Lester J. Loh. **Vice-Presidents:** William B. Okie, Hyland L. Hodgson, Charles R. Marshall, Charles O'Donnell. **Treasurer:** A. E. Cox. **Secretary:** Carle Rollins. **Director of All Radio Activities:** Wilfred S. King. **Assistant Radio Director:** Fletcher Turner. **Network:** Canada Dry Ginger Ale (NBC Blue-77). **Spot:** New York State Milk (ann-19); R. B. Davis for Cocomalt (ann-18); Luden's Cough Drops (chain breaks, news, weather reports-31); New York State Fair (ann-4). **Producer:** Dan Golenpaul (Canada Dry Ginger Ale).

MATTESON FOGARTY JORDAN CO., 307 N. Michigan Ave., Chicago, Ill.; Randolph 7000. **President, Secretary:** Walter A. Jordan. **Vice-President, Treasurer:** C. C. Fogarty. **Radio Director, Talent Buyer:** Palmer Clark. **Spot Time Buyer:** Thomas W. Davis.

MAXON, INC., 2761 E. Jefferson Ave., Detroit, Mich.; Fitzroy 5710. **Chairman of the Board:** Lou R. Maxon. **President:** T. K. Quinn. **Vice-President:** Searle Hendee. **Secretary:** G. R. McKiel. **Treas-**

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urer: W. I. O'Neill. **Space Buyers:** H. G. Selby, P. C. Beatty. **Radio Director:** Don Forker (New York). **Spot Time Buyer:** P. C. Beatty. **Branch Offices:** 570 Lexington Ave., New York City (EL 5-2930); M. S. Gould, manager. Heights-Rockefeller Bldg., Cleveland (Yellowstone 774); W. Ray Baker, manager. 919 N. Michigan Ave., Chicago (Delaware 3536); L. J. Sholty. **Network:** General Electric for Mazda Lamps (NBC Red-56); H. J. Heinz Co. (CBS-58). **Spot:** Gillette Safety Razor Co. (currently test campaigns); Commercial Solvents Corp. for Norway Anti-Freeze (ann-40); Berry Bros. for Paints (ann-18). Other spot clients, using transcribed programs, announcements.

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 Weis. **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); Desmond's, Men's Clothing (sports-1); Gordon Bread Co. (pgm-1); Parmelee-Dohrmann Co., Home Furnishings (ann-3); Weinstein, Jeweler (sports-1).

MC CANN-ERICKSON, INC., 285 Madison Ave., New York City; LE 2-1700. **President:** H. K. McCann. **Secretary, Treasurer:** John L. Anderson. **Vice-Presidents:** Harrison Atwood, Raymond Atwood, E. C. Bennett, L. E. Firth, E. H. Hill, E. Palmer, Gordon E. Hyde, Myron C. Leckner, E. D. Madden, E. O. Perrin, C. A. Posey. **Vice-President, Creative Director:** L. S. Briggs. **Radio and Television Director, Continuity and Script Buyer:** Stuart D. Ludlum. **Time Buyer:** Frank Conrad. **Evening Radio Director:** Dorothy Barstow. **Spot Time Buyer:** Frank Conrad. **Branch Offices:** 910 S. Michigan Ave., Chicago; Homer Havermale, vice-president, manager; H. G. Smith, vice-president; G. B. Dunscomb, radio director; G. Victor Lowrie, spot time buyer. 2246 Penobscot Bldg., Detroit; D. C. Hight, vice-president, manager. 625 National City Bldg., Cleveland; R. M. Alderman, vice-president, manager; James Watt, spot time buyer. 114 Sansome Street, San Francisco; Henry Q. Hawes, vice-president, general manager, Pacific Coast Division; Walter A. Burke, radio director; T. G. McGuffick, W. R. Steffner, spot time buyers. 448 S. Hill St., Los Angeles; August J. Bruhn, manager, radio director. 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:** Chesebrough 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-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-3). **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); City Ice & Fuel (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.

R. E. McCARTHY ADVERTISING AGENCY, Tampa Theatre Bldg., Tampa, Fla.; 2323. **President:** R. E. McCarthy. **Treasurer:** Louis Benito. **Secretary:** C. R. Toy. **Dirctor of All Radio Activities:** R. E. McCarthy. **Local:** Tampa Florida Brewery (baseball scores-1, football scores-1); Pepsi-Cola Bottling Co. (pgm-2); Long Leaf Yellow Pine & Tidewater Red Cypress Distributors of Florida (ann-5). **Writers:** R. E. McCarthy, Louis Benito, C. R. Toy, Alvain Yorkunas, William H. Anderson.

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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:** Elizabeth Grove. **Network:** Hamm Brewing Co. (participation, CBS-7). **Spot:** Anaconda Sales Co. (ann-8); McConnon & 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-18); Coast-to-Coast Stores, Inc. (ann-22); Levin Furniture Co. (ann-7). **Local:** Boutell 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); Juster Bros. (pgm-1); Kindy 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.)

MC KEE & ALBRIGHT, INC., 1400 S. Penn Square, Philadelphia, Pa.; Locust 4737. **President:** R. J. McKee. **Vice-President, Treasurer:** D. R. Albright. **Secretary, Assistant Treasurer:** T. E. Libby. **Radio Director, Talent, Continuity and Script Buyer:** J. A. McFadden. **Spot Time Buyers:** E. R. Walmsley, Charles Dieck. **Branch Office:** RCA Bldg., New York City (CO 5-2058); Herbert Korholz in charge. **Network:** Sealtest System of Laboratory Protection (successively NBC Red and CBS-37, plus 22 spot stations). **Spot:** Southern Dairies for Ice Cream and Dairy Products (ann-18); Breyer Ice Cream Co. (ann-4); Pine Bros. for Glycerine Tablets (ann-2). **Local:** Chestnut Farms-Chevy Chase, for Dairy Products (pgm-1); Breakstone Bros. for Dairy Products (pgm-1, participation-1); Rieck-McJunkin Dairy Co. (ann-1); Philadelphia & Reading Coal & Iron Co. (pgm-1, ann-2). **Writer:** Clyde North (Sealtest). **Producers:** Henry Souvaine, Inc.; Alan M. Fishburn (Sealtest).

A. MC KIM, LTD., ADVERTISING AGENCY, 710 Confederation Bldg., Montreal, 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; Andre Proulx, Ltd.; Premier Vacuum Cleaner Co.; Taylor & Bate. Ltd.; Cosgrave-Dominion Brewery; Carling-Kuntz Brewery; Hovis Bread; Lehn & Fink (Canada), Ltd.; Blue Mountain Mineral Products; Snap, Superfine Powder; Walter M. Lowney Co.; Lyman's Agencies for D. W. Gibbs and Icilma; Nova Scotia Provincial Exhibition. **Announcements:** White Laboratories for Feen-a-mint; Nash-Kelvinator; Canadian Pacific Steamships; Brealey-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; Espotabs; Bird's Custard; County Chemical Co.; Familex, for Ozogermo; Frank W. Horner, for Riga Water; International Correspondence Schools; National Drug. for Gin Pills; Oxo; Shadeine; 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.)

PHILIP J. MEANY CO., 816 West 5th St., Los Angeles, Calif.; Michigan 3601. **President:** Philip J. Meany. **Treasurer:** F. M. Hawes. **Space Buyer:** C. K. Tester. **Production Manager:** Ray Clinton. **Art Director:** Jay Koupal. **Local and Spot:** Pierce Brothers (pgm-5, ann-8). **Local:**

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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 Butterine Co. (pgm-1); Uffelman Baking Co. (ann-1); Tendra 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); Glan Heisch, of KFI, and Myron Dutton, of NBC (Wilshire Oil). (John Guedel is agency producer.)

RAYMOND R. MORGAN CO., 6362 Hollywood Blvd., Hollywood, Calif.; Hempstead 4194. **President:** Raymond R. Morgan. **Vice-President:** Naylor Rogers. **Secretary, Treasurer:** R. E. Messer. **Account Executives:** J. J. McCleery, L. W. Hobson. **Art Director:** Howard Wookey. **Radio Director:** Cyril Armbrister. **Spot Time Buyer:** R. E. Messer. **Talent Buyer:** Ruth Johnson. **Continuity and Script Buyer:** Raymond R. Morgan. **Branch Office:** Goodkind & Morgan, Palmolive Bldg., Chicago; M. Lewis Goodkind, in charge. **Regional:** White King Soap (ann, Don Lee and Arizona Networks-56); Scotch Soap (Arizona Network and local spot-4). **Spot:** Van Camp Pork & Beans (pgm-56); Stokely's Tomato Juice (pgm-34); Treesweet Orange Juice (5 mins-2); Folger's Coffee (pgm-2, 5 mins-33); Listerine Toothpaste (pgm-3, Canadian); Union Pacific Railroad (pgm-29); White King Soap (pgm-2); Bireley's Orange Drink (ann-10). **Local:** Kennel King Dog Food (5 mins-1); City of Paris Department Store (pgm-1). **Writers:** Richard Weil, Catherine Turney, James McCleery, Phil Stewart, Margaret McKay, Eddie Lynn, Kimball Sant. **Producer:** Cyril Armbrister.

MORRIS-SCHENKER-ROTH, INC., 230 N. Michigan Ave., Chicago, Ill.; State 4050. **President:** Sydney M. Roth. **Vice-President, Secretary:** Ben W. Schenker. **Vice-President, Treasurer:** Edgar Bernhard. **Radio Director:** Harold L. Weiler. **Spot Time Buyer:** A. C. Coleman. **Talent Buyer:** Ralph Schoolman.

MORSE INTERNATIONAL, INC., 122 East 42nd St., New York City; LE 2-6727. **President:** Roy Head. **Vice-Presidents:** C. J. Balliett, E. P. Anderson. **Secretary-Treasurer:** Shaw Newton. **Radio Director, Talent, Script and Continuity Buyer:** Richard Nicholls. **Assistant Radio Director:** William Hines. **Spot Time Buyer:** George Duram. **Network and Spot:** Vick Chemical Co. for VapoRub, Va-tronol, Cough Drops (NBC Blue and Red-57, pgm-1). **Spot:** M. J. Breitenbach for Gude's Pepto-Mangan (ann-20) **Writers:** Phillips H. Lord, Bob Mayo (Vick Chemical). **Producers:** Phillips H. Lord, Richard Nicholls (Vick Chemical).

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 Euwema. **Spot Time & Talent Buyer:** C. E. Forsberg. **Network:** Durkee Fa-

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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).

NEEDHAM, LOUIS & BRORBY, INC., 360 N. Michigan Ave., Chicago, Ill.; State 5152. **President:** Maurice H. Needham. **Vice-Presidents:** John J. Louis, Melvin Brorby, W. R. Fowler, Jr., Harry E. Phelps. **Secretary, Treasurer:** Otto R. Stadelman. **Radio Directors:** Cecil Underwood (Hollywood), Helen Wing. **Spot Time Buyers:** Otto R. Stadelman, Evolyn Hardinge. **Branch Offices:** 1680 N. Vine St., Hollywood; Cecil Underwood, manager. 231 W. Wisconsin Ave., Milwaukee; Harry L. Bird, manager. **Network:** S. C. Johnson & Son for Wax, Glo-Coat and Auto Wax (NBC Red-100). **Spot:** S. C. Johnson & Son for Wax and Glo-Coat (pgm-6, ann-26); Eagle-Picher Sales Co. (ann-7); Kraft-Phenix Cheese Corp. for Parkay (ann-36, cut-in ann on Kraft Music Hall-26). **Local:** Kraft-Phenix Cheese for Parkay (pgm-1); Joseph Schlitz Brewing Co. (pgm-1, ann-1).

NEFF-ROGOW, INC., 30 Rockefeller Plaza, New York City; CI 7-4230. **President:** Walter J. Neff. **Vice-President:** William Rogow. **Radio Directors, Spot Time Buyers:** Walter J. Neff, William Rogow. **Copy Chief:** Hubert K. Simon. **Copywriter:** Ida Greene. **National Spot:** Nu-Enamel Paints (ann-4). **Canadian Spot:** McCoy Laboratories for Vitamin Tablets (ann-3). **Local:** Fischer Baking Co. (news-1); Frederick Lowenfels & Son for Hotel Bar Butter (ann-1); D'Arrigo Bros. Co. for Andy Boy Broccoli (ann-1); Melville Shoe Corp. for Thom McAn Shoes (news-5); B. Fischer & Co. for Astor Coffee (pgm-1); Liggett Drug Co., Inc. (pgm-1).

NEISSER-MEYERHOFF, INC., 400 N. Michigan Ave., Chicago, Ill.; Delaware 7860. **President:** Arthur E. Meyerhoff. **Vice-President:** Frederick W. Hinrichs. **Secretary, Treasurer:** Walter R. Neisser. **Director of All Radio Activities:** Nelson A. Shawn. **Branch Offices:** 759 N. Milwaukee St., Milwaukee; F. W. Hinrichs, vice-president in charge. 530 West 6th St., Los Angeles; George A. Taylor, manager. **Network:** William Wrigley, Jr., Co. (CBS-72). Also various national and regional spot advertisers.

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.

NEWELL-EMMETT CO., INC., 40 East 34th St., New York City; AS 4-4900. **President:** C. D. Newell. **Vice-Presidents:** L. D. Mahon, C. S. Walsh, William Reydel, J. P. Cunningham, F. H. Donshea, G. S. Fowler, Richard L. Strobridge. **Treasurer:** Fred H. Walsh. **Radio Directors:** William Reydel, D. B. Langan. **Spot Time and Talent Buyer:** N. F. McEvoy. **Network:** Liggett & Myers Tobacco for Chesterfield Cigarettes (CBS-102, CBS-96, NBC Red-51, NBC Red-75, CBS-96); Thomas Cook & Son-Wagon-Lits (NBC Red and Blue-20); Loose-Wiles Biscuit Co. (NBC Pacific Red-5). **Regional:** Loose-Wiles Biscuit Co. (News, Yankee Network-10, plus 5 spot stations). **Spot:** Loose-Wiles Biscuit Co. (participation-1, time signals-1, news-2, pgm-1, ann-1).

NORTHWEST RADIO ADVERTISING CO., INC., 802 American Bank Bldg., Seattle, Wash.; Main 9282. **President, General Manager:** Edwin A. Kraft. **Radio Directors, Spot Time and Talent Buyers:** Edwin A. Kraft, W. L. Paul. **Spot:** Gardner Nursery Co. (pgm, ann-305); Compagnie Parisienne, Inc. (5 mins-75). **Writer:** Edwin A. Kraft (Gardner Nursery Co.).

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:** Stadler 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).

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INC., 45 Bromfield St., Boston, Mass.; Liberty 1700. **President:** M. A. Sampson. **Treasurer:** W. C. Sampson. **Secretary:** A. G. Mitchell. **Radio Director:** W. C. Sampson.

OLMSTED-HEWITT, INC., 1200 Second Ave., Minneapolis, Minn.; Atlantic 0202. **President:** Ward H. Olmsted. **Secretary-Treasurer:** Harriet W. Olmsted. **Vice-President:** John T. Foley. **Radio Director:** Ward H. Olmsted. **Spot Time Buyer:** John T. Foley. **Continuity Writers:** Gordon A. Daline, Robert C. Millar. **Spot:** Northrup, King & Co., Feeds and Seeds (pgm-1, ann-7); Archer-Daniels-Midland Co. for Wheat Germ Oil-Vitamin F (pgm-1); International Milling Co. for Seal of Minnesota Flour (pgm-5, news-1); Ohleen Dairy (pgm-1, ann-1). **Local:** Nevens Co. (station breaks-1); B. F. Nelson Mfg. Co. (news-1).

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).

B. J. PAULSON ASSOCIATES, 623 N. Second St., Milwaukee, Wis.; Marquette 6877. **General Manager:** B. J. Paulson. **Account Executives:** A. J. Gerlach, E. J. Schickel, Herman H. Sinako. **Account Executive, Art Director:** Pete Keck. **Production Manager:** Roy A. Franke. **Radio Director:** None; handled by account executives. **Spot:** Fruit Growers Cooperative (ann-4). **Local:** United Coal & Dock Co. (ann-1); Trapp's Golden Rule Dairy (ann-1); M. A. Gerret 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 Sinsheimer. **Spot Time Buyer:** Al Moss. **Spot:** Candicod, 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); Hammondsport Wineries (ann-5); Glyco Thymoline (news, ann-2); I. J. Fox (pgm, news-8); Olde Dutch Mills Coffee (ann-3).

PEDLAR & RYAN, INC., 250 Park Ave., New York City; EL 5-7700. **President:** Thomas L. L. Ryan. **Vice-Presidents:** Lawrence L. Shenfield, Frank J. Doherty. **Secretary, Treasurer:** Arthur Cobb, Jr. **Radio Director, Continuity and Script Buyer:** Gregory Williamson. **Spot Time Buyer:** Frank G. Silvernail. **Talent Buyers:** Edgar G. Sisson, Jr., Elizabeth Howard. **Radio Copy Chief:** John Archer Carter. **Network:** P & G for Camay Soap (NBC Red-58, NBC Blue-17, CBC-26); P & G for Chipso (NBC Red-30, CBS-25 and 11, CBC-27 and 3); P & G for Dash (CBS and spot-5); Bristol-Myers for Vitalis (NBC Red-44); Lady Esther, Ltd., for Cosmetics (NBC Red-52, CBS-49). **Regional:** P & G for Camay Soap (California Radio System-7); P & G for Dash (California Radio System-4). **Spot:** P & G for Camay Soap (pgm-7); Bristol-Myers for Ipana Toothpaste (pgm-5); J. C. Penney (pgm-6). **Local:** Borden Co. for Borden products (pgm-1); Borden Co. for Reid Ice Cream (pgm-1). **Writers:** Elaine Sterne Carrington (Camay), Irna Phillips, Orin Tovrov (Chipso), Don Becker (Ipana), Jettabee Ann Hopkins (J. C. Penney), Finis Farr, Robert J. Mann (Vitalis), Sam Carlton, Al Miller (Reid Ice Cream), Margaret Lewerth, Richard McDonagh (Lady Esther). **Producers:** Edwin Wolfe, Fred Bethel (Camay), Howard Keegan, Carl Wester, Inc., Stuart Dawson (Chipso), Transamerican Broadcasting & Television Corp., Don Becker, Chick Vincent (Ipana), Ed Wolfe (J. C. Penney), Lester Vail (Vitalis).

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).

PITLUK ADVERTISING CO., 2200 Alamo National Bank, San Antonio, Tex.; Garfield 7268. **President:** J. N. Pitluk. **Vice-president:** C. R. Cusick. **Space Buyer:** L. Merrion. **General Manager:** N. D.

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Schwerke. **Account Executive:** H. M. London. **Art Director:** G. J. Wild. **Production Manager:** F. G. Allen. **Radio Director:** Ben Lee.

PLATT-FORBES, INC., 386 Fourth Ave., New York City; CA 5-4440. **President, Treasurer:** William A. Forbes. **Vice-presidents:** Rutherford Platt, Thomas F. Cosgrove, John Monsarrat. **Secretary:** William S. Walker. **Radio Director:** Rutherford Platt. **Spot Time Buyers:** William S. Walker, J. K. L. Peterson, Parmelee Lyman. **Spot:** Peter Paul, Inc., for Mounds and Ten Crown Gum (pgm. 5 mins., ann-75); Oxo (Canada), Ltd. (ann-16). **Local:** Oxo (Canada), Ltd. (pgm-1); Hudson River Day Line (ann-4). **Producers:** World Broadcasting System, Inc. (Peter Paul, Inc.).

POTTS-TURNBULL ADVERTISING CO., 912 Baltimore Ave., Kansas City, Mo.; Victor 9400. **President:** W. J. Krebs. **Vice-president:** D. E. Dexter. **Treasurer:** E. T. Chester. **Secretary:** G. F. MaGill. **Radio Director, Spot Time Buyer:** G. F. MaGill. **Talent Buyer:** N. P. Rowe. **Continuity and Script Buyer:** A. B. Russell.

F. W. PRELLE CO., 983 Main St., Hartford, Conn.; 7-1117. **General Manager:** F. Wallace Prelle. **Accountant:** Blanche Ainsworth. **Secretary:** Ida Friedman. **Art Director:** Robert F. Little. **Director of Photography:** Bruce Lindsay. **Copy Chief:** Philip Frank. **Director Marketing Research, Space Buyer:** Paul Thompson. **Radio Director:** Leonard R. Schoenfeld. **Spot:** Diamond Ginger Ale, Inc. (ann-8); Republican State Central Committee of Connecticut (pgm-9, pgm-7, ann-9, talks-9). **Local:** New England Laundry (ann-1); Hoffman Wall Paper Co. (ann-1); Lux, Bond & Green, Jewelry (pgm-2); Schultz Beauty Salons (pgm-1); Connecticut Mfgrs. of Carbonated Beverages (ann-2).

PRESBA, FELLERS & PRESBA, INC., 360 N. Michigan Ave., Chicago, Ill.; Central 7683. **President:** Bert S. Presba. **Vice-president:** E. A. Fellers. **Secretary:** Will B. Presba. **Director of All Radio Activities:** E. A. Fellers. **Spot:** American School for Correspondence Courses (ann-5); DeForest Training, Inc., for Correspondence Courses (pgm-10); Flex-O-Glass Mfg. Co. (ann and pgm-20); Household Magazine (ann and pgm-50); Mantle Lamp Co. for Kerosene Lamps (ann and pgm-75); Earl E. May Seed Co. (ann and pgm-10); Olson Rug Co. (ann and pgm-75); Ryde & Co., for Feed (ann-5); Dr. Scholl's Foot Comfort Shops (ann and 5 mins-15); United Factories for Oil Burners (ann-5). **Writer:** William Meredith (Mantle Lamp, Flex-O-Glass). **Producers:** Bob Wamboldt (Mantle Lamp, DeForest Training); William Meredith (Mantle Lamp, Flex-O-Glass).

PUBLICITY ASSOCIATES, 350 Fifth Ave., New York City; LO 5-3210. **President, Radio Director:** Josef Israels II. **Branch Office:** 20 N. Wacker Drive, Chicago (State 2121); William R. Harshe, in charge. **Local:** New York Post (pgm-2).

RADIO-RUNDFUNK CORP., 207 East 84th St., New York City; RH 4-9609. **President:** Herbert F. Oettgen. **Treasurer:** William C. Foerster. **Radio Director, Spot Time Buyer:** Herbert F. Oettgen. **Local:** Bolle & Detzel, Inc. (pgm-1); Express Exchange (pgm-1); Gambarelli & Davitto (pgm-1); Karl Ehni, Inc. (pgm-1); Hamburg-Bremen S.S. Agency (pgm-1); Charles von der Bruck, Inc. (pgm-1); Berthold Mucke (ann-1); White Sewing Machine Service (ann-1); Steneck Travel Bureau (pgm-1). (All programs are in German and recorded abroad).

THE L. W. RAMSEY CO., 430 Union Bank Bldg., Davenport, Ia.; 3-1889. **President:** L. W. Ramsey. **Vice-President:** F. L. Eason. **Secretary:** E. G. Naeckel. **Radio Director, Talent, Continuity and Script Buyer:** E. G. Naeckel. **Spot Time Buyers:** E. G. Naeckel, L. W. Ramsey. **Branch Office:** 230 N. Michigan Ave., Chicago (Franklin 8155); French Eason, executive in charge. **Network:** F. W. Fitch Co. for Fitch Shampoo (NBC Red-40, NBC Red-80). Also spot announcements for various clients. **Writers:** Jerry Belcher, Ward Byron (Fitch Shampoo). **Producer:** Ward Byron (Fitch Shampoo).

RATCLIFFE ADVERTISING AGENCY, 607 Southland Life Bldg., Dallas, Tex.; 2-8035. **Owner:** Morelle K. Ratcliffe **Radio Director:** C. J. Connor. **Spot Time Buyer:** O. S. Bruck.

CHARLES A. RAWSON & ASSOCIATES (formerly Rawson-Morrill, Inc.), Commercial Exchange Bldg., Atlanta, Ga.; WA 3594. **President:** Charles A. Rawson. **Vice-President:** Frank P. Bell. **Art Director:** George A. Smith. **Secretary:** Creighton I. Perry. **Directors of All Radio Activities:** Charles A. Rawson, Frank Bell. **Continuity Writers:** John A. Snyder, Roberta Lyndon. **Spot:** General Mills, Inc. (pgms-3). **Local:** J. P.

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Allen Clothing (pgm, sports review-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-Melsion Co. (ann-1); Imperial Laundry (ann-1); Independent Laundry (ann-1); Bireley's Orange Drink (ann-1); Atlanta Stove Works (ann-1); Broman Specialties Co. for Chigger Chaser (ann-1); Maier & 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.

RAWSON-MORRILL, INC. See Charles A. Rawson & Associates.

CHARLES DALLAS REACH CO., 58 Park Place, Newark, N. J.; Market 3-5100. **Executives:** Charles Dallas Reach, Howard E. Sands, Col. Edward C. Stover, Jr. **Radio Director, Talent Buyer:** Charles Dallas Reach. **Associate Radio Director:** Charles Gaines. **Spot Time Buyer:** Richard N. Gulick. **Continuity and Script Buyer:** Francis R. Risley. **Branch Office:** Onondaga County Savings Bank Bldg., S. Salina & E. Water Sts., Syracuse, N. Y. (2-3988); Howard E. Sands in charge. **Regional:** Doyle Packing Co. for Strongheart Dog Food (Ann, Yankee Network-6). **Spot:** Alkine Laboratories for Flem-O-Lyn Cough Medicine (5 mins and ann-9); Dugan Bros. for Baked Goods (pgm-2). **Local:** National Porcelain Co. (ann-1); Utica Brewing Co. (ann-1).

REDFIELD-JOHNSTONE, INC., 247 Park Ave., New York City; PL 3-6120. **Chairman of the Board:** L. L. Redfield. **President:** E. F. Johnstone. **Vice-President, Space Buyer:** B. L. Rottenberg. **Vice-President:** Edward T. T. Williams. **Vice-President in Charge of Industrial Advertising:** J. J. McNevin. **Secretary, Assistant Treasurer:** A. Hollander. **Director of All Radio Activities:** Norman S. Livingston. **Network:** Local Cooperative Campaigns (Mutual-53, Mutual-76, Don Lee-27). **National Spot:** Grace Donohue, Inc., for Cosmetics (ann-3); Garfield Headache Powders (ann-2); Blackstone Products Co. for Aspertone (news-2); New York Harbor Steamship Co. (ann-6). **Local:** Quality Laundry (pgm-1). **Writers:** Owen Crump, Sam Carleton, William Barr, Leonard Feinstein (local cooperative campaigns). **Producers:** Ward Byron and Ernest Chappell, of Rocke Productions; Owen Crump, of Warner Bros. (local cooperative campaigns).

KNOX REEVES ADVERTISING, INC., 600 First National Bank Bldg., Minneapolis, Minn.; BR 7701. **President:** E. E. Sylvestre. **Vice-President, Treasurer:** Wayne Hunt. **Vice-Presidents:** John Sarles, Helen Brown, E. Reeves, K. P. Torgerson. **Radio Program Director, Talent, Continuity and Script Buyer:** Lloyd Griffin. **Assistant Program Director:** Russell Neff. **Director Sports Broadcasting:** B. N. Robinson (New York). **Branch Office:** 574 Chanin Bldg., 122 E. 42nd St., New York City (MU 4-3982); B. N. Robinson, in charge. **Network:** General Mills for Bisquick and Wheaties successively (NBC Red and Blue-29); General Mills for Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties (NBC Red and Blue-29, NBC Red and Blue-29). **Spot:** General Mills for Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties (pgm-30, pgm-30); General Mills for Wheaties (baseball-60). **Local:** General Mills for Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties (pgm-1). **Writers:** Bayard Veiller, Katherine Chase, Thomas Goodrich. **Producers:** D. Gordon Graham, Lou Jackobson, Fred Jacky.

MORGAN REICHNER & CO., INC., 400 Madison Ave., New York City: WI 2-3100. **President, Treasurer:** Morgan S. A. Reichner. **Vice-Presidents:** Amos Stote, Charles H. Bauer. **Secretary:** Harold A. Bowman. **Auditor:** Irving Sachar. **Radio Director, Spot Time Buyer:** George J. Arkedis. **Local:** Baur Brothers Bakery for Aunt Hannah's Bread (pgm-1).

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 RHOADES & CO., 909 de Young Bldg., San Francisco, Calif.; Exbrook

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6469. **Network:** Yellow Cab Co. (Mutual-2). **Spot:** Yellow Cab Co. (pgm-2); Certified Auto Service (ann-2); Denalan Co. (ann-1, pgm-1).

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 Groceteria (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); Frumess Jewelry (news-2, pgm-1, ann-4 time signals-1, 5 mins-1).

ROCHE, WILLIAMS & CUNNYNGHAM, INC., 310 S. Michigan Ave., Chicago, Ill.; Harrison 8490. **President:** John P. Roche. **First Vice-President:** Lloyd Maxwell. **Executive Vice-President:** Guy C. Pierce. **Vice-Presidents:** J. M. Cleary, S. Weston. **Secretary:** M. F. Williamson. **Treasurer:** D. J. Kelly. **Radio Director:** N. J. Cavanagh. **Branch Office:** 1500 Chestnut St., Philadelphia (Rittenhouse 3750); Guy C. Pierce, executive vice-president. **Network:** The Cudahy Packing Co. for Old Dutch Cleanser (CBS-19, Mutual-2); Sun Oil Co. (NBC Blue-23). **National Spot:** Studebaker Corp. (pgm-77); The Milwaukee Road (ann-12). **Spot:** Horlick's Malted Milk Corp. (pgm-2). **Writers:** Bess Flynn (Old Dutch Cleanser); Pauline Hopkins (Horlick's Malted Milk). **Producers:** Russell Young (Old Dutch Cleanser); Ray Wilson (Horlick's Malted Milk).

ARTHUR F. RODRIGUEZ CO., Chrysler Bldg., New York City; MU 6-3391. **President, Radio Director:** Arthur F. Rodriguez. **Spot Time Buyer:** Frank McCabe. **Talent, Continuity and Script Buyers:** Arthur F. Rodriguez, Frank McCabe.

ROGERS & SMITH, 20 North Wacker Drive, Chicago, Ill.; Dearborn 0021 **President:** Walter E. Smith. **Vice-President:** Ray H. Reynolds. **Treasurer:** Charles B. Rogers. **Secretary:** Howard N. Smith. **Director of All Radio Activities:** Roland R. Blair. **Script Writer:** Barbara Winthrop. **Branch Office:** Service affiliation with Rogers & Smith, Dallas, Texas; Herbert A. Rogers and Howard N. Smith, executives. **Spot:** Reid, Murdoch & Co. for Monarch Finer Foods (ann-71); Little Crow Milling for Coco-Wheats and Little Crow Pancake Flour (pgm-14); C. E. Conkey Co. for Feeds (ann-8); James Heddon's Sons for Fishing Tackle (sports-11); Furst-McNess Co., for Specialty Salesman (ann-3). **Local:** Cracker Jack Co. (pgm-1); Champion Milling & Grain for Feeds (news-1). **Writers:** Everett G. Opie, Barbara Winthrop. **Producer:** Everett G. Opie.

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).

ROGERS, GANO & GIBBONS, INC., National Bank of Tulsa Bldg., Tulsa, Okla. **President:** R. C. Gano. **Vice-President:** J. Burr Gibbons. **Radio Director:** J. Burr Gibbons. **Branch Office:** Chicago; J. C. Bashrodt, secretary.

C. M. ROHRABAUGH CO., (formerly Rohrabaugh & 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.)

RONALDS ADVERTISING AGENCY, LTD., Keefer Bldg., Montreal, Que.; Plateau 4803. **President:** R. C. Ronalds. **Vice-President:** E. M. Putnam. **Director:** G. W. Brown. **Radio Directors:** E. M. Putnam and N. K. Vale (Montreal), R. J. Avery (Toronto). **Branch Office:** 137 Wellington St., W., Toronto, Ont. (Adelaide 0237); R. J. Avery, manager. **Spot:** Henry K. Wampole for Cod Liver Extract and Hygeol (ann-29); United Drug Co., Ltd., for Bisma-Rex and others (news ann-39). **Local:** Reliable Toy Co., Ltd., for dolls (pgm-2); Bristol-Myers Co. of Canada, Ltd., for Ipana, Sal Hepatica, Ingram's Milkweed Cream, Mum (pgm-1); Charles Gurd & Co., Ltd., for Gurd's Beverages (pgm and ann-2); Superior Importing Co. for Vergene Olive Oil (pgm-1); Weston's Bread and Biscuits (pgm-1). **Writer:** Claire Wallace (Bristol-Myers). **Producer:** Charles Hutchings (Reliable Toy Co., Weston's Bread and Biscuits).

ROSS-GOULD CO., 10th & Olive Sts., St.

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Louis, Mo.; Central 1646. **President:** H. O. Ross. **Vice-Presidents:** W. K. Eckler, Harry Meyer. **Treasurer:** H. M. Ross. **Radio Director:** None. **Spot:** Absorene Mfg. Co. (ann-31).

ROTH AGENCY, 1619 Broadway, New York City, CI 7-8220-28. **President, Treasurer:** Bud Roth. **Vice-President:** Arthur L. Ross. **Secretary:** Edna Calvalli. **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); Jasksonville 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).

RUTHRAUFF & RYAN, INC., 405 Lexington Ave., New York City; MU 6-6400. **President:** F. B. Ryan. **Vice-President, Treasurer:** W. B. Ruthrauff. **Vice-Presidents:** C. J. McCarthy, P. E. Watson, E. J. Grady, R. F. Sullivan, W. P. Littell, J. R. Busk, F. B. Ryan, Jr., E. W. Garbish, C. Lawton Campbell, E. B. Ruffner. **Secretary, Assistant Treasurer:** R. Van Buren. **Radio Director:** C. Lawton Campbell. **Assistant Radio Director:** S. Heagan Bayles. **Director Radio Publicity:** John Gordon. **Supervisor Daytime Programs:** Herschel Williams. **Assistant Supervisor Daytime Programs:** Pat Dougherty. **Supervisor Evening Programs:** Merritt W. Barnum. **Spot Time Buyers:** Elizabeth Black, Charles Ayres. **Production:** John Gordon, Nate Tufts, F. Bourne Ruthrauff, John Loveton. **Director Commercial Writing:** Ruth Borden. **Commercial Writers:** Regina Morgan, Vivian Washburn, Avery Giles, Florence Miles. **Pacific Coast Radio Director:** E. B. Ruffner. **Hollywood Office Production:** Clark Andrews, Everard Meade. **Chicago Office Radio Director:** Ros M. Metzger. **Production:** A. K. Buckholz, A. E. Trask. **Facilities:** J. Chris Hetherington. **Scripts:** Catherine Haynie. **Sales:** Ward Webb. **Branch Offices:** 360 N. Michigan Ave., Chicago (Randolph 2625); P. E. Watson and W. P. Littell, vice-presidents. 7430 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 Spry (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 Lee-21, 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.

SCHECK ADVERTISING AGENCY, INC., 9 Clinton St., Newark, N. J.; MA 2-0480. **President:** Julius Scheck. **Vice-President:** Morris Scheck. **Radio Directors:** Julius Scheck, Morris Scheck, W. Wright Beck. **Spot:** Philadelphia Dairy Products Co., Inc. (news-7). **Local:** Philadelphia Dairy Products Co., Inc. (pgm-4, weather reports-1); Woodlawn Farm Dairy Co. (news-1, weather reports-1); United Casualty Co. (news-1); Hanovia Chemical & Mfg. Co. (pgm-1).

SCHWIMMER & SCOTT, 75 E. Wacker Drive, Chicago, Ill.; Dearborn 1816. **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 (ann-30). **Local:** Salerno-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).

SCOTT-TELANDER, 411 E. Mason St., Milwaukee. Wis.; Daly 1080. **Partners:** N. L. Telander, Harry H. Scott. **Radio**

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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.).

RUSSEL M. SEEDS CO., Palmolive Bldg., Chicago, Ill.; Delaware 1045. **President:** Freeman Keyes. **Vice-Presidents:** Paul Richey, T. J. Wallace. **Treasurer;** Jack Harding. **Secretary:** H. J. Smith. **Radio Director, Continuity and Script Buyer:** Cecil Widdifield. **Spot Time Buyer:** H. J. Rollinson. **Talent Buyer:** T. J. Wallace. **Branch Offices:** 600 Fountain Square Bldg., Cincinnati; John Lair, manager. Lemcke Bldg., Indianapolis; Jack Harding, manager. **Network:** Brown & Williamson Tobacco Corp. for Bugler Tobacco (Mutual-3; NBC Red and Blue-63), for Avalon Cigarettes (NBC Red-63), for Wings Cigarettes (news, CBS Pacific-6), for Raleigh (NBC Red-62); W. A. Sheaffer Pen Co. (Mutual-4); Allis-Chalmers Mfg. Co. (Mutual-4). **Spot:** Keystone Steel & Wire Co. (pgm-2); Pinex Co. (pgm-9, ann-45); Brown & Williamson for Bugler Tobacco (pgm-15), for Big Ben Tobacco (news-1), for Avalon Cigarettes (pgm-7, ann-23, sports-6), for Wings Cigarettes (news-1). **Writers:** Fred Kress, Kenneth Raught, Jim Pease, Margot O'Flaherty, Whitey Ford (Brown & Williamson); Margot O'Flaherty (Pinex). **Producers:** John Lair (Pinex, Keystone Steel & Wire); T. J. Wallace, Cecil Widdifield (Brown & Williamson).

SELVIAIR BROADCASTING SYSTEM INC., 75 East Wacker Drive, Chicago, Ill.; Randolph 8877. **President:** Arthur A. Kohn. **Secretary, Treasurer:** Irving Rocklin. **Radio Director:** Irving Rocklin. **Spot Time Buyers:** Arthur A. Kohn, Irving Rocklin. **Talent Buyer:** Arthur A. Kohn. **Continuity and Script Buyer:** Edna Glover. **Spot:** Chicago Bedding Co. (pgm-15); Skrudland Photo Service (pgm-12); Sears, Roebuck & Co. (pgm, ann-5); General Furniture Co. (pgm-5). **Local:** Nelson Bros. Furniture Co. (pgm-2); Halco Alcoholic Institute (5 mins-1); Albert Furniture Co. (pgm-2); Eli, Dress & Fur Shop (pgm-1); Candid Camera Corp. (pgm-1); Hollywood Services for Bread (pgm-1); Atlas Clothing Co. (pgm-1); Circle Cleaners (pgm-1); Breatheasy Sales (5 mins-1); Feldman Petroleum Co. (pgm-1); Mrs. Stevens Candy Shops (ann-3); Tower Finance Corp. (pgm-2); Citizens Loan Association (pgm-1); Kent Cleaners (pgm-1).

SHAW BETTS, INC. See Bob Betts, Inc., Advertising.

SIMMONDS & SIMMONDS, INC., 201 N. Wells St., Chicago, Ill.; Central 1166. **President:** Phil W. Tobias. **Vice-President:** F. M. Simmonds, Jr. **Secretary-Treasurer:** C. O. Brewer. **Director of All Radio Activities:** C. O. Brewer. **Spot:** Nutrena Mills, Inc., for Poultry and Livestock Feeds (ann-15).

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.; 6334. **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).

SPAULDING ADVERTISING, 520 Temple Bldg., Rochester, N. Y.; Stone 2299. **Owner:** James B. Spaulding. **Local:** Rochester Milk Dealers Association (pgm-1).

ROLFE C. SPINNING, INC., 1236 Maccabees Bldg., Detroit, Mich.; Columbia 0531. **Radio Director:** Paul Hale Bruske.

STACK-GOBLE ADVERTISING AGENCY, 8 S. Michigan Ave., Chicago, Ill.; Randolph 0160. **President, Treasurer:** E. R. Goble (Chicago). **Secretary:** E. A. Goble (Chicago). **Vice-Presidents:** H. L. Hulsebus (Chicago), R. A. Porter (New York), J. A. Butler (New York). **Radio Directors:** Wynn Orr (Chicago), Harold Kemp (New York). **Spot Time Buyers:** H. L. Hulsebus (Chicago), V. H. Schultz (New York). **Talent, Continuity and Script Buyers:** Harold F. Kemp (New York), E. A. Goble (Chicago), Wynn Orr (Chicago). **Branch Offices:** 400 Madison Ave., New York City (Plaza 3-

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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. **Network:** Cummer Products for Molle (NBC Red-34, NBC Red-53), for Energine (NBC Red-23); Grove Laboratories for Bromo Quinine (NBC Red-57); Bowey's, Inc., for Dari-Rich (NBC Blue-22); Swift & Co. for Sunbrite Cleanser (NBC Blue-55). **Spot:** Packers for Scalptone (sports resume-2); Kruschen Salts (pgm-10). **Writers:** Welbourn Kelley (Molle), Paul Wing (Energine), George Lowther (Dari-Rich). **Producers:** E. A. Goble, Wynn Orr, Harold F. Kemp, Himan Brown.

BARTON A. STEBBINS (formerly Logan Stebbins), 811 West 7th St., Los Angeles, Calif.; Trinity 8821. **Owner:** Barton A. Stebbins. **Account Executives:** W. V. S. Arnold, Nat Jeffras, John L. Rogers. **Space Buyer, Production:** A. W. Gudelman. **Radio Director, Talent, Continuity and Script Buyer:** Barton A. Stebbins. **Spot Time Buyer:** A. W. Gudelman. **Network:** Signal Oil Co. for Gas, Oil, Tires, Accessories (NBC Pacific Red-12) **Writers:** Carl Herzinger, Marvin Fisher. **Producers:** Joe Thompson, Dave Elton.

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. **Treasurer:** Samuel H. Peak. **Spot Time Buyers:** H. Wirt Steele, Clarence W. Payne, Martha Frances Hill. **Talent Buyer:** H. Wirt Steele. **Continuity and Script Buyer:** Clarence W. Payne. **Regional Network:** Duncan Coffee Co. for Admiration Coffee (Texas State Network-23) for Bright & Early Coffee (Texas Quality Network plus KNOW-4). **Spot:** Admiration Coffee (pgm-1, ann-7); Bright & Early Coffee (ann-2).

LOU STERLING & ASSOCIATES, North Hollywood, Calif.; SU 2-3877. **Executives:** Lou Sterling, Sr., Lou Sterling, Jr. **Radio Director, Talent Buyer:** Lou Sterling, Sr. **Spot Time, Continuity and Script Buyer:** Lou Sterling, Jr. **Regional:** O. M. Tablet Co. (Pacific Coast-4); Sal-Ro-Cin (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 Broadway, New York City; BA 7-3030. **President:** Samuel I. Godley. **Treasurer:** Samuel S. Sternfield. **Vice-President:** Earl R. Cotter. **Secretary:** F. C. Costello. **Radio Directors:** Earl R. Cotter, Philip Scheft. **Spot Time, Continuity and Script Buyer:** Philip Scheft. **Talent Buyer:** Samuel I. Godley.

STEUERMAN ADVERTISING AGENCY, 205 East 42nd St., New York City; CA 5-4334. **Partners:** D. Steuerman, Lillian Steuerman. **Radio Director, Talent, Continuity and Script Buyer:** Lillian Steuerman. **Spot Time Buyer:** Sophie Banner. **Spot:** Ostrex Co. (ann-10).

STEVENSON & SCOTT, LTD., 1620 University Tower Bldg., Montreal, Que., Canada; HA 4131. **President:** Frank E. Scott. **Vice-President:** J. N. Cartier. **Vice-president, Treasurer:** H. E. Smith. **Secretary:** Miss M. T. Young. **Director:** S. D. Denman. **Account Executive:** Paul Greenberg. **Production Manager:** J. A. Scanlan. **Directors of All Radio Activities:** B. A. Burns, B. J. Cossman. **Branch Office:** 100 Adelaide St., W., Toronto, Ont. (AD 1166-67); D. L. Reburn, manager; Hal Watson, account executive; Hazel Kelly, production manager. **Spot:** Ottawa 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 Appliances (ann-2); Burnett, Ltd., Cleaners (5 mins-1); Charlebois Hat Co. (ann-1); Dow Old Stock Ale (sports reporter-1).

STOCKTON, WEST, BURKHART, INC. 905 First National Bank Bldg., Cincinnati, O.; CH 3517. **President:** William Z. Burkhart. **Vice-President, Treasurer:** Eric W. Stockton. **Secretary, Production Director:** Ranald S. West. **Radio Director, Talent, Continuity and Script Buyer:** Ranald S. West. **Spot Time Buyers:** Ranald S. West, Eric Stockton, Charles H. Butler. **Spot:** Estate Stove Co. (ann-placed by dealers); United States Shoe Corp. (5 mins, ann-placed by dealers). **Local:** Clyffside Brewing Co. (news-1, pgm-1).

STODEL ADVERTISING CO., 219 West 7th St., Los Angeles, Calif.; TR 8577. **President:** E. C. Stodel. **Secretary, Copy:** Glenda Shields. **Copy:** Irving Rainger. **Account Executives:** C. R. Reed, Al Libby, Miss Paddy Hack. **Radio Director:** E. C. Stodel. **Spot:** Warner

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Bros. Theatres (ann-8); Guaranty Union Life Insurance Co. (news, pgm-6). **Local:** Eastern Columbia Budget Finance Plan (pgm-2); Brooks Clothing (news-1).

STREET & FINNEY, 330 West 42nd St., New York City; BR 9-2400. **President, Treasurer:** F. N. Finney. **Secretary:** Foxhall Finney. **Vice-President:** John F. Mayer. **Radio Director:** Walter Craig.

G. LYNN SUMNER CO., INC., 285 Madison Ave., New York City; CA 5-4103. **President, Treasurer:** G. Lynn Sumner. **Vice-President:** Mary Brooks Picken. **Secretary:** E. June Sumner. **Assistant Treasurer:** Edward R. Wood. **Radio Director, Talent, Continuity and Script Buyer:** G. Lynn Sumner. **Spot Time Buyer:** Edward R. Wood. **Network:** Slide Fastener, Inc., for Talon Slide Fasteners (Mutual-2).

SWAFFORD & KOEHL, INC., 341 Madison Ave., New York City; MU 6-8860. **President, Secretary:** Charles K. Swafford. **Vice-President, Treasurer:** Albert E. Koehl. **Vice-Presidents:** Royal W. Ryan, Arthur D. Osborne.

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.

TOMASCHKE-ELLIOTT, INC., 1624 Franklin St., Oakland, Calif.; Glencourt 4941. **President:** F. L. Tomaschke. **Vice-president:** Wallace F. Elliott. **Secretary:** William M. Maxfield. **Account Executives:** Earle V. Weller, Bruce W. Elliott. **Radio Director, Spot Time Buyer:** Wallace F. Elliott. **Branch Office:** None, as such, but affiliated with Carter, Jones & Taylor, Associates Bldg., South Bend, Ind. **Network:** Cardinet Candy Co., Inc. (NBC Red—7 to 11, CBS—10). **National Spot:** Par Soap Co. (ann-5); Pacific Guano Co. (ann-2). **Local Spot:** Capwell, Sullivan & Furth (pgm-1, ann-5); Downtown Merchants Association (ann-5); H. C. Capwell Co. (ann-6). **Writer:** Harold P. Burdick (Cardinet Candy).

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.

U. S. ADVERTISING, 240 Huron St., Toledo, O.; Main 8205. **President, Treasurer:** Ward M. Canaday. **Branch Office:** 612 N. Michigan Ave., Chicago (Delaware 4466). **Network:** Brewers' Radio Show Association (CBS-46). **(Note:**

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This information was not supplied by the agency, hence further details are not available.)

CHARLES E. VAUTRAIN ASSOCIATES, INC., 560 Dwight St., Holyoke, Mass.; 2-3884. **President, Treasurer:** Charles E. Vautrain. **Vice-President:** Stephen F. Tucker.

WADE ADVERTISING AGENCY, 208 W. Washington St., Chicago, Ill.; State 7369. **Proprietor:** Albert G. Wade. **Manager:** Walter A. Wade. **Radio Director, Talent, Script and Continuity Buyer:** Walter A. Wade. **Spot Time Buyer:** Edw. N. Nelson. **Assistant Spot Time Buyer:** L. J. Nelson. **Network and National Spot:** Miles Laboratories, Inc., for Alka-Seltzer (NBC Blue-64, NBC Red-30, NBC Red-44; 5 mins-45). **Local:** Illinois Bottled Gas Co. (ann-1); Murphy Products Co. (pgm-1); Morris B. Sachs (pgm-1). **Writers:** P. C. Lund (Alka-Seltzer); Robert E. Dwyer (Murphy Products); Walter (Hank) Richards (Morris B. Sachs). **Producers:** William E. Jones, Edward E. Simmons (Alka-Seltzer); William E. Jones (Morris B. Sachs); Robert E. Dwyer (Murphy Products).

HUGO WAGENSEIL & ASSOCIATES, 321 Talbott Realty Bldg.; HE 1151. **Manager:** Hugo Wagenseil. **Radio Director:** Fred Harwood. **Spot Time Buyer:** Charles Fleming. **Talent Buyer:** Hugo Wagenseil.

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.)

WARWICK & LEGLER, INC. (formerly part of Cecil, Warwick & Legler, Inc.), 230 Park Ave., New York City; MU 6-8585. **President:** H. P. Warwick. **Vice-President:** Henry Legler. **Secretary, Treasurer:** Robert Hughes. **Radio Director, Talent, Continuity and Script Buyer:** Preston H. Pumphrey. **Spot Time Buyer:** Lester Malitz. **Casting Director:** Helen McDermott. **Network:** Sherwin-Williams Co. for Paints (NBC Blue-55); Wm. R. Warner & Co. for Sloan's Liniment (NBC Blue-45); George W. Luft Co. for Tangee Theatrical Lipstick (NBC Red-9); Lamont, Corliss & Co. for Eveready Cocoa (NBC Red-2); G. Washington Coffee Refining Co. (NBC Blue-7). **Regional, Spot and Local:** Larus & Bro. Co. for Edgeworth Tobacco and Domino Cigarettes (hockey, Colonial Network-10, ann-12, baseball-1). **Writers:** Garcia Wood, Cecil Secrest (George W. Luft); Gene Stafford (Lamont, Corliss); Helen Slater (Sherwin-Williams); Brice Disque, Jr., Edw. Hale Bierstadt, Robert B. Schall, Edith Meiser, Nathaniel T. Curtis (Wm. R. Warner).

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).

TUCKER WAYNE & CO., INC. (formerly James A. Greene & Co.), 629 Ten Pryor Street Bldg., Atlanta, Ga.; Walnut 6701. **President:** Tucker Wayne. **Vice-Presidents:** James L. Battle, C. W. Burgess, C. C. Fuller. **Treasurer:** M. Fambro. **Secretary:** Douglas Duff Connah. **Radio Director:** Douglas Duff Connah. **Spot Time Buyer:** C. C. Fuller. **Talent, Continuity and Script Buyer:** C. W. Burgess. **Network:** Nehi, Inc., for Royal Crown Cola (NBC Blue-68). **Spot:** American Bakeries Co. for Merita Bread, Cakes and Crackers (pgm-24); J. Allen Smith & Co. for White Lily Flour (ann-3). **Local:** Southland Coffee Co. for Bailey's Supreme Coffee (ann-1). **Writers:** Les White, Bud Pearson, Don Johnson (Royal Crown Cola).

LUTHER WEAVER & ASSOCIATES, 200 Globe Bldg., St. Paul, Minn.; Cedar 3777. **Owner:** Luther Weaver. **Account Executive:** Don F. Gardner. **Musical Director:** Edw. J. Megroth. **Radio Director:** Luther Weaver. **Script Writer:** Elizabeth A. Watkins. **Local:** Northern Pacific Railway (ann-3); Minnesota Federal Savings & Loan Association (pgm-1, pgm-1, pgm-1, 5 min news-1, 5 mins-1); Royal Launderers & Cleaners (ann-1); St. Paul Sales Crusade (ann-5).

WEILL & WILKINS, INC., 247 Park Ave., New York City; PL 8-0460. **President:** Norman I. Weill. **Vice-President, Secretary:** Berne W. Wilkins. **Treasurer:** Mac Friedman. **Counselor:** William Weissman. **Radio Directors:** Berne W. Wilkins, Herman Samnick. **Spot Time Buyer:** Berne W. Wilkins. **Talent Buyer:** Norman I. Weill. **Continuity and Script Buyer:** Louis Tappe. **Musical Director:** Jerry Lee. **Regional Network:** S. Stroock & Co. (news-6). **Na-**

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tional 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.

ARMAND S. WEILL CO., INC., 170 Franklin St., Buffalo, N.Y.; Washington 6250. **President:** Armand S. Weill. **Treasurer:** Harold C. Desbecker. **Art Director:** Victor Aures. **Assistant Secretary:** Robert K. Weill. **Radio Director:** Robert K. Weill. **Talent Buyer:** Don Tranter.

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).

THE WESSEL CO., 458 East 30th St., Chicago, Ill.; Victory 1300. **President:** E. Wessel. **Executive Vice-President, Treasurer:** Stanley L. Wessel. **Vice-President:** Theodore T. Weldon. **Secretary:** Alfred Flesham. **Radio Director:** T. T. Weldon. **Spot Time Buyer:** R. Moore. **Talent Buyer:** W. B. Levin. **Continuity and Script Buyer:** Helen Scheafer. **Radio Clients:** Cooperative disk and live spot campaigns for local banks, dairies, funeral directors, automotive supplies, etc.

WESTCO ADVERTISING AGENCY, 625 Market St., San Francisco, Calif.; Sutter 6744. **President:** E. E. Sylvestre. **Vice-President, Manager:** R. W. Stafford. **Production Manager, Space Buyer:** W. A. Johnson. **Radio Director:** Hal Burdick. **Spot Time Buyer:** R. W. Stafford. **Network:** Sperry Flour Co. for Wheat Hearts (NBC Pacific Red-6); Sperry Flour for Sperry Pancake and Waffle Flour (NBC Pacific Red-6; participation, NBC Pacific Red-5); Sperry Flour for Drifted Snow Home Perfected Flour (NBC Pacific Red-6). **Spot:** General Mills for Wheaties (baseball games-15). **Writers:** Hal Burdick (Sperry Flour for Wheat Hearts), Ward Caille (Sperry Pancake and Waffle Flour). **Producers:** Hal Burdick (Wheat Hearts), Cameron Prudhomme, of NBC (Sperry Pancake and Waffle Flour).

WESTON-BARNETT, INC., Arts & Crafts Bldg., Waterloo, Ia.; 766. **President, Treasurer:** Wells H. Barnett. **Secretary:** Phillips Taylor. **Radio Directors:** Phillips Taylor, Wells H. Barnett. **Branch Office:** 520 N. Michigan Ave., Chicago (Whitehall 7725); A. C. Barnett, vice-president. **Network:** American Bird Products (Mutual-15). **Spot:** Walker Remedy Co. (ann-17); Clay Equipment Co. (ann-5).

WARD WHEELOCK CO., 2400 Lincoln Liberty Bldg., Philadelphia, Pa.; Rittenhouse 7500. **President:** Ward Wheelock. **Vice-President:** Lt. Col. Ralph K. Strassman. **Secretary, Treasurer:** Herbert R. Doak. **Radio Director** (New York): Diana Bourbon. **Spot Time and Talent Buyer:** C. M. Rohrabaugh. **Continuity and Script Buyers:** C. M. Rohrabaugh, Diana Bourbon. **Branch Offices:** 420 Lexington Ave., New York City (LE 2-4926); Lt. Col. Ralph K. Strassman, vice-president; Diana Bourbon, radio director. Equitable Bldg., Vine St. and Hollywood Blvd., Hollywood (Hillside 0191); Mary Garvin, in charge. **Network:** Campbell Soup Co. for Soup, Tomato Juice, Baked Beans (CBS-86, CBS-85, successively NBC Red-48 and CBS-53, NBC Red-39). **Spot:** Wm. S. Scull Co. for Boscul Tea and Coffee (news-9, ann-4); Campbell Soup Co. (news-3).

MAC WILKINS & COLE, INC., Corbett Bldg., Portland, Ore.; BR 6401. **President:** Mac Wilkins. **Vice-Presidents:** Showalter Lynch, George Weber. **Secretary:** G. E. Connor. **Director of All Radio Activities:** Showalter Lynch. **Branch Office:** 914 Republic Bldg., Seattle, Wash. (EL 1335); George Weber, vice-president in charge. **Network:** United States Bakery (Mutual-2). **Local:** Fahey-Brockman (pgm-1); United States Bakery (pgm-1); Community Credit, Inc. (pgm-1); Montag (pgm-1); Arthur L.

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Fields Co. (pgm-1); Feldenheimer's Jewelry (pgm-1). **Writer, Producer:** Showalter Lynch.

ED WOLFF & ASSOCIATES, 428 Taylor Bldg., Rochester, N. Y.; Stone 191. **President:** Ed Wolff. **Technical Chief:** Lawrence Sterling. **Service Director:** John Larmer. **Production Manager:** Mrs. Henrietta S. Feeser. **Account Executive:** Alfred Scheible. **Radio Directors:** Ed Wolff, Mrs. Henrietta Feeser. **Spot Time, Talent, Continuity and Script Buyer:** Mrs. Henrietta Feeser. **National Spot:** Procino-Rossi Corp. for Macaroni Products (pgm-3). **Local:** Rochester Brewing Co. (pgm-1); First Federal Savings & Loan Association (pgm-1). **Writers:** Mrs. Henrietta Feeser (Procino-Rossi); Mrs. Augusta Fien (First Federal Savings & Loan), John Larmer, Alfred Scheible (Rochester Brewing). **Producers:** H. G. Goodman Co. (Rochester Brewing).

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.

YOUNG & RUBICAM, INC., 285 Madison Ave., New York City; AS 4-8400. **Chairman of the Board:** Raymond Rubicam. **President:** Chester J. LaRoche. **Treasurer:** J. H. Geise. **Secretary:** H. S. Ward. **Vice-President, Plans Board Chairman:** Clarence E. Eldridge. **Vice-President, Director of Media & General Production:** A. V. B. Geoghegan. **Executive Vice-Presidents:** Sigurd S. Larmon, Arthur Andrews, Donald Payne, Edward Barnes. **Vice-President:** John E. Grimm, Jr. **Vice-President, Merchandising Director:** Samuel Cherr. **Vice-President, Copy Director:** Charles L. Whittier. **Vice-President, Art Director:** Vaughn Flannery. **Vice-President, Director of Copy and Radio Research:** George Gallup. **Radio Director:** Thomas F. Harrington. **Manager, Radio Department:** Thomas H. A. Lewis. **Assistant Manager:** F. W. Wile, Jr. **Radio Production Supervisor:** Hubbell Robinson, Jr. **Station Relations:** Carlos A. Franco, Joseph H. Holmes, Jr., Ralph Butler. **Radio Commercial Copy:** Joseph A. Moran. **Talent:** J. T. Everitt, Therese Lewis, Harmon Nelson (New York); Clarence Olmstead (Hollywood). **Radio Publicity:** William J. Thomas, Jr. **Radio Production:** Jack van Nostrand, Harry Ackerman, Murray Bolen, Hendrik Booraem, Joe Hill, Carol Irwin, Bennett Larson, Robert E. Lee, Carroll O'Meara, Austin Peterson, William Rousseau, Adrian Samish, Ralph E. Skedgell, Thomas J. Smith, William L. Stuart, Glenhall Taylor, Harry von Zell, Robert Welch. **Network:** General Foods for Jell-O (NBC Red-110), for LaFrance and Satina (CBS-39), for Grape Nuts (NBC Red-58, NBC Red-71), for Postum (CBS-49), for Sanka Coffee and Jell-O Ice Cream Preparations, successively (CBS-55), for Calumet and Swans Down (CBS-76); Bristol-Myers for Ipana, Sal Hepatica, Minit Rub (NBC Red-53); Gulf Oil Corp. (CBS-61); International Silver for 1847 Rogers Bros. and Wm. Rogers & Son (CBS-50); Fels Co. for Fels Naphtha Soap Chips (NBC Blue-43); American Tobacco for Half and Half Smoking Tobacco (CBS-52); American Cigarette & Cigar for Pall Mall (NBC Red-50, CBS-56); Hawaiian Pineapple Co. for Dole Pineapple Jems and Pineapple Juice (CBS-62); Borden Co. (NBC Red-32); Gordon Baking Co. (Mutual-4); Metropolitan Life Insurance (Mutual-2, plus 4 spot stations). **Spot:** Cluett, Peabody & Co., Sanforizing Division (pgm-8). **Local:** Borden Co. (5 mins-1); R. H. Macy (pgm-1).

ZIMMER-KELLER, INC., 2210 Park Ave., Detroit, Mich.; Cadillac 9151-4. **President:** Walter F. Zimmer. **Vice-President:** R. E. Keller. **Secretary:** H. R. Klein. **Radio Director, Talent, Continuity and Script Buyer:** Walter F. Zimmer. **Spot Time Buyer:** H. R. Klein. **Regional:** Stroh Brewery Co. (ann, Michigan Radio Network-7); Farmers & Manufacturers Beet Sugar Association for Michigan Beet Sugar (ann, Michigan Radio Network-7). **Spot:** Stroh Brewery Co. (ann-2); Farmers & Manufacturers Beet Sugar Association (5 mins-3); Michigan Brewers Association (ann-6). **Writers:** E. LeRoy Pelletier (Michigan Brewers Association, Farmers & Manufacturers Beet Sugar Association), R. E. Keller (Stroh Brewery Co., Farmers & Manufacturers Beet Sugar Association).

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PRODUCTION AIDS

MUSIC LICENSING SOCIETIES

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

Gross ASCAP 1938 and 1937 Receipts:

	1938	1937
Radio (total)	$3,845,206.34	$3,878,751.94
Advertising fee	$2,984,658.03	
Sustaining fee	860,548.31	
Motion Pictures	1,139,682.38	1,099,512.30
Restaurants	531,127.11	492,119.79
Hotels	214,240.07	209,649.89
Dance Halls	135,497.28	127,806.70
Miscellaneous	221,597.41	119,100.95
Total Gross Receipts	$6,087,350.59	$5,926,941.57

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.*

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stricted numbers requires a "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 encouragement money attached to the best songs.

Publishers divide their money 20% on a seniority basis, 30% according to value of catalogue, and 50% according to number of performances accredited compositions published under each respective aegis. Provisions are made in all instances for protests or disagreements over payments.

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.

ASCAP board of directors: Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, George Fischer, Walter Fischer, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Edgar Leslie, George W. Meyer, Jack Mills, Herman Starr, John O'Connor, J. J. Robbins, Gustave Schirmer, Oley Speaks, Deems Taylor, Will Von Tilzer, Oscar Hammerstein II.

**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.*

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 licensee 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 25c per popular composition per broadcast, and if the composition is derived from a film or theatrical production, the fee is 50c; in this respect, each broadcast is considered a separate manufacture. *Sustaining transcriptions* are billed at $15 per composiiton 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

** The Pennsylvania Supreme Court, in a suit against radio station WDAS instigated by Fred Waring after WDAS had played some of his phonograph recordings, held that the interpretive artist has an enforceable property right in his artistic interpretation of the work of a composer; and that the playing of phonograph records against the wishes of the artist constitutes unfair competition as well as an invasion of the right of privacy. (For a discussion of this litigation, see* VARIETY RADIO 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.

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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 Whiteman, vice-presidents; Josef Hofmann, honorary president; Frank Crumit, secretary; Don Voorhees, treasurer, Maurice J. Speiser, general counsel. The recording secretary is Wally H. Rose.

NAPA board of directors: Fred Waring (chairman), Connie Boswell, Noel Coward, Richard Crooks, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Hal Kemp, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter OKeefe, Josef Pasternack, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efrem Zimbalist.

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

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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's headquarters: Located at 152 West 42nd Street, New York City.

Jewish Society officers: Sholom Secunda, president; Cantor Pincus 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.

Songs	Times Played Over WABC, WEAF, WJZ, WOR	Weeks in Hit Class
Cathedral in the Pines	360	12
Cry, Baby, Cry	570	17
Don't Be That Way	620	21
This Time It's Real	560	18
Ti-Pi-Tin	600	20
You Couldn't Be Cuter	570	20
You're an Education	600	19
AVERAGE	554	19

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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.

Attention is hereby also called to the popular "Song Cavalcade, 1907-1937" which appeared in the VARIETY RADIO DIRECTORY, *Vol. I, pages 101-106, and the "Musical-Historical Cavalcade: 1800-1935" which appeared in Vol. II, pages 33-158.*

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.

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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.
Little Old Lady.
Once in a While.
The One Rose That's Left in My Heart (c. 1936).
Rosalie.
Sweet Lei Lani.
That Old Feeling.
Vieni, Vieni.
When My Dreamboat Comes Home.

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.

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Among the Breakers; George M. Baker (radio adaptation by Constance Brown).
* **Anna Christie;** Eugene O'Neill.
Artists, The; Mazo 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 Bridgham (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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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 Crime; 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 Manicure, 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.
Prelude; J. Oppenheim.
* **Private Lives**; Noel Coward.

R

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. Villiers de L'Isle Adam (?).
* **Richelieu**; Bulwer Lytton.
Rocket to the Moon; Clifford Odets.
* **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).
She Stoops to Conquer; Oliver Goldsmith.
* **Shining Hour, The**; Keith Winter.
* **Show Boat**; Edna Ferber.
Simple Simon Simple; Henry Rowland (radio adaptation by Constance Brown).
Spring Waters; Howard Reed (radio adaptation by Constance Brown).
* **Stage Door**; Edna Ferber and George S. Kaufman.
Strange Interlude; Eugene O'Neill.
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.
They Knew What They Wanted; Sidney Howard.
Topaze; Benn W. Levy adaptation of the Marcel Pagnol play.
Tovarich; Robert E. Sherwood adaptation of the Jacques Deval play.
Trojan Women, The; Euripides.
* **Twentieth Century**; Ben Hecht and Charles MacArthur.
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).

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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 Relly 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 Alexander Dumas.

F

Farewell to Arms; adapted from the book by Ernest Heminway.
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."

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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 Tinghai, 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; Ireene Wicker.
Empty Coffin, The; Roderick Ainsworth Mays.

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End of the Beginning, The; Sam O'Casey.
Episode in Red; Merritt P. Allen.
Escape from Tomorrow; Gene Towne and Graham Baker.
Escort for the Evening, The; Philip Bloom.
Ethel and Her Engine; John Pudney.
Everything Happens to Me; Edward James.
Expert Opinion; True Boardman.

F

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.

G

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.

H

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; Arch Oboler.
Humbug Weed; Merritt P. Allen.

I

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.

J

John Keats, Human Being; Ben Lee.
Jury Trial; Elizabeth and James Hart.
Just a Bum; Helen Norris.

K

King in Washington, A; Mildred Hark and Noel McQueen.

L

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 Beddoe.
On Stage, Please; Ashmead Scott.
On the Upswing; Jerry Devine.
On the Verge; Peter Dixon.

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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 Rosten.
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; Ranald 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 Weil.
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.

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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.
Grand Duchess, The; Jacques Offenbach.
H.M.S. Pinafore; 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 Vulpius.
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 Wiggam.
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; Jacland 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 Fesler Williams.
Mr. Mergenthwirker's Lobblies; 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.

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* *To be published as a book by Bobbs-Merrill Co.*

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Spring Maiden, The; (fairy tale).
Surprise for the Boys; Herbert Lewis.
Thousand Dollar Bill, The; Manuel Komroff.
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.
Zodomirsky'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.
Nutcracker Suite, The; Tschaikowsky.
Les Preludes; Liszt.
Symphony No. 1 in C Major (Fantastic); Berlioz.
Symphony No. 3 (Eroica); Beethoven.
Symphony No. 4; Brahms.
Symphony No. 5; Tschaikowsky.
Symphony No. 6 (Pathetique); Tschaikowsky.

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 COlumbus 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 ASSOCIATION, 485 Madison Ave., New York, N. Y. (Wickersham 2-2000). **Executives:** Nathanael H. Engle, U. S. Department of Commerce, Wash., D. C., president; Donald R. G. Cowan, Swift & Co., Chicago, and Theodore N. Beckman, Ohio State University, Columbus, vice-presidents; John J. Karol, CBS, New York, treasurer; Albert Haring, Lehigh University, 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, secretary and treasurer; P. W. Stewart, director, marketing and research. **Branch office:** 309-53 State St., Boston, Mass.

BOOZ-FRY-ALLEN & HAMILTON, 135 S. LaSalle St., Chicago, Ill. (State 8344). **Branch office:** 285 Madison Ave., New

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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.

CANADIAN FACTS, REGISTERED, 100 Adelaide St., West, Toronto, Ont., Canada (Adelaide 2067). **Executives:** N. P. Colwell, general manager; Ethel Fulford, director of personnel; J. Myles Leckle, chief statistician. **Supervising branches:** Halifax, Charlottetown, St. John, Moncton, Fredericton, Quebec, Montreal, Ottawa, Kingston, Hamilton, London, Windsor, Sudbury, Winnipeg, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Trail, Kamloops, Vancouver, Victoria. **Sub-branches:** Located in 76 cities.

PAUL T. CHERINGTON, 9 Rockefeller Plaza, New York, N. Y. (Circle 6-0926).

COOPERATIVE ANALYSIS OF BROADCASTING, 330 West 42nd St., New York, N. Y. (Medalion 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. (Mohawk 4-2669).

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, radio 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.

JOINT COMMITTEE ON RADIO RESEARCH, 1750 Graybar Bldg., 420 Lexington Ave., New York, N. Y. (Mohawk 4-7982). **Executives:** John Benson, chairman; E. DeWitt Hill, treasurer: L. D. H. Weld, chairman of technical committee.

HELEN KING, 17 East 48th St., New York, N. Y. (Wickersham 2-1127-8).

WALTER MANN & STAFF, 350 Madison Ave., New York, N. Y. (Murray Hill 2-3479). **Executives:** Walter Whittseley Mann, president; Homer J. Bueckelmuller and Frank Persky, account executives; Theodora Van Doorn, chief, editorial department.

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.

MARKET RESEARCH CORPORATION OF AMERICA, 444 Madison Ave., New York, N. Y. (Plaza 3-8920). **Executives:** Percival White, president; Pauline Arnold, vice-president.

MARKET RESEARCH OF CLEVELAND, INC., 435 Schofield Bldg., Cleveland, O. (Cherry 4710). **Executives:** Albert E. Strass, president; Norman A. Ryan, vice-president; Ethel R. Petre, secretary, treasurer. **Branch office:** Bennie Lee Easterling, 2108 Cleneay, Cincinnati (Jefferson 2716).

MEDIA RECORDS, INC., 354 Fourth Ave., New York, N. Y. (Murray Hill 5-9376). **President:** Charles Rock. **Branch offices:** Daily News Bldg., Chicago; 174 E. Long St., Columbus; 25 Kearny St., San Francisco.

NATIONAL RADIO AUDITORS, 350 Madison Ave., New York, N. Y. (Murray Hill 2-3479). **Executives:** William H. Appleby, managing director; Claire

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Cummings, executive secretary. **Branch office:** Convention Hall, Atlantic City, N. J. (Atlantic City 4-6538); William H. Appleby, in charge.

A. C. NIELSEN 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).

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 Norway 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

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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).

AEROGRAM 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-SCRIPTIONS, 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.

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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 syncronized slide-films, etc. (Also see Time Abroad, with which this company is affiliated.) **Library service:** None.

BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC., 818 S. Kingshighway Blvd., St. Louis, Mo. **Phone:** Franklin 2060. **Executives:** J. F. Eschen, president; J. M. Althouse, vice-president, general manager; Charles E. Harrison, secretary-treasurer, commercial manager. **Representatives:** Walter Biddick Co., Radio Programs Division, Los Angeles, San Francisco and Seattle; Charles Michelson, 545 Fifth Ave., New York. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **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.

DAVIS & SCHWEGLER, INC., 1009 W. Seventh St., Los Angeles, Calif. **Phone:** Trinity 2006. Recording & Processing Plant: Occidental & Council Sts., Los Angeles. **Executives:** Paul Schwegler, president; Herbert H. Aronson, executive vice-president; Kenneth C. Davis, sceretary-treasurer; Henry Hartman vice-president in charge of production; Carl Haverlin, radio exploitation; Richard Coburn, chief of staff. **Branch office:** Robert F. Warner & Associates, 11 West 42nd St., New York City. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M. **Library service:** Furnish 64 new selections each month in following classifications: dance (swing, fox trots, waltzes); salon (semi-classical, ballads); trios and quartettes; tangoes and rhumbas; novelty (miscellaneous): Westerns, Hawaiian.

***DECCA RECORDS, INC.,** 50 West 57th Street, New York, N. Y. **Phone:** Columbus 5-5662. **Executives:** C. D. MacKinnon, manager of transcriptions division. **Branch offices:** 22-24 W. Hubbard St., Chicago; Sellman C. Schulz, manager. **Type of transcriptions manufactured:** Lateral cut, for regulation reproducing table (33 1/3 R.P.M.). **Library service:** None.

DOMINION BROADCASTING CO., 4 Albert St., Toronto, Ont., Canada. **Phone:** Adelaide 3383. **Manager:** H. B. Williams. **Branch office:** Affiliated with Inland Broadcasting Service, 171 McDermot Ave., Winnipeg, Manitoba. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None, as such, but the firm is Canadian representative for Bosworth Library, London, England.

ECCLES DISC RECORDINGS, 6233 Hollywood Blvd., Hollywood, Calif. **Phone:** Hillside 5257. **Manager:** C. R. Alford. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **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

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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.)

H. S. G. ADVERTISING AGENCY, INC. 420 Madison Ave., New York, N. Y. **Phone:** Wickersham 2-3338-39. **Executives:** Harry S. Goodman, president-treasurer; Harold Krelstein, vice-president; H. Knuth, secretary. **Type of transcriptions manufactured:** Recordings at 33 1/3 R.P.M. **Library service:** Recordings for sponsors: jewelers, opticians, furniture dealers, beauty parlors, etc.

HOLLYWOOD RECORDING CO., 1731 N. Highland Ave., Hollywood, Calif. **Phones:** Hillside 3097; Gladstone 2191. **Executives:** John Hirsch, president, recorder; Jack Preston, associate recorder. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M.. **Library service:** None.

***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. Giffen 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.

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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 4895); 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 MICHELSON, 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.

MUSICRAFT RECORDS, INC., 10 West 47th St., New York, N. Y. **Phone:** Bryant 9-6565. **Executives:** Milton L. Rein, president; Henry Cohen, treasurer; Duane M. Davis, manager of transcription department. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** One - minute spot recordings.

***NATIONAL BROADCASTING COMPANY, INC.,** RCA Building, Radio City, New York, N. Y. **Phone:** Circle 7-8300. **Executives:** C. Lloyd Egner, 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 RADIO ADVERTISING AGENCY, 301 Hollywood Center Bldg., Hollywood, Calif. **Phone:** Hempstead 1551. **President, general manager:** D. D. Crawford. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M. **Library service:** None.

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 manufactuerd:** 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.

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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 5204); 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 RECORDERS, INC.,** 932 North Western Ave., Hollywood, Calif. **Phone:** Hollywood 3917. **Executives:** F. H. Winter, president; J. C. Brundage, vice-president; E. F. Dummel, treasurer; Darrell Minkler, secretary; J. Joseph Sameth, sales and production manager. **Type of transcriptions manufactured:** Lateral cut. **Library service:** None.

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.

***RADIO TRANSCRIPTION CO. OF AMERICA, LTD.,** Hollywood Blvd. at Cosmo, Hollywood, Calif. **Phone:** Hollywood 3545. **Executives:** Andrew J. Schrade, president, general manager; Lindsay MacHarrie, production manager; Clyde L. Wood, station relations manager; Esther L. Donnan, office manager; Stuart MacHarrie, Jos. G. Corey, W. H. Schaeffer, field managers. **Type of transcriptions manufactured:** Quarter-hour programs. **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.

***RECORDINGS, INC.,** 5505 Melrose Ave., Hollywood, Calif. **Phone:** Hillside 6138. **Executive:** Elmer Avery, president and vice-president. **Type of transcriptions manufactured:** Any type. **Library service:** None.

ROTH & BERDUN, 4464 Cass Ave., Detroit, Mich. **Phone:** Temple 1-2552. **Executives:** Charles Roth, Cecil Berdun. **Type of transcriptions manufactured:** Lateral cut recordings, 33 1/3 and 78 R.P.M. **Library service:** None.

SHRYOCK RADIO CO., Penn A. C. Bldg., Rittenhouse Square, Philadelphia, Pa. **Phones:** 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.

EDWARD SLOMAN PRODUCTIONS, INC., 8782 Sunset Blvd., Hollywood, Calif. **Phone:** Crestview 12242. **Executives:** Edward Sloman, president; Sam Kerner, vice-president, general manager; Leslie Sloman, secretary. **Representatives:** Telecast Corp. of America, Hollywood; Kasper-Gordon, Inc., Boston. **Type of transcriptions manufactured:** Lateral cut for regulation reproducing table; custom-built dramatic, musical and variety shows. **Library service:** None.

***STANDARD RADIO,** 6404 Hollywood Blvd., Hollywood, Calif. **Phone:** Hillside 0188. **Executives:** Gerald King, general manager; Don Allen, production manager. **Branch office:** 180 N. Michigan Ave., Chicago; M. M. Blink, general manager; Alex Sherwood, sales manager. **Type of transcriptions manufactured:** Lateral cut, made by RCA Mfg. Co.; 12 and 16-inch records at 33 1/3 R.P.M, sound effects at 78 R.P.M. **Library service:** Standard Program Library Service for domestic and foreign stations.

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

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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.

***TRANSAMERICAN BROADCASTING & TELEVISION CORP.,** 1 East 54th St., New York, N. Y. **Phone:** Plaza 5-9800. **Executives:** John L. Clark, president; E. J. Rosenberg, vice-president. **Branch offices:** 333 N. Michigan Ave., Chicago (State 0366); DeWitt C. Mower, in charge. 5833 Fernwood Ave., Hollywood (Hollywood 5315); William Ray in charge. **Type of transcriptions manufactured:** Both lateral and vertical cut. **Library service:** None.

TWENTIETH CENTURY RADIO PRODUCTIONS, 1611 Cosmo Street, Hollywood, Calif. **Phone:** Granite 9021. **Executive:** Archie Josephson, manager. **Type transcriptions manufactured:** Lateral cut recordings. **Library service:** None.

UNITED BROADCASTING CO., 134 N. LaSalle St., Chicago, Ill. **Phone:** Andover 1685. **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 5-4895. **General manager:** Lester Troob. **Type of transcriptions manutured:** Vertical and lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None.

WITTE RADIO PRODUCTIONS, 740 S. Broadway, Los Angeles, Calif. **Phone:** Vandike 5436. **Owner:** I. O. Witte. **Type of transcriptions manufactured:** Lateral cut 33 1/3 R.P.M.; one, five and 15-minute comedy and drama. **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.

***WORLD BROADCASTING SYSTEM,** 711 Fifth Avenue, New York, N. Y. **Phone:** Wickersham 2-2100. **Executives:** P. L. Deutsch, president. **Branch offices:** 301 E. Erie St., Chicago; Read Wight, manager. Wardman Park Hotel, Washington, D. C.; H. A. La Fount, manager. 1000 North Seward St., Hollywood, Cal.; Pat Campbell, manager. 1050 Howard St., San Francisco; C. C. Langevin, manager. **Type of transcriptions manufactured:** Vertical and lateral cut at 33 1/3 R.P.M. **Library service:** World Program Service, with 2,500 musical selections recorded by the vertical method.

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.

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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 Knode; 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.

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.

	1938.		1937.		1936.		1935.		1934.	
Philosophy	89	(15)	128	(24)	107	(13)	154	(31)	186	(27)
Religion	790	(31)	767	(44)	684	(26)	536	(52)	579	(23)
Sociology, Economics	758	(80)	693	(60)	489	(46)	616	(75)	622	(52)
Law	114	(34)	128	(21)	108	(41)	65	(28)	51	(11)
Education	295	(18)	318	(16)	301	(31)	234	(32)	164	(15)
Philology	266	(29)	279	(18)	173	(49)	164	(33)	151	(38)
Science	423	(102)	382	(91)	371	(110)	331	(104)	314	(70)
Technical Books	319	(135)	252	(90)	275	(115)	154	(65)	153	(41)
Medicine, Hygiene	293	(97)	338	(147)	291	(115)	196	(102)	264	(86)
Agricul., Gardening	115	(21)	98	(32)	110	(30)	73	(12)	48	(9)
Domestic Economy	73	(16)	73	(20)	78	(32)	44	(13)	67	(12)
Business	299	(60)	271	(47)	206	(28)	160	(33)	143	(16)
Fine Arts	252	(35)	276	(26)	211	(19)	189	(20)	152	(12)
Music	106	(18)	79	(13)	112	(15)	69	(11)	46	(6)
Games, Sports	193	(20)	204	(26)	219	(24)	152	(23)	110	(24)
General Literature	508	(54)	299	(38)	473	(87)	372	(74)	282	(77)
Poetry, Drama	698	(46)	673	(81)	679	(129)	473	(121)	503	(58)
Fiction	1,217	(446)	1,355	(541)	1,327	(572)	1,362	(677)	1,356	(543)
Juvenile	895	(146)	853	(114)	701	(142)	532	(138)	466	(135)
History	776	(81)	863	(71)	667	(86)	359	(88)	433	(54)
Geography, Travel	317	(49)	280	(47)	284	(61)	174	(38)	220	(44)
Biography	604	(58)	596	(64)	626	(73)	471	(77)	435	(50)
Miscellaneous	64	(12)	68	(8)	92	(8)	34	(5)	43	(7)
Totals	9,464	(1,603)	9,273	(1,639)	8,584	(1,852)	6,914	(1,852)	6,788	(1,410)

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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:

CBS: Columbia Broadcasting System. **IBS:** Iowa Broadcasting System. **MacG:** C. P. MacGregor (transcriptions). **MWR:** Mid-West Recordings, Inc. **NBC:** National Broadcasting Co. **NCBS:** Northern California Broadcasting System. **RRI:** Radio Recorders, Inc. **SR:** Standard Radio. **TH:** NBC Thesaurus. **TPC:** Titan Production Co., Inc. **UP:** United Press. **JVG:** Jean V. Grombach. **NYBS:** New York Broadcasting System. **WBS:** World Broadcasting System. **FTRD:** Federal Theatre Radio Division. **CRS:** California Radio System.

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.

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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 (CHRC)
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 (KGFF)
About Town (WAAT, WHN, KDON)
About 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 (KELO)
Accent on Science (WNYC)
Accent on Song (WHAS)
Accident News (WAVE)
Accident Prevention Series (FTRD)
According to Hoyt (WNEW)
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 (KTOK)
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 (KTOK)
Ad Club Gleeman (KOIN)*
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 Pontoon (MacG)
Adohr Opera, The (KFI, KECA)
Adolph and Denny (KGCX)
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 (KMBC, KSL)
Adventure Land, Wanda Jim's (WNYC)
Adventure of Santos Vegas (WMCA)
Adventure Reporter, The (WHBC)
Adventurer's Club (WOR)*
Adventurers Club, The Elgin (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)

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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 (WINS)*
Adventures of Sally and Ann (WJAR)
Adventures of Scoutland (WTMJ)
Adventures of Sherlock Holmes (NBC)
Adventures of Swanee Shore (KVOD)
Adventures of Tom Mix—Ralston Purina Co. (NBC)
Adventures of Tom Sawyer (KHJ)
Adventures of Tony & Gus (NBC)
Adventures of Uncle Jimmy (KFWB)
Adventures with Aunt Helen (KQV)
Adventures with Major Campbell (WPHR)
Advertising Club Luncheon (NYBS)
Advertising News (WOR)
Advertising Pays (WLW)
Advice on Living (WMCA)*
Aeolian Ensemble (CBS)
Aeolian Trio (KHQ)
Aeronautical Notes (WJW)
Aeroplane, The (WWL)
Aesop's Fables (KGO-KPO)
Affaires D'Armour, Les (WTCN)
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 (WTMV)
After Dinner Revue (WEEI)*
After Dinner Varieties (WDBJ)
After School Swing Session (WBNX)
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 Musicale (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, WTCN)
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 (KWYO)
Afternoon Varieties (KPDN, WIL, WGAR, 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 (WCAM)
Agricultural Bulletin (KGO-KPO)
Agricultural Daily (KQW)
Agricultural Extension Service (WOI)
Agriculture in the News (KFYR, WDAY, WLW)
Agriculture in Utah (KLO)
Agriculture—Then and Now (WHA)
Agriculture Today (KGO-KPO)
Agua Caliente Troubadours (KGFJ)
Ah Ha Club (WOAI)
Ahead of the News (WMAQ)
Ahoo & Wahoo, the Medicine Men (WALA)
Air Adventures of Jimmy Allen (KGO-KPO, WBS)
Air Breaks (WKBW)
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 (WENR)*
Air Lane Reveries (KABC)
Air Lanes to Home Making (WHA)
Air News (KMTR)
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 Peeve (WWJ)
Airbreaks (CFRN)
Aircyclopedia (NBC)
Airfinds (WHN)
Airflow Harmonies (WBBM)
Airialto (KABR)
Airlanes (WCAU)*
Airline News (WTAD)
Airliners, The (WCAE, WEED)
Airmasters, The (WCFL)
Airwave Airplanes (WTMV)
Air-Wave Want Ads (WHLS)
Airway News (WKZO)
Airways (WCOP)
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 (KGCU)
Al Eldridge (CRS)
Al Jolson (NBC)

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Al Pearce and His Gang (KGO-KPO)
Al Roth and His Orchestra (NBC)
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 (WOAI)
Alan Werner (WLW)
Alarm Clock (KWTN, CJOC, KRMD, WRJN, WWSW)
Alarm Clock, The Hyde Park (KWOS)
Alarm Clock Club (CKCK)
Alarm Clock Frolic (WPTF)
Alarm Clock Hour (CFCT)
Alarm Clock Program (KFJB)
Alarm Clock Revue (WBRC)
Alarm Clock Salute (WNAC)
Alarmclock Serenade (WICC)
Alarm Klock Klub (KIEV, KJBS)
Albany at the World (WOKO)
Albany on Parade (WGY)
Alberta Cowgirls, Fred Hadaller's (CJRC)
Album Leaves Quartet (WKBZ)
Album of Dreams (CJOC)
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 (KFH)
Album of Old Family Music (NBC)
Album of Song (WSAU)
Album of Songs (WHN, WRUF)
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)*
Ali Baba's Knights (WHBQ)
Alias Edward Tailor (NBC)
Alias Jimmy Valentine (WBS)
Alibi Airings (KDAL)
Alice in Orchestralia (NBC)
Alice in Wonderland (CBM, NBC)
Alice Marie Meyn, Songstress (WREN)
Alice Remsen (NBC)
Alistair Cooke (NBC)
All Aboard (KNX, WHN)
All Aboard for Shoppers Special (KFVS)
All Aboard 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 (KFH)
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 (WGRC)
All Request-All Swing (WVFW)
All Request Club (WFAS)
All Request Feature (WOPI)
All Request Hour (KVOL, KGDE)
All Sports Forum (WGAR)
All-Sports Review (WCKY)
All Sports' Review, The WBNY (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 (KOCA)
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 (KOY)
A-Loaf Bakers Present Judy and Frank (KOB)
Aloha, California (KEHE)
Aloha Land (KIUP)
Aloha Serenaders (KRKD)
Aloha Sunset Land (CKCD)
Along Dance Avenue (WCOP, WAGM, WELI)
Along Fifth Avenue (WJZ)
Along Gypsy Trails (CBL, CBY)
Along King's Highway (KOA)
Along Melody Boulevard (KGMB)
Along Melody Lane (KTAT)
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)
Alt Wien (WOR)
Altar Bound (WGAR)
Amanda's Party (NBC)
Amanda Snow (NBC)
Amateur Announcers (WABI)
Amateur Announcers' Contest (KANS)

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Amateur Announcer's Hour, The WLVA (WLVA)
Amateur Authors (KFWB)
Amateur Cameraddicts (KDYL)
Amateur Chef, The (WFLA)
Amateur Cooking School of the Air (NBC)
Amateur Dramatic Hour (WNEW)
Amateur Gardener, The (KLZ, KMTR)
Amateur Hour (KVRS, WCAO, WSAI)
Amateur Hour, The Austin (WSGN)
Amateur Hour, The WFLA (WFLA)
Amateur Hour from Fox Brooklyn Theatre (WMCA)
Amateur Night, The KDLR (KDLR)
Amateur Night in Harlem (WMCA)
Amateur Night on Beale Street (WNBR)
Amateur Review (WCPO)
Amateur Script Writers Hour (WBNX)
Amateur Show of the Air, Johnnie Marvin's (WKY)
Amateur Song Writers (WOR)*
Amateur Song Writers' Hour (WBNX)
Amateur Songwriters' Opportunity Contest (WMCA)
Amateur Variety Hour (CKCH)
Amateurs on Parade (CHWK)
Amati 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 in 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 (WENR)
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 (KHJ)
American Education Forum (NBC)
American Families, Inc. (WHO)
American Family (KFWB)*
American Family Forum, The (NBC)
American Family Robinson, The (WCBD, 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 (WBAA)
American League for Peace and Democracy (NBC)
American Legion Auxiliary (KGDM)
American Legion Hour (WGRC)
American Legion Parade (KFH)
American Legion Program (KRKD)
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 (KFVD)
American Radio Relay League (NBC)
American Radio Warblers (WTCN)*
American Revue (WXYZ)
American Rhythm Masters (NBC)
American Salutes (WMCA)
American-Scandinavian Hour (WIBA)
American Scene (WORL)
American School of the Air (CBS)
American Singers, The (CBS)
American Symphonettes (KSRO)
American Trapshooters' Meet (WHIO)
American Trio (WGY)
American Viewpoints (CBS)
Americana (WBS, WRUF)
Americana Quiz (WMCA)
Americans, Inc. (KWJJ)
Americans Abroad (KMTR)
Americans All—Immigrants All (CBS)
Americans At Work (CBS)
Among My Souvenirs (CKAC, KLO, WBIL, WGN)

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Among Neighbors (KABR)
Among Our Souvenirs (KDYL)
Among the Classics (CFLC)
Among the Heather (CFAC)
Among the Music Masters (WHBF)
Among Us Girls (WLLH)
Amos 'n' Andy (NBC)
Amours de Ti-Jos, Les (CKAC)
Amusement Bulletin (KCRJ)
Amusement Guide (KOOS, WXYZ)
Amusement Hour, Your (WLAC)
Anaesthetic & Cerebellum (KGU)*
Analects of Confucius (CJCA)
Ananias Club (KRLD)
Ancient Dance (CBS)
Ancient World Thru Modern Eyes, The (WHA)
And It Came to Pass (CBM)
And Music Came (WLW)
And Others (KOY)
And So It Happened (WLW)
And So the World Goes On (CFCF)
And So to Bed (KXBY)
And So to Sleep (KASA)
And Sudden Death (KHJ)*
Anderson First (WAIM)
Anderson Gospel Tabernacle (WHBU)
Anderson Sisters, The (WTJS)
Andre Monici and Orchestra (NBC)
Andy & Virginia Mansfield (KHJ)
Andy Gump Family (WGN)*
Angel Face (WWL)
Angela in the Cathedral (WAPI)
Angelo, the Wandering Street Singer (WCSC)
Angelo Ferdinado & Orchestra (NBC)
Angelus, The (WMBD)
Angelus Hour, The (KHSL)
Angelus Singers (CJIC)
Angelus Trio (WFAA)
Angler and Hunter (NBC)
Angler of the Air (WNEW)
Animal Kingdom, The (WBBC)
Animal News Club (NBC)
Animals in the News (WBZ)*
Ann Campbell Poetry (WXYZ)
Ann Leslie Scrapbook (WISN)
Ann Livingston (WSAZ)
Ann Livingston—Fashions (WSAZ)
Ann Milton (KMBC)
Ann Rohling Speaks (WINS)
Ann Russell, Home Economist (KVOR)
Ann Warner's Chats (KGO-KPO)
Ann Worth—Housewife (WXYZ)
Anne Anderson's Homemaking Hints (WTJS)
Anne Campbell (WWJ)
Anne Wyman and Her Home Decoration (WCAZ)
Annette (CKTB)
Anniversary Book, The (CKWX)
Anniversary Varieties (CJCA)
An Nounce Er' Fun (WEEI)
Announcer's Audition (KFAM)
Announcer's Choice (KPDN, KLPM)
Announcer's Day Off (KMTR)
Announcer's Doghouse (KFOR)*
Announcer's Life Is Not a Happy One (CBS)
Announcer's Revel (WQAM)
Announcers and Oratorical Contest (WLAW)
Announcers' Auditions (CKPR)
Announcers' Confessions (NBC)
Announcers' Contest, The (CKCW)
Announcers' Court (KYDL, WOL)
Announcers' Forum (KARK)
Announcers' Holiday (WCHV, WRGA)
Announcers in Ambush (KDYL)
Announcers on a Rampage (WKOK)
Announcers' Opportunity Contest (KUJ)
Announcers' School (WJAG)
Annual Christmas Party, The KGNF (KGNF)
Annual Spelling Contest, The KGNF (KGNF)
Annual Spring Dandelion Party, The KGNF (KGNF)
Anonymous Chef, The (WHDL)
Another Generation Speaks (KWSC)
Another Racket (WOR)
Answer (WBAL, CKLW)
Answer Game, Wieland's (KFRC)*
Answer Machine (KMPC)
Answer Man (KGO-KPO, KFXM, KDYL, KLZ, WOR, WDAY, WAAF)
Answer Me This (WIP, KOBH, KVWC, WSYR, WSBT)
Answer Please (KOCA)
Answers Game (WSMB)
Anthology for Radio (KYA)
Anthony Frome, the Poet Prince (NBC)
Antidote for Jazz (CKAC)
Antique Shop, The (WSAI)
Antiques in Rhythm (KFAM)
Anti-Sleep Society (KGO-KPO)
Antobal's Cubans (WEAF)*
Any Woman's Day (WHB)
Anybody's Corner (CJCA)
Anyone Family, The (KMOX)
Anything Can Happen (CFRN, KFBK, KOCA, TPC)
Anything Goes (CFCJ, KABR, KOVC, WCLO, KANS)
Aoelian Pastels (CRS)
Aeolian Singers (WBTM)
Aeolian Trio, The (WBBM)
Apartment Hunter, The (WTMV)
Aperitif (WIP)*
Apothecary, The (WBAA)
Appeal Time (KPQ)
Appearances Count (WNAC)
Apple Center Gossip (WWSW)
Apple Creek News, The (WJSV)
Apple Crick (KFEQ)
Apples with Salt (WCKY)
Applesauce Revue (WAAW)
Applied Psychology (WHA)
Appraisal of America, An (NBC)
Appraising Foreign Affairs (WQXR)
Apres Midi, La (CBS)
April, May & June (WCFL)
Apron String Boys (KLZ)
Apron Strings (WFBM)
Arabesque (CBS)
Arabian Nights (WBBC, KGW-KEX)
A-rafting on the Mississippi (WHBF)
Arbitration, A. L. Alexander's (WHN)*
Arcadia String Ensemble (WIP)*
Arch Air Troubadours, The (WBZ-A)
Arch Oboler's Plays (NBC)
Archie's Morning Melodies (CKCL)
Arcolian, The Arco (WEBC)
Arctic Expedition, The MacGregor (NBC)
Arctic Kings (CJRM)
Are You Fit to be a Parent (CJCA)

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Are You Listening (KOTN, WSB)
Are You Positive? (KYOS)
Argentine Tea Party (WDAS)
Argentine Trio (KGO-KPO)
Argus (WGR)
Arion Trio (KGO-KPO)
Ariosa Vocal Trio (KYA)
Aristocrats (MacG, WTMJ, KFH)
Arizona Dude Ranch (KOY)
Arizona Gloom Chasers (KOY)
Arizona News Dramas (KOY)
Arizona Ranch Riders (WLW)
Arizona Red (WNEW)*
Arizona Sunrise Hour (KOY)
Arizona Sunshine Hour (KOY)
Arizona Trail Riders, The (WJTS)
Ark Valley Boys (KFH)
Arkansas Razorbacks (WKZO)
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)
Armchair Fancies (KFPY)
Armchair 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 (WEBC)
Around the Clock (WCHV, WPTF, WVFW)
Around the Clock with Kay (WEBC)
Around the Clock with the Good Morning Man (WATL)
Around the Console (WSJS)
Around the Cracker Barrel (KPDN, 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 (KGVO)
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 (KGMB, KELO, KRMC, WDNC, WJNO, WFMD, WMEX, WPEN, WRAK, WTMJ, KMPC, WKY, WDAF, KMOX, CFCF)
Around the Town with Ann Ginn (WTCN)
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 W7XAC (KFPY)
Around the Towner (WSAI)
Around the Used Car Lots (KTSA)
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 (WOV)
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 (KNOW)
Arrow Head Review (WFDF)
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 (KGFF)
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 (KONO)
Artists in Exile (WEVD)
Artists in Music (WNBZ)
Artists Life (WKRC)
Artists on Parade (WSGN)
Artists' Recital (CBO, WQXR)
Artists' Recital, The WHEC (WHEC)
Artists' Review, The KONO (KONO)
Artist's Review, The San Antonio (KONO)
Artz Trio (WOAI)
Arzen Melody Time (KGO-KPO)
As Friend to Friend (WBT)
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 (KWSC)
As the Moments Fly (CFRC)
As the Nuts Have It (KGVO)
As the Psychologist Sees You (WNYC)
As Thousands Cheer (CBS)
As Time Goes By (KFWB)
As We Grow (WMC)
As We Journey Through Life (KDAL)

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As We Live (WWSW)
As Woman to Woman (KGO-KPO)
As You Like It (KLO, WCMI, WRGA, WMSD, WSAU, WQDM, WSAI, WJBK)
Ashcroft Journal (CFCJ)
Asher and Little Jimmy (WHAS)*
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 (WTNJ)
Assembly Sideshow (WRVA)
Assistant Housewife, The (WWL)
Associated Spotlight Revue (KGO-KPO)
Astronomer, The (KMPC)
At Close of Day (WGN)
At Eight Thirty (WCAE)
At End o' Day (WHBQ)
At Home (KLO)
At Home Abroad (WESG)
At Home and Abroad (WBZ-A)
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 (KMPC)
At Our Home (WJW)
At Our House (WSAY)
At the Baldwin (NBC)
At the Captain's Table (NBC)
At the Console (WBAL, WBTM)
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 (KFUO)
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 (WAAT)
At 1210 Kilocycles (KVOS)
At Your Command (KIDO, KORE)
At Your Leisure (KMOX)
At Your Request (WHLB, WTJS)
At Your Service (WDAY, WDZ, WMIN, WMMN)
Athletic League (WBAL)
Atlanta Forum of the Air (WSB)
Atlantic City Entertains (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 (KGHI)
Auction Bridge Game (NBC)
Auction Sale of the Air (WAPI)
Auctionair (WBAL)
Audience Decides, The (MacG)
Audience Speaks, The (KMPC, WHK)
Audiografs (WWSW)
Audition (KDYL, KNX)
Audition Hour, The (WDRC)
Audition Hour, The WLBZ (WLBZ)
Audition Time (KELA, WELI, WQAM)
Auditions, The KUOA (KUOA)
Auditions, The State Opticians' (WORC)
Auditions on the Air (WCOA, WFIL, WLAW, WTMV)
Auditor Sings, An (WTMV)
Audrey Ann Dancing Class (WHJB)
Auld Lang Syne (WCLE)
Aunt Abbie Steps Out (NBC)
Aunt Addie and Bert (KGFJ)
Aunt Claire (CHRC)
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 (WMAQ)*
Aunt Jemima Songs (CBS)
Aunt Jemima's Cabin at the Crossroads (NBC)
Aunt Jenny's Real Life Stories (CBS)
Aunt Jerusha (WTHT)
Aunt Jimmie and Her Tottyville Tots (CBS)
Aunt Kit's Children's Party (WGAL)*
Aunt Kitty Corner Club (CFCO)
Aunt Lulu's Adventures (NBC)
Aunt Martha and Mary (WELL)
Aunt Martha's Kiddies (WWRL)
Aunt Mary (WGR, WLW)
Aunt Min (WAPO)
Aunt Peggy (KGAR)
Aunt Sally (WOW)
Aunt Sally and Betty (WLS)*
Aunt Sammy (KDFN)
Aunt Sammy and Her Scrap Book (KOY)
Aunt Susan (WKY)
Aunt Susan Cooking School of the Air (WKY)
Aunt Zelena (CBS)
Auntie Bliss Entertains (KCKN)
Aurora Answers (WMRO)
Aussa the Arab (NBC)
Author, Author! (WOR)*
Author Chooses a Library, The (NBC)
Author Reviews His Book (WEVD)
Authorities Answer (WWSW)
Authors' Round Table (KDB)
Auto Auction (KMTR)
Auto Column of the Air (WWRL)
Auto Previews on the Air (WCKY)
Auto Racing News (WINS)
Auto Show Gossip (WBBM)
Automobile Auction (WEAN)
Automobile Question Box (KRE)

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Autumn Serenade (WAVE)
Autumn Song (KDYL)
Autumn Time Concert (NBC)
Autumntime Concerts (WLW)
Aux Feux de la Rampe (CRCK)
Avalon Boys (KGO-KPO)
Avalon Time (NBC)*
Ave Maria Hour (WMCA)
Ave Maria Novena Services (WMCA)
Aventures d'Ursine, Les (CBF)
Avenue Chosen Singers (KWKH)
Average Family (KMTR)* (WMCA)
Aviation Activities—Heroes of Aviation (CBS)
Aviation News, The Westchester (WFAS)
Avionettes (WGAL)*
Avondale Mills Bands on Review (WAPI)
Awakening, The (WEVD)
Away Down South in Old Virginia (WRVA)

B

BBC Varieties (WKBW)
BKTA (Be Kind to Animals) Club (KFOX)
Babe Ruth's Boys Club (NBC)
Babes in Hollywood (NBC)
Babies' Club of Mt. Sinai Hospital (WDAS)
Babies, Just Babies (WACO)
Babs and Betty (KFAB)
Baby Broadway (WMBD)
Baby Clinic of the Air (KFSO, KMPC)
Baby Grand Opera (WSM)
Baby Jane in Fairyland (WSVA)
Baby Rose Marie (NBC)
Babytime (WINS)
Bachelor Poet—Norman Pearce (WMAQ)
Bachelor's Children (WGN)
Bachelors Preferred (WINS)
Back Fence (CBS)
Back Home (NBC)
Back Home Devotional Hour (WDBJ)
Back Home Hour (WRR, WELL, WOPI, KROC, KRE)
Back Home Hour From Buffalo (CBS)
Back Home in Indiana (WIBC)
Back in the Book Corner (KDB)
Back of the News in Washington (NBC)
Back of the News of the World (NBC)
Back Seat Driver (KGO-KPO, WMBD)
Back Stage (KYW)
Back Stage at a Radio Station (WMCA)
Back Stage at Casa Manana (KTAT)
Back Stage Chatter (KGO-KPO)
Back Stage in Radio (CBS)
Back Stage in Welfare (WMCA)
Back Stage Interviews (WDOD, FTRD)
Back Stage Scrapbook (KSRO)
Back Stage Wife (NBC)
Back Stage with Dorothy Knapp (NBC)
Back Stage with John Pickard (KGO-KPO)
Back to Bible (KFUO)
Back to Business (WNEW, FTRD)
Back to Calvary (CFCJ)
Back to Good Times (KGO-KPO)
Back to Life (KWSC)
Back to School (KLO)
Back to Those Happy Days (CJOC)
Back Yard Astronomer (CRS)
Back Yard Gossip (KSAC)
Back Yard Sports (KAND)
Backbone of the Nation (WBS)
Backfence Bureau (WWSW)
Backgammon & Camelot (NBC)
Backward Bee (KIDW)
Backwoods Breakdown (CHSJ)
Backyard Adventures (WLW)
Badger Radio Safety Club (WHA)
Baffle Battle (WHB)
Bag and Baggage (WHY)
Bagdad Nights (CKCK)
Baker-Boys, The (KHQ)
Baker Boys, Freihofer's (WGY)
Bakers Broadcast (NBC)
Bakers Dozen, The (CFCY, WRVA)
Balboa Hilarities (KFWB)*
Baldwin at the Steinway (KFBB)
Baldwin Book of Musical Notes (KDFN)
Balkan Mountain Men (NBC)
Ballad Hour (CBS)
Ballad Time (KLPM.
Balladeers, The (WBNS, WHB)
Ballades and Romance (CHRC)
Balladettes (KGO-KPO)
Balladiers (KFXJ, KMPC, KORE)
Ballads by Binder (WKRC)
Ballads by Bradley (KLZ)
Ballads of the Breakfast Table (WCFL)
Ballads of the Plains (KWBG)
Ballet Airs (WQXR)
Ballet Music (KGO-KPO)
Ballroom, Don Kerr's (WMCA)
Ballroom Make Believe (KGVO)
Ballroom of Romance (WMC, WMSD)
Ballyhoo Hour (KMTR)*
Baltimore in Review (WFBR)
Baltimore Memories (WBAL)*
Banco-Opera (WCCO)
Band Box, The (CJGX, KDYL, WIND)
Band Concert (KGDM)
Band Concert of the Air, The (CJLS)
Band Goes to Town (NBC)
Band of the Day (WHIO)
Band Parade (CJCS, CJRC, CKMO)
Band Plays On (WOR)*

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Band Revue (WRGA, WRUF)
Band Shell, The (WRUF)
Band Wagon (KGAR, WIP)
Band Wagon, The Edgeworth (WRVA, WCMI)
Bandmaster, The (CFRN, WPTF)
Bandmaster, The G. E. (KOMA, WBS)
Bands Across the Sea (WHB, CBL, CBY)
Bands on Parade (KCRC)
Bands That Matter (CFRN)
Bandstand, The (KGB, KITE, WQXR)
Bandwagon (CFCY, WHA, WBBC, WCAU, WWSW)
Bandwagon, The Philly (WCAU)
Bandwagon, The WBBM (WBBM)
Bandwagon Bargains (WDZ)
Banjo Chix (WCCO)
Banjo Jubileers, The (WSPR)
Banjokers (WESG)
Banjoleers (WGY)
Banjolity (CJRM)
Bank of a Thousand Melodies (NBC)
Bank with the Clock (WDEV)
Banner of Adventure (KPDN)
Banter Between Busses (KOME)
Baptist Hour, The (WEBQ)
Baptist Steeple Chimes (WQAM)
Baptist Temple Services (NYBS)
Bar B Q Ranch (WSIX)
Bar-N Frolic (WLS)
Bar None Ranch (WQDM)
Bar O Ranch (WMCA)
Bar 20 Riders (WWSW)
Bar V Bev (WMCA)
Bar X Cowboys (KTRH, WROL)
Bar X Days and Nights (JVG)
Bar-X Ranch (NBC)
Barbara Brent (WFAA)
Barbara Dale Charm Matinee (KGO-KPO)
Barbara Gould (NBC)
Barbara King's Kitchen (WREN)
Barbara Maro (KFI)*
Barbara Maurel—with New World Symphony (CBS)
Barbara Wayne (WIBO)*
Barbara Wells Program, The (CHAB)
Barbary Coast Nights (KGO-KPO)
Barber's Interviews (WSAI)
Barber's Sports Resume (WSAI)
Barbers, The Barbasol (WABC)*
Barbershop Harmony (KGCX)
Bard of Erin (CBS)
Bard of Paradise Valley, The (KGER)
Bard of the Byways (KGO-KPO)
Bards of Baltimore (WBAL)
Barefoot Trail (WOR)*
Bargain-a-Minute WTMJ)
Bargain Barrage (WEBC)
Bargain Bells (WEBC)
Bargain Bob (WXYZ)*
Bargain Counter (WMBD)
Bargain Counter of the Air (WCLS)
Bargain Express, The (WHBF)
Bargain Hunter, The (KDYL)
Bargain Parade! (KTSA)
Bargain Prices (WBBM)
Bargain Spot of the Air (WGPC)
Bargain Theatre of the Air (KABC)
Bargains for You (WAPI)
Bargains of the Day (KFRO)
Bargains Parade (WMBS)
Baritone Balladier (KGW-KEX)
Baritone Bowen's Ballads (CKSO)
Barn Dance (NBC)
Barn Dance, The Alka-Seltzer (NBC)
Barn Dance, The Buckingham (CKNX)
Barn Dance, The Hudson Valley (WFAS)
Barn Dance, The Renfro Valley (WLW)*
Barn Dance, The Saturday Night (WHAI)
Barn Dance, The Skelly (KWYO)
Barn Dance, The WBZ (WBZ-A)
Barn Dance, The WDRC (WDRC)
Barn Dance, The WHDL (WHDL)
Barn Dance and Variety Show, The KTHS (KTHS)
Barn Dance Frolic, The KFH (KFH)
Barn Dance Frolic, The KSAL (KSAL)
Barn Dance Jamboree (KMOX, KWTN)
Barn Dance Melodies (WGPC)
Barnacle Bill (WMCA)
Barnstormers, The (KMPC, WOR)
Barnstormers, The WSPR (WSPR)
Barnum Was Right (KGO-KPO)
Barnyard Boys, The (KTOK)
Barnyard Follies (KMOX, WCCO)
Barnyard Frolics (WTMJ, KMOX)
Barnyard Jamboree (WLS)
Barnyard Serenade (KDAL, WWVA)
Barnyard Symphony (WCCO)
Baron of the Ivories (WDBO)
Baron's Studio Party (WAAT)
Barrelhouse Boys (WMC)
Barrett Outfit, The (KOA)
Bar-rump (KOL)
Barter Block, The (CFCO)
Barter Mart, The (WSNJ)
Barton Rees Pogue's Scrapbook (WLW)
Baseball Chatter (WTCN)
Baseball Extra (WFDF, WXYZ)
Baseball Final (WCLE)
Baseball Game Descriptions (WINS)
Baseball Hi-Lites (WOAI)
Baseball Hot Shots (KRE)
Baseball Recreation (KEX)*
Baseball Resumes (NBC)
Baseball Roundup (KFRU)
Baseball Roundup of 1939 (NBC)
Baseball School for Women (WSYR)
Baseball School of the Air (KIRO)
Baseball Smoker (WHK)
Baseball Talks and Predictions by Babe Ruth (CBS)
Baseball Thrillers (KIRO)
Baseball Warmup (KCRC)
Bases of Piano Literature (CBS)
Basin Street Band, The (WWSW)
Basketball Highlights (WCBS)
Bass Notes (WESG)
Bassonology (WIRE)
Batchelors, The (WHB)
Bateeste Heemself (WBZ-A)
Bath Club, The (CBS)
Bathmat Revue (KGB)
Bathtub Revue (WBBM)*
Batons on Parade (KWLK)
Bats in the Belfry (KFSO)
Battalion Is Formed, The (KOH)
Battalion Memories (CJRM)
Battalion of Prayer (WBBC)
Batter-Up (WXYZ, WHAS, WSAY, KMO)
Batters Up! Sports With Charles Batters (WBRY)
Battle of Headlines (KFBK)

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Battle of Hillbillies, The (WRDW)
Battle of Melody, The (CKSO)
Battle of the Bands (WDZ)
Battle of the Orchestras (WGAU)
Battle of the Pianos (WSYR)
Battle of the Sexes (NBC)
Battle of Tunes (WSAI)
Battle of Wits (WRJN)
Battle of Words, The (KWKH)
Battling with Bill (WMT)
Bavarian Ensemble (WMAQ)*
Baxter and Son (WTIC)
Bay City Melodies (KVI)
Bazaar of the Air (KFH)
Be a Better Buyer (WCAE)
Be Beautiful (WDGY)
Be Beautiful at Breakfast (NBC)
Be Emily Posted (NBC)
Be Happy, Go Lucky (WHBQ)
Be Kind to Animals (WSPR)
Be of Good Cheer (KFUO)
Be Sensible (NBC)
Be Yourself (KFPY)
Beach Club (WLBZ)
Beachcomber, The (WJR, KGFJ)
Beachside Afternoon (WTMV)
Beale Jamboree (WNBR)
Beale Street Boys (CBS)
Beale Street Nights (NBC)
Beals at the Baldwin (KVGB)
Bean Ball (KSO)
Beating It Out (KSFO)
Beatrice Mabie (NBC)
Beau Bachelor (CBS)
Beau Brummel and the Coquettes (WCCO)
Beau Brummel of the Air (CBS)
Beau Brummel Recalls (CJCA)
Beau Brummels (WAAT)
Beau Night (WNEW)*
Beauteous Ballads (NBC)
Beautiful Lady (WLAC)
Beautiful Thoughts (KVGB)
Beautiful Thoughts in Words and Sweet Music (WWL)
Beautiful Women of the Ages (KSL)
Beauty and Charm (KEHE)
Beauty and Health (WBZ-A)
Beauty and You (WDGY)
Beauty as a Profession (WDSW)
Beauty Box (KEHE)
Beauty Box Theatre, The Palmolive (CBS)
Beauty Builders (CBS)
Beauty for Sale (WMCA)
Beauty Forum (WMCA)*
Beauty Hints from Hollywood Stars (KPO)
Beauty in Words and Music (WJSV)
Beauty News and Hints (WTIC)
Beauty Parades, The Outdoor Girl (WABC)*
Beauty Question Box (KLZ)
Beauty Rules the Airwaves (KXBY)
Beauty Speaks (KTAR)
Beauty That Endures (WOAI)
Beauty Theatre of the Air, The Palmolive (NBC)
Beauty's Court (WHN)
Beauvais Orchestra (CFLC)
Beaux Art Trio (KGO-KPO)
Bedside Talks (WDZ)
Bedtime Stories (KFUO)
Bedtime Stories for the Smaller Children (KHSL)
Bee, The (WHBF)
Bee Master, The (CKTB)
Beech Street Bluebird (KIDW)
Beef Hour, The (KGVO)
Before Midnight (KGVO)
Before the Game (WHBQ)
Before the Kickoff (KFAB, WTCN)
Beggar's Bowl (WOR)*
Behind Nebraska Headlines (KFAB)
Behind Page One (WELI)
Behind Prison Bars (NBC)
Behind the Cartoons (WINS)*
Behind the Curtain (KFWB)
Behind the Dial (KWLK, WNEW)
Behind the "Eight-Ball" (KABR, KVOR, WBT, WDRC)
Behind the Footlights (KGO-KPO, WDNC)
Behind the Headlines (KCKN, WKY)
Behind the Kitchen Door (WHEC)
Behind the Law (KDKA)
Behind the Lens (WHN)
Behind the Looking Glass (KFSO)
Behind the Microphone (WBS, WRUF, WDNC, CFCY)
Behind the Microphone with the Copywriter (KBIX)
Behind the Mike (CKWX, WCAZ, WTMJ)
Behind the Mikes (WMC)
Behind the News (CKTB, KMTR)
Behind the Nursing Profession (WIP)
Behind the Scenes (KMTR, KORE, WADC, WTIC)
Behind the Scenes in Europe (KWSC)
Behind the Scenes in Hollywood (WTNJ)
Behind the Scenes in Radio (KWKH)
Behind the Scenes in Sports (WJZ)
Behind the Scenes of Radio (WHP)
Behind the Silver Screen (WBIG)
Behind the Title Page (WMBO)
Believe It or Not (NBC)
Believe You Me (CBS)
Bell Boys, The (KTUL, WKY)
Bell Ringers Club (KROY)
Bell Train (KDLR)
Belle and Martha (RRI)
Belle Geste de Musique (WTAM)
Belles of the 'Nineties (NBC)
Belles Histoires des Pays d'en Haut, Les (CBF)
Bellmen Choir (WICC)
Bells of Harmony (KHQ)
Bellon Ballads (KIDO)
Beloved Friend Program (WQXR)
Below Freezing Program, The (KGIR)
Below the Rio Grande (KMOX)
Below-Zero Club (WSYR)
Bem's Little Symphony (CRS)
Ben and Helen (CBS)
Ben Bernie and All the Lads (NBC)
Ben Bolt and His Nuts (WLTH)
Ben Franklin Says (WAVE)
Benay Venuta's Program (WOR)
Beneath the Surface (NBC)
Benediction (WGAR)
Benedicts, The (WAAF)*
Bensonairs, the (WBIG)
Bensons, The (CKCL)
Bermuda Sketches (WABC)*
Bertie Sees the World (NBC)
Beside the Bookcase (KYOS)
Beside the Shalimar (KGW-KEX)
Best Bets (KDYL)
Best Sellers (NBC)
Best Things in Life Are Free (KLZ)
Best Wishes (KFAM, WSAU)
Bethany Girls (WDRC)
Bethel Tabernacle Church (KHSL)
Betrie & Betty (WJZ)*
Betsy Ross Speaks (WADC)
Betsy's Chatter (KRQA)
Better Americanism (WIP)

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Better Americans (WGES)
Better Basket (KFNF)
Better Breakfast Bureau (KMO)
Better English (WEEI)
Better Homes (KFVS)
Better Homes Program (WMCA)
Better Music Hour (KMPC)
Better Speech (WHA)
Better Speech Program, The YMCA (WDNC)
Better Vision (WLAC)
Betty and Ben (WDNC)
Betty and Bob (CBS)
Betty and Frank (CJRC, CKY)
Betty and Her Boy Friends (KWK)
Betty & Her Neighbor Boys (WBBM)*
Betty and Jerry (CJRC)
Betty Ann Quarter Hour (KMMJ)
Betty Baker (KOOS)
Betty Boop (NBC)
Betty Buyer (WCBS)
Betty Crocker (WDAF)
Betty Gay (KMBC)
Betty Gay's Dancing Parties (WHB)
Betty Hartley, Your Stylist (WBNS)
Betty Jane and Martha (CHNC)
Betty Lane & Her Southerners (WNAX)
Betty Lee (WOAI)
Betty Lee's Boy Friend (WOAI)
Betty Lennox (WGY)
Betty Lou Quizzer, The (WBIG)
Betty Marlow and Her Orchestra (NBC)
Betty Moore (NBC)
Betty's Bargain Bureau (KPDN)
Between Beats (KHUB)
Between Editions (WAVE)
Between Ourselves (CKY)
Between the Bookends (KMBC, WGAR)
Between the Deadlines (KMO)
Between the Halves (KFAB)
Between the Lines (KNOW)
Between the Rows (KMA)
Between War and Peace (WMCA)
Between You and Me (WFAS, KGFF)
Beverly Hill Billies (KMPC)
Beyond the Traffic Lights (KIRO)
Beyond the Veil (KWLK)
Bible Brevities (WDBO)
Bible Broadcast, The (WEBQ)
Bible Broadcaster (WTMV)
Bible Class (KFUO)
Bible Class, The Morgan (WNOX)
Bible Drama (KGO-KPO, KFUO)
Bible Expositor and Bible Student, The (KFUO)
Bible House Presents (WQXR)
Bible in Song and Story, The (WNEW)
Bible Lesson (WDAF)
Bible Lovers Revival (KLRA)
Bible Lyceum (WSGN)
Bible Mysteries (WRJN)
Bible Pictures (WMCA)
Bible Portraits (KFRC)
Bible Reading (KFUO)
Bible Stories (KHSL, KFUO)
Bible Stories for Children (WAAF)
Bible Stories Retold (WSPA)
Bible Story Narrator (KHSL)
Bible Time (WICA)
Biblical Dramas (WGY)
Bicycle Party (NBC)
Bicycle School (WSAI)
Bicycle Traffic Court (WRJN)
Bidin' My Time (WHAM)
Big Apple-Sauce, The (WHBQ)
Big Apple Swing Club (WKBO)
Big Broadcast (WCLO)
Big Broadcast of 1936 (WPHR)
Big Brother Club (KGGM, KMBC)
Big Brother Jim (KOY)
Big Brothers Bible Class (WSFA)
Big Brother's Children Hour (KTRH)
Big City Broadcast (WOW)*
Big Corral (WISN)
Big Eight, Baird's (KIDO)
Big Five, The (WDNC)
Big Four, The (KDYL)
Big Freddy Miller (WXYZ)
Big Game Hunt (NBC)*
Big Game in North America (NBC)
Big Guns (NBC)
Big House Reviews, The (WCLS)
Big League Special (WFDF)
Big Leaguers & Bushers (WGN)*
Big Little Things of Life (KFIO)
Big Man From the South, The (CFLC)
Big Name Bands (WCFL)
Big Sandy Folks (WCMI)
Big Sandy Music Hall (WHBQ)
Big Show, The (KFWB)*
Big Sister (WRJN)
Big Six of the Air, The Chevrolet (NBC)
Big Smith Barn Dance (WFAA)
Big Store News (WBNS)
Big Swing, The (WCAE)
Big Ten, The (KGO-KPO)
Big Ten Hits (NCBS)
Big Ten Review (WTCN)
Big Ten Sports Huddle (WBBM)
Big Time (NBC)
Bit Top, The (KOA)
Big Top Revue with Dippy Dramas (CFRN)
Big Town (CBS)
Big Yank (WCAO)*
Big Yank Mavericks (KGO-KPO)
Biggest Little Band in Town (WKOK)
Biggest Little Program on the Air (WEAU)
Bijou Theatre (CFRB)
Bill & Eileen (WJZ)*
Bill & Ginger (WABC)*
Bill and Helen (KGNF)
Bill and Henry (NBC)
Bill and Mary (KFEQ)
Bill and Phil (WHB)
Bill and Ralph (WAPI)
Bill Boyd and His Cowboy Ramblers (WRR)
Bill Brown, the Movie Man (WMT)
Bill, Mac & Jimmy (KNX)*
Bill Meredith, Detective (KRKD)
Bill Perrin (KGFF)
Bill Pitts Passes By (WBEN)
Bill Stern's Sport Scraps (NBC)
Bill the Barber (WMAQ)*
Bill the Fisherman (WAAT)*
Bill, the Timekeeper (WIOD)
Billboard of the Air (WOWO-WGL)
Billy and Betty (NBC)
Billy Brown's Brevities (CKWX)
Billy Glason's Fun Fest (WMCA)
Billy Hill's Hillbillies (WKY)
Billy Isaac's Commanders (WCAO)
Billy Mills and Company (WBBM)
Bing Crosby Jam Session (NBC)
Bing Crosby Time (KIEV)
Bing Sings (CJLS, CKCL)
Bing Time (WDNC)
Biographer of the Air (WBBC)
Biographies (KFUO)
Bird and Vash (CBS)
Bird of Paradise (WEAF)*
Bird Songs at Eventide (KFPY, WHB)

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Birds of a Feather (RRI)
Birmingham Day-by-Day (WSGN)
Birth of the News (CFRN, WLNH)
Birthday Bells (KDLR, KWOS, WDAF, WIL)
Birthday Bill (KECA)
Birthday Book (CKMO)
Birthday Club (WROK, KPDN, WJNO)
Birthday Club, The Banner (KRBC)
Birthday Club, The KFOR (KFOR)
Birthday Club of the Air (KGFW)
Birthday Club with Old Pappy, The KPLT (KPLT)
Birthday Greeters, The (WEST)
Birthday Greeters, Gene and Bud (WEST)
Birthday Man (WHEB)
Birthday Parade, The (WNBR)
Birthday Parties, The Baker University (WDAF)
Birthday Party (WFBM, WDEV, WDZ, KGAR, KMAC, WPG)
Birthday Party, The Arco (NBC)
Birthday Party, The WLNH (WLNH)
Birthday Salute (WHN)
Bishop & the Gargoyle, The (NBC)
Bit o' Cheer and Sunshine (KFBI)
Bit o' Livin,' A (WRR)
Bit o' Philosophy (WRGA)
Bit o' Swing (WFTC)
Bit of Blighty, A (CJOC)
Bit of This and That, A (WABI)
Bits from Hits (CKCL)
Bits of Hits (WAAW, WTMV)
Bits of Life (RRI)
Bits of Melody (KGO-KPO)
Bits of Rhythm (WAVE, WMSD)
Bits of the Theatre (NBC)
Bits of This and That (WADC)
Bits of Wit (KABC)
Bittersweet Melodies (WBBM, WCFL)
Black Ace, The (WWJ)
Black & Blue, Detekatifs (KHJ)
Black and Gold Ensemble (WTMJ)
Black and Tan Review (CJRC)
Black and White (WTOL)
Black and White Keyboard Boys (WBRE)
Black & White Rhapsody (WBOW)
Black and White Varieties (CBL)
Black Cat Mysteries (WMBC)
Black Chamber, The (NBC)
Black Chapel (KNX)
Black Diamonds (KGO-KPO)
Black Feather, The (WDRC)
Black Ghost (KGO-KPO, MacG)
Black Hills Romance (KSOO)
Black Horse Tavern (CKOC)
Black Keys and White (CHAB, WSAU)
Black Magic (MacG)
Black Mask Players (KGNC)
Black Moon Mystery (WFBR)*
Black Night (WBAP)
Black Night Series (WBAP)*
Black on White (WCLE)
Black Rhapsody (KHJ)*
Blackbirds (KONO)
Blackfriar Radio Players (WJRD)
Blackstone Plantation (NBC)
Blair Cut Ups (WBZ-A)
Blaisdell Woodwind Ensemble (NBC)
Blarney (KIDW)
Bleecker Street Jamboree (WIBX)
Blended Harmony (WHDL)
Blessed Eventer, The (WWSW)
Blighty Program, The (CKCK)
Blind Ambassador to the Court of Good Cheer, The (WGBI)
Blind Artists Bureau (WMCA)
Blind Dates (WNEW)
Blind Quintette (WCHV)
Blind Tenor, Edmund Denny, The (WIBW)
Blizzard of 1938, The (NBC)
Blood and Thunder (WMCA)
Blooming Bill (WADC)
Blow Out the Match (WAIM)
Blue and Gold Hour (WBZ-A)
Blue Belles and Their Beaux (WKY)
Blue Bird Melodies (KGO-KPO)
Blue Blazers (WAAT)
Blue Bonnet Time (KRLD)
Blue Book, The (WFBR)
Blue Book of the Air (WMFJ)
Blue Fantasie (WRUF)
Blue Flames (CBS)
Blue Four, The (WNAX)
Blue Grass Brevities (CBS)
Blue Hangover (WDNC)
Blue Hawaii (KOB, WBBM)
Blue Heaven (KTUL, WMBO)
Blue Horizons (KFVD)
Blue Hours (KRLD)
Blue Jam (WEST)
Blue Jays (KGO-KPO)
Blue Madonna (KFWB)
Blue Monday (KLO, WBZ-A)
Blue Monday Club (WDBO)
Blue Monday Express (WREN)
Blue Monday Gloom Chasers (CBS)
Blue Monday Jamboree (KHJ, WFRC, KRMC, KTUL)
Blue Monday Melodies (KONO)
Blue Moon Kuku's (NBC)
Blue Moonlight (KGO-KPO)
Blue Mountain Mill (CFRB)
Blue Plate Special (KHJ)
Blue Prelude (WHB, KGO-KPO)
Blue Rhythm Serenade (WBBM)
Blue Rhythm Swingtette (KFNF)
Blue Rhythms (KMBC)
Blue Ribbon Melodies (WFBM)
Blue Ridge Mountain Boys (KYA)
Blue Ridge Mountaineers KIUN)
Blue Room, The (KGLO)
Blue Room Echoes (WTIC)
Blue Shadows (WPAY, KFPY, KYOS)
Blue Skies (WINS, WKRC)
Blue Star Revue (KOIN)
Blue Streaks (WBST-WFAM)
Blue Strings (WMAL)
Blue Triangle Hour (KSAC)
Blue Valley Homestead (NBC)
Blue Velvet Orchestra (CBS)
Blue Water Variety Jamboree (WHLS)
Bluebelles and Their Beaux (WKY)
Bluebird Jamboree (KVEC)
Bluebirds (CBS)
Bluebonnet Girls, The (WFAA)
Bluegrass Brevities (WHAS)*
Blues (CBS)
Blues Chasers, The (WMSD, KONO, WJBY, WWVA, CJRC, WBRC, WHMA)
Blues Chasers and Sleepy, The (KOOS)

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Bluettes (KGO-KPO)
Blu-Noters, The (WCMI)
Bo Jazz (KTUL)
Board of Arbitration (WHN)
Board of the Aldermen Talk (WINS)
Boardin' House (WPAY)
Boarding House, The (WMMN, WKBN)
Boardwalk Interviews (WCAP)
Boat of Romance, The (CHRC)
Boatmen's Program (WGCM)
Bob Albright, the Oklahoma Cowboy (WXYZ)
Bob and Betty (KGVO)
Bob Becker (NBC)
Bob Becker's Fireside Chats about Dogs (NBC)
Bob Berger Presents George Mackinnon (WHAS)
Bob Bingham's Sports Review (WWNC)
Bob Buck (WBS)
Bob Crosby and His Orchestra (NBC)
Bob Darling (KFOR)*
Bob Grooters (KOA)
Bob Hecker's Outdoor Tales (CBS)
Bob Jerry and Company (KMBC)
Bob Jones College Prayer Hour (WSFA)
Bob Lithchfield at the Organ (WPHR)
Bob Neighbor (KIRO)
Bob Newhall, Sports (WLW)
Bob Nolan San Felicians (NBC)
Bob-O-Link Sideshow (WMAQ)*
Bob Pierce and Company (WHAM)
Bob White (WTMV)
Bobby and Betty (KFOX)
Bobby and Betty and Their Magic Boots (KFOX)
Bobby Benson & Polly (WABC)*
Bobby the Bachelor (KCMO)
Bobette and Her Curlyques (KTUL)
Bob's Tagger Rag Hour (WCAZ)
Boheme, Le (NBC)
Bohemian Brevities (KTEM)
Bohemian Hour, The (WPHR)
Bohemian Night Club (KHQ)
Bohemian Program (WJAG)
Bohemian Varieties (WJAY)
Bohemians (KGO-KPO, WBAP, WFBM)
Bolek Musicale (WCAO)
Bon Bons (CBS)
Bon Voyage (KGHL, KYA)
Bonaventure News-Reel (WHDL)
Boners' Court (KLZ, WCBS)
Bonjour, Madame (CKAC)
Bonjour Paris, Bonsoir! (CBM, CBF)
Bonnie Airs (WCOL)
Bono & Co. (WKBW)
Booby Hatch, The (KGVO)
Book and the Reader, The (WHBQ)
Book Bag, The (WFBR)
Book Brochures (KLZ)
Book Caravans (WHK)
Book Chat (WAAF, KFIZ)
Book Club Chatter (WBT)
Book Club of the Air (WGY)
Book Looks (WKRC)
Book Lore (WMCA)
Book News (WSAY)
Book of Fantastic Facts (WBTM)
Book of Life (KHQ, KOIN)
Book of Melodies (WMCA)
Book of Memories (KHQ)
Book of People (WLW)
Book of the People (WMCA)
Book Parade (KGO-KPO)
Book Report, The (NBC)
Book Review (KGNC, KIEM, KMTR, KSAL, WJAG, WRUF)
Book Review—Peter Quince (WRVA)
Book Review, William Winter's (WBT)
Book Revue, The WPHR (WPHR)
Book Shelf, The (KHSL)
Book Shop, The (WLS)*
Book Sketches (CKX)
Book Theatre, The (WCOP)
Book Theatre of the Air (WCOP)
Bookcase, Grant Merrill's (KOL)
Bookman, The (KHSL, WDEV, WSBT-WFAM)
Bookman's Notebook, A (NBC)
Books and Authors (WICA)
Books & Booklore (CFRN)
Books and Music (WBRY)
Books and Their Authors (KFUO)
Books, Authors and People (WJBK)
Books for Children (KGO-KPO)
Books in the Limelight (NBC)
Books in the News (WQXR)
Books in Review (KGEZ)
Books People Like (WABI)
Books, The Best of the Month (NBC)
Books, Today, Yesterday and Tomorrow (WXYZ)
Bookshelf (WCLE, WHN, KFUO, WCHS)
Bookshelf, My (CKY)
Bookshelf, The Northwestern University (WBBM)
Bookworm, The (WJR, WTHT, KWJB)
Boos and Bouquets (KGVO)
Boos and Hisses (WESG)
Boost the Blues (KXBY)
Booster Club (WTMV)
Boosters Club (WEEI)
Boots and Bachelors (WKBW)
Boots and Her Buddies (CHNC)
Boots and His Buddies (KONO)
Border Buckaroos (KNEL)
Border Varieties (CKLW)*
Bordertown Barbecue (WBS)
Boredom by Budd (WJZ)*
Boston Almanac, The (WORL)
Boston Entertains (CBS)
Boston Fur Club (WEEI)
Boston Hour (WEEI)
Boston Petite Symphonies (CBS)
Boston Variety Hour (CBS)
Bottle Boys (WEAF)*
Boultbee Safety Specialties (CKWX)
Bound to Read (KFAM)
Bouquet for Today, The (KPDN, WEBC)
Bouquet for Today, Burdine's (WQAM)
Bouquet of Melodies (KGB, KGO-KPO, WDGY, WATR)
Bouquet of Melodies, Your (KVOR)
Bouquets of Ballads (CFAC, KOIN)
Bourdon, Conducting (WFBC)
Bow Ballads (WIBX)
Bower of Roses (KMPC)
Bowery Mission (WHN)*
Bowl of Rice (WEEI)
Bowler's News (WHBF)
Bowling Bletherings (KMO)
Bowling Briefs (WFBR)
Bowling Bystanders (KDYL)
Bowling Congress (WINS)
Bowling Spotlight, The (WGH)
Bowling Time (WCPO)
Bowmasters, The (KTUL)
Bows and Strings (WLW)
Box Social, The (WNAX)
Box Store Extra (NBC)
Boy and a Girl, A (KALE)*
Boy and Dog Club, The (CJRM)
Boy and Girl Next Door (CBS)
Boy Chorister—Leigh Gutteridge (WORL)

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Boy Detective (KFOX)
Boy from Alabama (WWL)
Boy from Songland (WHK)
Boy Meets Girl (WHK)
Boy Next Door (CBS)
Boy of Yesterday, The (WNEW)
Boy Reporter—Jerry Nelson (KFOX)
Boy Scout Dramas (WSOC)
Boy Scout Meeting of the Air (CHNC)
Boy Scout Parade (WSYB)
Boy Scout Pow-Wow (WBRB)
Boy Scout Round Table (WCAP)
Boy Scout Troop of the Air, The WBBM (WBBM)
Boy Scouts (CRS)
Boys and Girls Club of the Air (WHAM)*
Boys and Girls Safety Club (WDBJ)
Boys Club (WOR)
Boys Club of the Air (WIP)*
Boys in Blue (WJR)
Boys in the Western Valley, The (KMA)
Boys of the Golden West (KIUL)
Boys of the World (NBC)
Bradley Kincaid's House Party (WGY)
Bradley's of Prairie Farm (WLS)
Bradshaw Safety Club of the Air (WJTN)
Brain Battle (KFRC)
Brain Teasers (KMJ, WMBD, WMBR, KBND)
Brain Trust, The (KTKC)
Brain Trust, Doc Rockwell's (NBC)*
Brain Twisters (WSBT-WFAM, WHEC)
Brainball (KROW)
Brains and Bright Hope (KVOO)
Brains in the Barnyard (NBC)
Brainstormers (WHB)
Brass Button Review (NBC)
Brass in the Air (KELO)
Brave New World (CBS)
Bravest of the Brave (NBC)
Brazilian Nightingale (NBC)
Bread and Jelly Time (WFDF)
Bread and Milk Club of the Air (KIUL)
Bread of Life (CJRM)
Bread Time Tunes by the Little Loafer (WHLS)
Bread Winners (KFYR)
Breadtwisters, The (WSAU)
Breadwinner (WHN)
Break O'Day (KMPC)
Breakfast Ballads (WSAZ)
Breakfast Bell (KRQA, WMIN)
Breakfast Brevities (KFYO, WHP, WOAI, CJCA)
Breakfast Briefies (WHP)
Breakfast Brigade (KMOX)
Breakfast Business (WHAS)
Breakfast Cabaret (KLUF, KWKH)
Breakfast Club (CJOC, KFNF, KVGB, WISN, KLO, WJAY, KFBB, WIL, KELA, KFRC, WMBD)
Breakfast Club, The L.A.A.C. (KRKD)
Breakfast Club, The Westchester (WFAS)
Breakfast Club, The WOPI (WOPI)
Breakfast Club Express (WIL)
Breakfast Club Roundup (KFNF)
Breakfast Club with the Musical Chefs (WHIS)
Breakfast Concert (KPDN)
Breakfast Dance (WAIM)
Breakfast Express (WAAF, WAAW, WDAS, WJBK)
Breakfast Four (WBZ-A)
Breakfast Gossip and Music (WELI)
Breakfast Guest (KLZ)
Breakfast in Dixie (WDOD)
Breakfast Klub (KHUB)
Breakfast Melodies (KRE, WMBD)
Breakfast News Edition (WIBA)
Breakfast News of the World (KOMA)
Breakfast Party (KGO-KPO, KVOO, WCAX)
Breakfast Reporter (WAAT)
Breakfast Serenade (WRUF, WDBO)
Breakfast Special (WCLO, KFOR)
Breakfast Symphony (WQXR)
Breakfast Table (WJAG)
Breakfast Time around the Turn Tables (KGHI)
Breakfast Time at Bar-X (KFPY)
Breakfast Time Briefs (KGNO)
Breakfast Time Table (KLZ)
Breakfast Time Tunes (WAAT)
Breakfast Time with Plain Jane and Jim (CKWX)
Breakfast Varieties (KSO)
Breakfast with Folger (KGO-KPO)
Breath of South Africa, The (CFCF)
Breath of the Avenue (KSL)
Breck's Garden Talk (WEEI)
Breen & de Rose (NBC)
Breeze, The (KTUL)
Breezin' Along (CJOC)
Breezy Brevities (KXBY)
Brent House (NBC)
Breviated Oddities (KGDE)
Brevities, The WJAR (WJAR)*
Breyer-Leaf Boys (NBC)
Briarcliff Reveries (WSB)
Briarhopper Boys—Ham and Sam (WBT)
Brickbats & Bouquets (KGA)
Brickstones, The (WEBC)
Bride and Groom Serenade (WDAE)
Bride's House, The (WMCA)
Bridge Briefs (WBRB)
Bridge Builders (KFWB)
Bridge Club, The KFI (KFI)
Bridge Deck (WINS)
Bridge Forum (WDAE)
Bridge Quiz (WMCA)
Bridge Table, The (WSYR)
Bridge to Dreamland (KGO-KPO)
Bridget and Pat (CKY)
Brief Drama (WMBH)
Bright Horizons (KMOX)
Bright Lights Revue (CBS)
Bright Side of the News, The (KANS)
Bright Spot. The (WLAW, WSIX, WIBX)
Bright Spot, The Bab-O (WBBM)
Bright Spots (KTHS)
Brighter Side of the News (WGAR)
Brighter Smile Program (KMAC)
Brilliantly Beautiful Melodies (KSD)
Bring 'Em Back Alive with Lifeguards (KGHL)
Bring 'em in Alive (WEBC)
Bringing Up John and Mary (KGVO)
British and Foreign Bible Society (CJRC)
British Empire News (CFRN)
British Empire Program (CKMO)
British Israel Period (CJRC)
British Israel World Federation (CJRC)
Broadcast Bulletin (CKY)
Broadcast Choir Festival (WRNL)
Broadcast Rhymsters (WBBM)
Broadcasting and the American Public (CBS)
Broadcasting Broadway (NBC)
Broadway and Park Ave. (WMCA)

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Broadway Bandwagon (KDYL, WHN)
Broadway Bill (KGB)
Broadway Billboard (WBZ-A)
Broadway Bill's Race Reviews (WMCA)
Broadway Cinderella (WGN)*
Broadway Echoes (WRUF)
Broadway Lights (WOR)
Broadway Matinee (KWJJ)
Broadway Melodies (WMCA, KLO, WIND)
Broadway Melody Hour (WHN)
Broadway Memories (KFI)
Broadway Merry Go Round (NBC)
Broadway Newsreel (WMCA)
Broadway Nights (KOIN)
Broadway Opportunity Hour (WNEW)
Broadway Parade (KFSO)
Broadway Portraits (WHN)
Broadway Review (WSGN)
Broadway Showcases (WEVD)
Broadway Talks (KMO)
Broadway to Hollywood (WIP)
Broadway Varieties (CBS)
Broadwayites (WAAT)
Broadway's Greatest Thrills (CBS)
Broer Family at Home (KSLM)
Broken Circle X Ranch, The (KFVS)
Broken Record, The (KFYO, WLNH)
Broncho Busters, The (WMFF WSOC)
Broncho Busters Barn Dance (CHAB)
Bronx Harmonizers (WHN)*
Bronx Marriage Bureau (WOR)*
Brooklyn Foreign Affairs Forum (WLTH)
Brooklyn Woman's Court Alliance (WMCA)
Brother Ben (WTMV)
Brother Bill (WIP)*
Brother, Can You Spare a Job? (KARK)
Brother Dave and His Kiddie Club (WTJS)
Brothers of the Broom (WMBH)
Brown County Revelers (WLW, WSAI)
Brown Derby Quiz (WGAL)*
Brown Dynamite of the Ivories (WSPA)
Brown-Eyed Blues Girl and Her Blue-Eyed Boy Friends (KGBX)
Brown Family (MacG, KFUO, WDRC)
Brown Sisters, The (KHJ)
Brownies, The (KDLR)
Brownies Request (KDLR)
Brownsviller Zeide (WLTH)
Browsing (WRNL)
Browsing Among Books (CBS)
Bruin Broadcast (KFVD)
Bruno's Accordion (WMBC)
Brush Creek Folks (WSPD)
Brush Creek Follies (KMBC)
Bryn Mortenson (WDGY)
Bubble Up Brevities (KCMO)
Bubbles (CBS)
Buccaneers (CBS)
Buccaneers Quartet, The (WTAG)
Buck and Jerry (WSOC, WSPA)
Buck and Shot (WRJN)
Buck Boys (WBAP)
Buck Brand Program (WBAP)
Buck Riddle & His Buck Riddles (WTEL)
Buck Rogers (CHRC)
Buck Rogers in the 20th Century (CBS)
Buckaroos (KGO-KPO, KGKO)
Bucket Syrup Programs (MWR)
Buckeye Barnstorming (WOWO-WGL)
Buckeye Buckaroos (WAAW)
Buckle Busters (WAAW)
Bucklebusters, The (WBT)
Bud and Spud (KMBC)
Bud and the Musical Blossoms (WWVA)
Bud Percy (KFIZ)
Bud Shaver Sports Talks (WXYZ)
Budd Hyde and His Popular Request Program (KVOD)
Budd Show, The (NBC)
Buddies (RRI)
Budding Talent (NBC)
Buddy and Bunky (WINS)
Buddy and Ginger (MWR)
Budget Honeymoon (WOR)*
Budget Stretcher, The (WCFL)
Bughouse Rhythm (KGO-KPO)
Bugle Call, The (WCMI)
Bugle Call Revue (WCAU)
Build a Home (KOL)
Builder of Dreams (KFAC)
Builder-Upper, The (KXBY)
Builders, The (WGBI, WROK)
Builders of America (KVOR, WIND)
Builders of Clovis (KICA)
Builders of El Dorado (KELD)
Builders of El Paso (KTSM)
Builders of Happiness (WBBM)
Builders of the 20th Century (WEAN)
Building a Home (WAVE)
Building Better Citizens (WLS)
Building Industry Forum (NBC)
Building Southern California (KHJ)*
Bulletin Board, The (KTUL, WSAU, WDBJ, WCAO, KTAT, WFBC, WFBR)
Bulletin Board, The Black Hills (KOBH)
Bulletin Board, The Lake County (WICA)
Bulletin Board, The Pats Bamby (WCLO)
Bulletin Board of the Air (WCOA)
Bulletin Board of the Air, The Chamber of Commerce (WQAM)
Bulletin of the Air (KGB)
Bumble Bees, The (WFAA)
Bunch of Loons, A (CHRC)
Bungalow Ballroom (KEX)*
Bunk House Boys (WNOX)
Bunk House Nights (WHO)
Bunkhouse Buddies (KYOS, KGFJ)
Burbig's Syncopated History (CBS)
Bureau of Beauty, The CKBI (CKBI)
Bureau of Missing Persons (WWJ)
Buried Gold (NBC)
Burn Balladier (CFRN)
Burning Questions (KFOX)
Burns & Allen (NBC)
Burton and Dutton, Studio Goldfish (KYW)
Bus Broadcaster (WCBS)
Bus Smith & His Silver String Band (WCHV)
Bus Terminal Interviews (KGKB)
Bush Brevities (CFRN)
Bushey & Haley (KDKA)*
Bushwhackers, The (KPDN)
Business and Pleasure (KHQ)
Business Barometer (KTHS)
Business Biographies (KGA)
Business Builders, The (WRR)
Business Careers for Canadians (CJRC)
Business Counsellor, The (WHAM)
Business Forum (WGRC)

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Business Men's Bible Class (WRVA)
Business Parade, The (WHBH)
Business Review (KGO-KPO)
Bust o' Dawn (WDOD)
Bust o' Dawn Society (KVOL)
Busta Dawn (WRDW)
Buster Brown (WWL)
Busy Fingers (CBS)
But Women Have Brains (NBC)
Butane Cowboys, The (KGKL)
Butternut Twins (KDFN)
Button Family, The (KGB)
Buy American (WINS)
Buy in Selma (WHBB)
Buy Locally (KFVS)
Buy Now Broadcast, The Lyons (WMBO)
Buy Now Broadcast, The Newark (WMBO)
Buy Olyphant Revue (WGBI)
Buyers' Bus (WTMV)
Buyers' Guide (KFVS)
Buyer's Guide Club (WCBS)
Buyers' Parade (KALE)
Buzz Davis Sports (WDAS)
By Candlelight (KEHE, KYW)
By Popular Demand (Modern Age Books) (CBS)
By Popular Request (KRE)
By Request (KVSO)
By the Blue Danube (CJRM)
By the Fireside (CKCL, CKCH, KWSC, WHN, CFRN, WHK, WXYZ)
By the Right, Quick March! (CKCL)
Byrd High on the Air (KRMD)

C

CCC Choristers, The (WTJS)
CCC Review (WFMD)
CCCs in the News (WHDL)
CJRC Welcomes Tourists (CJRC)
Caballeros, The (WCAU)
Cabaret Matinee (CJOC)
Cabbages and Kings (WMBC, WHN, KORE)
Cabin at the Crossroads (WLS)*
Cabin in the Cotton (NBC)
Cabin in the Hollow (WJW)
Cabinet of Melody (CHNS)
Cackle Club, The (KFEQ)
Cactus Blossoms (KPDN)
Cactus Charlie (WBZ-A)
Cactus Concerts (KITE)
Cactus Kate (WGN)*
Cadence and Romance (CKCV)
Cadets, The (CBS)
Cadets, The Pepper (WFAA)
Cafe Budapest (CBS)
Cafe Collette (CFAC)
Cafe Concert (CJBR)
Cafe Continental (KMTR, WHBQ)
Cafe Franz Josef (CFAC, CKCK)
Cafe Imagination (KITE)
Cafe Noir (WRUF, WTBO)
Cafe of the Red Dagger (WOR)*
Cahil-Logues (NBC)
Cakes and Coffee (WKY)
Calendar for Men, Hibbs' (KSL)
Calendar Man (WCHV, WEW)
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 (KSFO)
California Trio (KGO-KPO)
Californians on Parade (KGO-KPO)
California's Hour (KGO-KPO, KHJ)
Caliwaiians' Music (KRKD)
Call Boy, The (KTUL, CFRN)
Call of the North (WCCO)
Call of the South (KRKD)
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 (WGRC)
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 (KVOO)
Calling All Tourists (KPAB)
Calling All Travellers (CFGP)
Calling Alla'gators (WWSW)
Calling Hollywood (WORL)
Calling on the Neighbors (WCAE)
Calling Santa (WLAC)
Calling Warren (WJTN)
Callippe & Miss Kath'rine (NBC)
Calvert Milchcopaters (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)

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Camera Clicker Club of the Air (KFBB)
Camera Clicks (WCPO)
Camera Club (WBAL, WDEV, WHP)
Camera Club of the Air (KFSO, WHAM, CFCF, 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 Comments (WGAR)
Camp Meetin' (KGO-KPO)
Camp Meeting of the Air (WBIG)
Camp Talks (NBC)
Campbelleers, The (WHB)
Campfire (KHSL)
Campfire Boys, The (WBZ-A)
Camp Fire Girls' Pow-Wow (KIEM)
Campfire Melodies (KHSL)
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 (KGVO)
Campus Echoes (WAAW, WTMV)
Campus Highlights (WMMN)
Campus Hour, The Illinois (WILL)
Campus News and Interviews (WFBL)
Campus Reporter (KGVO)
Campus Reporter, The Junior College (KFBK)
Campus Reverie (WWVA)
Campus Review, The (KLZ)
Campus Scenes (WIRE)
Campus Theatre of the Air (WSM)
Campus Trails (KLZ)
Campus Varieties (WMEX)
Camrose 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? (WTMV)
Can You Take It? (KGFW)
Can You Tie That (KHQ)
Can You Write a Song? (KFWB)*
Canada, 1937 (CFCF)
Canada, 1938 (CBM, CFCF)
Canada Calling (CJRC-CJRO-CJRX)
Canadian Capers (WQDM)
Canadian Club Reporter (CKLW)
Canadian Institute of International Affairs (CJRC)
Canadian Mosaic (CBL)
Canadian Railway Problem (CJRC)
Canadian Sunday School Mission (CJRC)
Canal Days (WSAI)
Canary Amateur Hour (WMCA)
Canary Concert (WGES)
Cancer Relief (CJRC)
Candid Camera, Radio's (WGN)
Candid Camera Chats (WDNC)
Candid Camera of Radio (KWK)
Candid Microphone, The (WIOD)
Candid Mike, The (KYOS)
Candid Radio Camera (WOL)
Candidly Speaking (WBNX)
Candlelight Singers (CBS)
Canine Comments (KOY)
Canned Heat (KORE)
Cannibal King of the Keyboard (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)
Cap Marble and His BKTA Program (KGO-KPO)
Cape Diamond Light (NBC)
Capers at the Console (KFBI)
Capital City Capers (WBNS)
Capitol Comment (WGN, WKY)
Capitol Hill (WTHT)
Capitol Opinions (CBS)
Capitol Parade (KFBK)
Capitol Speaks, The (KSTP)
Caps & Small Caps (CKAC)
Capt. Ace 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 (CFLC)
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 (WHA)
Captain Tim's Stamp Club (WJZ)
Captains of Industry (RRI)
Captains of Peril (KSD)*
Captivators (CBS)
Car Card Carnival (WENR)
Car Gazing (KFOX)
Cara Lynn (KFJZ)
Caravan (WWL)
Caravan, The Boone County (WLW)
Caravan, The Dromedary (NBC)
Caravan from the Canon (KVOR)
Caravan of Dreams (WHIS, KOMA)
Caravan of Melody (WKBO)
Caravan of Song (WTHT)
Caravan of the Night (KFNF)
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)

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Carefree Carnival (KGO-KPO)
Carefree Cruisers (NBC)
Careless Loves (NBC)
Caribbeans, The (CBS)
Cariboo Cowboys (CJOR)
Cariboo Trails (CKMO)
Caricatures in Rhythm (NBC)
Carioca Rhythm (WHAS)
Carl Fenton's Orchestra (WMCA)
Carl Freed & Harmonica Lads (WSAI)
Carl Freed's Harmonica Lads (WLW)
Carmel Presents to Amuse You, Andre (CJRC)
Carnival (KMBC)
Carnival, Cain's Coffee (WKY)
Carnival, The Carbondale (WGBI)
Carnival, The Cleo Cola (KCMO)
Carnival Hour (KOL)
Carnival of Champions (WJZ)*
Carnival of Corn (KTHS)
Carnival of Fun, The (WFBR)
Carnival of Music (WMCA)
Carnival of Nations (NBC)
Caro-Ginians, The (WRVA)
Carol Kennedy's Romance (WABC)*
Carol Ross Varieties (WPHR)
Carol Weyman (WENR)
Carolina Boys (WBT)
Carolina Chats (WPTF)
Carolina Hillbillies (WBIG)
Carolina Jamboree (WBIG)
Carolina Plantation (WIS)
Carolina Question Man (WAIM)
Carolina Ramblers (WRDW)
Carolina Ramblers, Paul Black's (WEED)
Carolina Reporter, Lina C. Harrill (WBT)
Carolina Scrapbook, The (WEED)
Carolina Serenaders (WMFD)
Caroline's Golden Store (KMBC)
Carolyn Gay (WIS)
Carolyn Kern (KERN)
Carolyn's Chorus (WHBQ)
Carpenter String Ensemble (KFIZ)
Carpet Magician, The (WGCP)
Carrie and the Boys (WBIG)
Carrie Lillie's Goody Goody Club (WMCA)
Carrie Lillie's Kiddie Club (WMCA)
Carrier Party, The (WSGN)
Carrousel de la Gaiete, Le (CKAC)
Car's the Thing, The (WELL)
Carson Cocktail (KGO-KPO)
Carson Robison's Buckaroos (WGY)*
Carsten's Corners (KOMO)*
Carters of Elm Street, The (WMAQ)
Carter's Twilight Memories (KOCA)
Carthage Air Theatre (WMBH)
Cartoon Class (KGB)
Cartoon Club of the Air (WNEW)
Cartoonist & Columnists (NBC)
Cartwright Family (WTMJ)
Casa Manana Quiz (WMEX)
Cascade Hillbillies (KRKO)
Casey at the Mike (KOA)
Casey Jones Engineers (KIUN)
Casino, The Coolerator (KLUP)
Casino de Paris (CRS, KYA)
Casino of the Stars (WJR)
Casino on the Thames (WNLC)
Casino Parisienne (WMAQ)
Cass County Kids (WFAA)
Cassandra (KHJ)
Cassidy Singers (WCLE)
Cast Off Moorings (WKY)
Castanets and Shawls (KLZ)
Castilian Cadence (WTMV)
Castilian Gardens (KOIN)
Castillians (WFAA, KOIN, WHBB)
Casting Office (WMBD)
Castle Club Orchestra (WKY)
Castles in the Air (WBBC)
Castles in Music (WOR)
Castles in Spain (WOR)
Castles of Romance (NBC)
Castles of the Wind (WOKO)
Castles-on-the-Air (WAAT)
Casual Observer, The (WCBM)*
Cat and the Fiddle, The (WATL)
Cat Club, The (WIS)
Catalina Paradise (KERN)
Catch-As-Catch-Can (KFRU)
Catch Questions (KFUO)
Catch the Announcer (KDAL, KOVC)
Catechism Plays (KFUO)
Caterpillar Boys, The (CFAC, WJCA)
Caterpillar Crew, The (WDAF)
Cathedral Chimes (KROY, WSPA)
Cathedral Echoes (WHA, WGY, WSPR)
Cathedral Hour (KSAL)
Cathedral Melodies (WBZ-A)
Cathedral Novena (KSO)
Cathedral of the Air LAW)
Cathedral of the Ozarks (KUOA)
Cathedral of the Underworld (WMCA)
Cathedral Singers (KVGB)
Cathedral Vespers, The (WCBM)
Catherine the Great (CBS)
Catholic Forum, The (KVOA)
Catholic Hour (NBC)
Catholic News & Information Hour (WDEV)
Cats and the Fiddle, The (WHKC)
Cat's Claw, The (KMPC)
Causerie (CKY)
Causes of Crime (WWJ)
Cavalcade (KGMB, CFGP)
Cavalcade, The Calavo (KGB)
Cavalcade, The Colorado (KLZ)
Cavalcade, The Connecticut (WBRY)
Cavalcade, The Electrolux (KGLU)
Cavalcade of America (CBS)
Cavalcade of Baseball, The (NBC)
Cavalcade of Builders, Arizona's (KTAR)
Cavalcade of Covered Wagon Days (KSL)
Cavalcade of Dreams (WKY)
Cavalcade of Football (KABC)
Cavalcade of Furs (WAVE)
Cavalcade of Hits (CFRN, CKWX)
Cavalcade of Kings (CKBI)
Cavalcade of Melody (KDB, KDYL)
Cavalcade of Music (KLZ)
Cavalcade of News (WBIG)
Cavalcade of Shreveport (KTBS)
Cavalcade of Virginia (WRNL)
Cavalier Cavalcade (WBNS)
Cavaliers (CFCF, KGO-KPO, WPHR)
Cavaliers de la Salle, Les (CBM)
Cecelians (KGO-KPO)
Cecil and Sally (MacG,, KGO-KPO)
Cedar Valley Hillbillies (IBS)
Celebrities Visit (WCKY)
Celebrity Club (WFAS)
Celebrity Night (KMOX)
Celebrity Night, Dr. West's (NBC)
Celebrity Parade (WNEW)
Celebrity Time, The Holsum (KSL)

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Celestial Singers (KABR)
Celia Gamba, Violin Stylist (NBC)
Cellar Knights (CBS)
Cello Quartette (CFCF)
Celluloid Astrology (WSVA)
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)
Chaland qui 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)
Chansonette (CFCF, CBL, CBY, WOR)
Chansonettes (KGO-KPO)
Chansons (WKBN)
Chansons de Paulette Mauve, Les (CKAC)
Chanticler Club (WBOW)
Chantons en Choeur (CKAC)
Chaparral Club (KECA)
Chapel Chanson (CJCA)
Chapel Chimes (CKOC, CFAC, KHQ, KORE, KIDO)
Chapel Echoes (KPDN, WICC)
Chapel Hour, The (KMTR, KPMC, KWTN)
Chapel of Cheer (KFXM)
Chapel of the Air (WHDL, KFXJ, WSPR)
Chapel Serenade (WALR)
Chapel Singer, The (WSOC)
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)
Charioteers (WBS)
Charis Players with Dorothy Chase (NBC)
Charles Mitchell and His Magic Melodies (KWKH)
Charley and Marge (KROC)
Charley Hamp (CRS)
Charlie and Jane Entertain (WSAI)
Charlie Craft's Discoveries (KMTR)
Charlie Hector's Music (WEEI)
Charlie Kent and His Adlerikans (MWR)
Charlie on the Spot (WMAQ)
Charlot S'Promene (CKCV)
Charm Chats (KGB, WCLO)
Charm Chatter (KFAM)
Charm Class (WBOW)
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 (KHJ)*
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 WRDW (WRDW)
Cheerful Home Chats (WMBH)
Cheerie Melodies (WJAS)
Cheerio (NBC)
Cheerio Club (KHSL)
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 (WGAR)
Chemistry of Today (WAAB)
Chester and Millicent (MWR)
Chestnut Time (KRE)
Chestnuts of Melody (KGVO)
Chet & Sleepy (KOOS)
Chevroliers (WFAA)
Chez Paree (WENR)
Chez Paree Follies (KSOO)
Chic Hood & His Melodiers (KYA)
Chicago Hour, The (WBBM)
Chicago Knights (WBBM)
Chicago Parade (CBS)
Chicago Serenade (NBC)
Chicago Varieties (WBBM)
Chicagoans, The (WBBM)

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Chicago's Guild Dramatists (WEDC)
Chick and His Happy Ramblers (WCAX)
Chick Chats (KGNF, WMT)
Chick Chick Fun (CBS)
Chick Webb Orchestra (WENR)
Chickasaw Debating Council (WMC)
Chicken Bill (KFBI)
Chicken Chat (KMA)
Chicken Chatter (KUOA)
Chickie (WBBM)*
Chick's Chatter (CJCS)
Chico and His Guitar (WAAT)
Chief Gumbo (WLS)
Chief Topics (WEAN)
Chiffon Interludes (KFYR)
Chiffon Jazz (KGO-KPO)
Chik-Chatter (KFAM)
Child Clinic (WLW)
Child 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, WABI, WCAU, KABC, WSYB, CHNC, WOR)
Children's Hour, The Elks (WKOK)
Children's Musicomedy (WHEC)
Children's Opportunity Program (WMCA)
Children's Parade, The (CKMO)
Children's Party (KDYL, KMPC)
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 (KFVD, WGY, WXYZ, WLTH, KSFO)
Children's Time (KGNC)
Children's Variety Hour (KFUO)
Child's Melody Meal (WOR)*
Childway's Counselor (KOIN)
Chili Beaners (WCCO)
Chimes of Sunset (WHK)
Chimney Corner, The (WFBR)
Chimney House (NBC)
China Maids (KWJJ)
Chinatown Mission (WMCA)
Chinatown Squad (KGO-KPO)
Chloe—Ragdoll of the Organ (WAPI)
Choice of the People, The (KSL)
Choir and Strings (WRUF)
Choir Boy, The (WHBL)
Choir Invisible (WTAM, WOR)
Choir Loft (WINS)
Choir Loft, The (WAAB)
Choir Loft, John Metcalf's (WCAZ)
Choix du Connaisseur, Le (CKCV)
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)
Chore Time (WDZ)
Chorestra, 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, KRMD)
Christian Science Programme (WORL)
Christianity in Action (WCBD)
Christmas Bell-Ringer, Belk's (WIS)
Christmas Choral Singers (WTAG)
Christmas Choristers (CJRC)
Christmas Club Contest—Melba Ryder Lindgren (WORL)
Christmas in Pine Glen (CKLW)
Christmas Lady (KVOR)
Christmas Party (WHAS)*
Christmas Shopper, The (WPHR, WSAY, KTUC)
Christmas Shoppers' Guide (WKBO)
Christmas Street Scene (WFBR)
Christmas Tree Club (KFVS)
Christmas Tree Grove (WTAG)
Christmas Tree in the Window (WMCA)
Christmas Tree Lady (KFVS)
Chromos (KGO-KPO)
Chronicle Comics (KGO-KPO)
Chronicle News Highlites (KTRH)
Chronicle of Events (KFYO)
Chronicles of Memphis (WMC)
Chronicles of the Presidents (WMC)
Chronique Bibligraphique, La (CRCK)
Chuck and Mary (KWTO)
Chuck Wagon, The (WGST, WFBM)
Chuck Wagon Boys (WFBC)
Chuck Wagon Cowboys, Tonto Bill's (KOY)
Chuck Wagon Gang (WBAP, KGKO)
Chuck Wagon Jamboree (KWLK)
Chuck Wagon Melodies (WDAE)
Chuck Wagon Opera (KLZ, KROY)
Chuck Wagon Oper'y (KANS)
Chuck Wagon Riders, The (WCAX)
Chuckle Clinic (KDKA, WHB)

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Chuckles and Oddities in the News (WOAI)
Chuckles in the News (WMBD)
Chukker, The (KMTR)
Church by the Sea (WPG)
Church by the Side of the Road (WLW, CKCA)
Church Calendar, The (WCOP, WHBQ, KTFI)
Church Chimes (WOPI, 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 (KSRO)
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 (KGNO)
Church of the Air (CKNX, WBRB, WCSC, KRMC)
Church of the Air, Oklahoma Network (KCRC)
Church of the Air: Sunrise Service (KSEI)
Church of the Air: Vesper Service (KSEI)
Church of the Wildwood (KVOE)
Church on the Hillside (WJJD)
Church Parade, Your (KGHI)
Church Reporter, The KSEI (KSEI)
Church Songs of Long Ago (WCAM)
Church Vespers (WDAF)
Churches, Brief History of (KFUO)
Chy and His Hot Shots (KGCX)
Cigarette Girl, The (CKCD)
Cincinnati Girl (WCKY, WKRC)
Cincinnati Sings (WSAI)
Cinderella Hour, The (WCSC)
Cinderella Story, The (KGHL)
Cinema Chatter (WHIO)
Cinema Comment (WQXR)
Cinema Lady, The (WWSW)
Cinema Memories (WGH)
Cinema Sidelights (WQAM)
Cinema Theatre, The NBC (NBC)
Cinemania (WAAT)
Cinemelodies (WEW)
Circle, The (NBC)
Circle of Romance (WJZ)*
Circle X Cowboy's Roundup (WTJS)
Circus, The Gilmore (KFI)
Circus, The Steffen's Ice Cream (WKY)
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 (WFDF)
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 Slickers (WVFW)
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 (WHEB)
Civic Forum, The (WJSV, CKCD)
Civic Hour (KUOA)
Civic Matinee (KVOO)
Civic News (WJEJ)
Civic Radio Forum (CKMO)
Civic Roundup (WKBN)
Civic Salute (WCBM, WINS, WPTF)
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 (KFIZ)
Clara, 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)
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Classical Fragments (CFRN)
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Classified Column of the Air (KRNR, WMBO)
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Clate Hazelwood, The Gift Shop (WORL)
Claudine MacDonald Says (NBC)
Clean-up Program (WCOL)
Clearinghouse of the Air, The KCRJ (KCRJ)
Clef Club Boys (WMEX)
Clef Dwellers (KGO-KPO)
Clem and Hezzy (KGNO)
Clem Morgan and Guitar (KIUL)
Clem Park and His Cowpunchers (WFDF)
Cleveland Comments (WCLE)
Cliff and Lolly (KGFJ)
Clifford Herzer & Jascha Zayde (WQXR)
Clinic of the Air, The (KMA, KOL)
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Clock Settin' Time (KANS)
Clock Watcher, The (WFDF, WJAG)
Clock Watcher's Program (WCBS)
Cloister Bells, (WMAQ, WENR)
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Close-Ups of Cinema City (CJRC)
Closing Market Prices (CBS)
Clothes Are Different This Spring (NBC)
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Clown of the Air (WBOW)
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Club Augila (WOAI)
Club Bulletin of the Air (KHQ, KPQ)
Club Cabana (MacG)
Club Calendar of the Air (KGVO)
Club Car Revue (WMCA)
Club Car Special (WOR)
Club Carefree (WWSW)
Club Celebrity (WWSW)
Club Columbia (CBS)
Club Control Room (WMMN)
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Club de la Mascotte (CKCV)
Club Diary (CFAC, CKOC)
Club Fantasy (WDWS)
Club House News (WCNW)
Club House Politics (WCNW)
Club Kelo (KELO)
Club Matinal (WCOU)
Club Matinee (NBC)
Club Mayfair Orchestra (NYBS)
Club Mayfair Review (KGKB)
Club of All Nations (WSGN)
Club of the Air (KFRO)
Club Oldsmobile (KQV)
Club Program (KMBC)
Club Radio (WBAL)
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Club Sandwich (WLBZ)
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Coffee and Doughnut Party (WBAL)
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Columbia Junior Bugle (CBS)
Columbia Little Symphony (CBS)
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Crime at 8 (CFRB)
Crime Catchers (WCFL)
Crime Clinic, The (WBAL)
Crime Clinics (NBC)
Crime Club, The (CJCA, WOR)
Crime Club of the Air
Crime Clues, The Eno (NBC)
Crime Crusade Program (CBS)
Crime Doesn't Pay (KFI)
Crime in the Haunted House, The (CHRC)
Crime News and Clues (WFBM)
Crime Prevention Hour (NBC)
Crime Prevention Program (WIBG)
Crimecasts (WSBT-WFAM)
Crimelight Playhouse, The (KABC)
Criminal Court (WMCA)
Criminals at Bay (WMCA)
Crimson Trail, The (KGW-KEX)
Crinoline Girl, The (WBNX, WCKY)
Cripple Creek Woodchoppers (WPHR)
Crisp Cracks and Pungent Paragraphs (KWTO-KGBX)
Criss Cross Clues (CKCL)
Critic and the Lady (KYW)*

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Critical Critic, The—Louis Tappe (WINS)*
Critical Highlights of Recent Books (WIND)
Critics & Criticism (NBC)
Croatian Memories (WJAY)
Cronies and Old Topper, The Crush Dry (NBC)
Croonaders, The (WDRC)
Crosscuts from the Log of the Day (KGO-KPO)
Cross-Eyed Parrot (WFAA)*
Crossroads Church (WFBM)
Crossroads Counselor, The (KTAT)
Crossroads Follies, The (WSB)
Crossroads Hall, The (WRVA)
Crossroads Jamboree, The (WDAY)
Crossroads of History (KCKN)
Crossroads of the Nation (KOIL)
Crossroads Party (WCCO)
Crossroads Sociable, The (WIBW)
Crossroads Store (WWVA)
Crossroads Symphony (WRVA)
Crossword Melodies (WGN)*
Crossword Puzzle of the Air (WJIM)
Crossword Puzzles (WSMB)
Crow's Nest (WMFJ)
Crown Corner Postoffice (WLW)
Crown Minstrel (WJEJ)
Crown Quarter Hour (WHB)
Crowning Glory, The (KGNO)
Cruise of Memories (WLWL)*
Cruiser Trailer Tips (WFBR)
Cruising in Traffic (WAVE)
Cruising Safety Patrol (WRJN)
Cruising with Michigan State Police (WMBC)
Crusade Against Crime (WABC)*
Crutch and Crane (WMBC)
Crystal Gazers (KMBC)
Crystal Strings (WORL)
Cub & Scoop (NBC)
Cub Reporters (KYA, KGEZ, MacG)
Cub Reporters, Junior High School (KIEM)
Cuban Interlude (WADC)
Cuban Rhythms (KGHI)
Cubanola (KABC)
Cuckoo Carnival (CJOR)
Cuckoo Clock, The (KPDN)
Cuckoo Clock Club (WMT)
Cuckoo Club, The (KVOL, KGFJ, WJMS)
Cuckoo Quiz (KFYR)
Cuddles & Monty (NBC)
Culbertson on Contract (NBC)
Cullum Sisters (WOAI)
Cultural Conversation (KGO-KPO)
Cultural Garden Hour (WGAR)
Cultural Institute (WGAR)
Cumberland Gap Ramblers (KGFJ)
Cup of Kindness, The (CFCY)
Cupbearer, The (KGRC)
Cupid Interviews (WJAS)
Cupid's Court (IBS, WAAF)
Cupid's Interviews (WHJB, WBRC)
Curb Chatter (WATR)
Curb Club (WNEW)
Curb Exchange, The (KOH, KOIL)
Curb Stone Chatter (KVGB, WAPI)
Curbstone Cash (WSAY, WWSW)
Curbstone Coaches (WOWO-WGL)
Curbstone Convention (WJIM)
Curbstone Conversations (KSOO)
Curbstone Court (WIP)*
Curbstone Forum (WMT)
Curbstone Quiz (KGW-KEX, WHAM, WDAE, KRKD, WSAY)
Curbstone Reporter (WEOA, WGRC)
Curfew (KGO-KPO)
Curioddities (CFRB)
Curioddities in the News (CJKL)
Curiosities (KDKA)
Curiosity Corner (CKCW)
Curiosity Court (WIP)
Curiosity Killed the Cat (KGVO)
Curiosity Shop (WJAY, KGEZ)
Curious Careers (WINS)
Curious Questions (KMOX, WDAF, KGFJ, KMA)
Curliques in the News (KMBC)
Curly Fox and Texas Ruby (WAPI)
Current Events (NBC)
Current Events Bee (WOR)*
Current Events in Jacksonville (WJAX)
Current Events in Washington (NBC)
Current Events Quiz (WREN)
Current History Exams (WEVD, WHN)
Current News Forum (KUOA)
Current Questions Before Congress (WJSV)
Current Topics Club (WEED)
Current Views (WHJB)
Currently Speaking (WWSW)
Curtain At 8:30 (NBC)
Curtain Calls (KFWB, CFRB, WHBQ, KWBG, WAAB, WRUF)
Curtain Echoes (WISN)
Curtain, Please (WHK)
Curtain Raiser (WHB)
Curtain Rises, The (KDAL, CFRB, KDKA, WIND)
Curtain Time (WIBW, KQW, WGN, WHBQ)
Curtain Times (CKLW)
Curtain Times with the WIBW Players (WIBW)
Curtain Up (WCCO)
Curtains Going Up (WBNX)
Curtis Burnley Railing Song & Story (NBC)
Cutting the Ice (KYW)
Cy and Freckles (WTAD)
Cy Hopkins (WGY)
Cycle of Time and Men (WOV)
Cycling the Kilocycles (NBC)
Cynic, The (WJBK)
Czech Musicale (KTAT)
Czech Revels (KTAT)
Czecho-Slovak Melodies (WJAY)

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D

D & H Miners (WKY)
D.A.R. Forum (WCAP)
D.O.N. Club (WCBS)
DX Club (KMTR, KXBY)
DX Reporter (WTAR)
D-X Safety Club (WEBC)
DYKTA (Do You Know the Answers) (WGL)
Dad Differ (KCMO)
Dad Hatch's Boarding House (KMA)
Daffodils, The (WLBZ)
Daffy Dills (WAAT)
Daffy Ditties (KYOS)
Daffydills, The (WRVA)
Daguerreotypes (CBS)
Daily Air-e-torial (WHBF)
Daily Almanac (WTHT)
Daily Bread, Your (CJRC)
Daily Bulletin, The (WLAC)
Daily Bulletin Board (WTMJ)
Daily Challenge (KYA)*
Daily Devotions (WDEL)
Daily Digest (WGAR)
Daily Double, The (KSD)
Daily Express, Dow's (WSAI)
Daily Hints to Motorists (WCOL)
Daily Honor Roll (WOR)*
Daily Informer, The (WKBZ)
Daily Maine Farm News (WLBZ)
Daily Messenger, The (KSTP)
Daily News Parade (WEBC)
Daily News Revue (WCAX)
Daily Newscaster, The (WGN)
Daily Record (KWTO-KGBX)
Daily Round-Up, Your (CJRC)
Daily Sparks Reporter (KIDW)
Daily Sports Review (WFOY)
Daily Texan on the Air (KNOW)
Daily Thoughts for Daily Thinkers (KFUO)
Daily Vacation Bible School (KFUO)
Daily Visitor, Your (WCFL)
Dainty Miss—Doris Ord (CJRC)
Dakota Days (KABR)
Dakota Luncheon Hour (KGCX)
Dale Carnegie (NBC)
Dale Morgan with the News (IBS)
Dale Wimbrow, Songs (NBC)
Dalton Norman and Four Dons (WHO)
Dalton Norman, the Boy from Georgia (KFAB)
Dan & Scotty (WPTF)
Dan and the Boys (WPTF)
Dan Cupid in Person (WNBX)
Dan Cupid's Interviews (WFBM)*
Dan Harding's Wife (NBC)
Dan, The Traveling Man (KLZ)*
Dan Yuter and His Violin (WCHV)
Dance and Be Merry (WCAM)
Dance-at-Home (KLUP, KOCA)
Dance at the Hacienda (CJRC)
Dance Awhile (WCPO)
Dance Band (WRUF)
Dance Band Revue, The (WTHT)
Dance Bands in Review (WCAX)
Dance Before Breakfast (WEST)
Dance Cavaliers (WDAF)
Dance Fancies (KOL)
Dance Favorites (WSUN, WNBZ)
Dance from the Classics (CBS)
Dance Hour (CBS)
Dance Journal (KGO-KPO)
Dance Kings (KTUL)
Dance Masters (KTUL)
Dance Matinee (WCLO, WHB, CHAB)
Dance Melodies (WRUF)
Dance Miniature (WTAM)
Dance Mood (CBL)
Dance Nocturne (KLPM)
Dance of the Ice Cubes (WABC)*
Dance-O-Mania (WAAT)
Dance Parade (KRLD, CFCY, WFAM, WAPI, WTHT, CHNC, WPIC)
Dance Parade, The Capitol (CHNS)
Dance Parade, The WNEW (WNEW)
Dance Program, Pond's (NBC)
Dance Promenade (WLAC)
Dance Rhythms (WRUF)
Dance Scene (WOR)
Dance School of the Air (WSGN)
Dance Serenade (CBS)
Dance Time (KFAC, KTOK, WEBQ, KFEQ, WCOU)
Dance Time in Denver (KLZ)*
Dance to This (WEBC)
Dance Topics (KFXR)
Dance Treats (WLBZ)
Dance Tunes of the Day (CFJC)
Dance Whirl, The (WSGN)
Dance with America, The Katz (KCKN)
Dance with Champagne (WCOP, WEEI)
Dance with Countess D'Orsay (NBC)
Dance with Gamby (NBC)
Dance with WTJS (WTJS)
Danceland (WELI, KFXR, WIBG)
Danceland Ballroom (WELI)
Danceland Villa, The (WGH)
Dancepators (KMOX)
Dancetime in Swingtime (WEBQ)
Dancetime Themes (KGFF)
Dancing About the Town (WMBH)
Dancing Across the Country (NBC)
Dancing Along the Santa Fe Trail (WMBH)
Dancing Around the Piedmont (WSPA)
Dancing at Dusk (CJOC)
Dancing at the Old Barn (WCLO)
Dancing by Request (WSOC)
Dancing by the Sea (CBS)
Dancing Date, Your (WHB)
Dancings Discs (WDNC, WINS)
Dancing Down the Years (WHLB)
Dancing Echoes (CBS)
Dancing Feet (WJAY, KGO-KPO)
Dancing Housewives (WGH, WRTD)
Dancing in Lansing (WJIM)
Dancing Ivories (CFRB)
Dancing Master (WAAT)
Dancing Melodies (WBZ-A)

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Dancing Moments (WOKO, KPDN, WIL, WOR)
Dancing Moods (WOR, KDLR, WJR)
Dancing Party (CJOC)
Dancing Party, The S-B (WDAE)
Dancing Party, The WAPI (WAPI)
Dancing Party, The WFTC (WFTC)
Dancing Round the World (CBS)
Dancing Shadows (WSB)
Dancing String (CBL, CBY)
Dancing Strings (CBI, CJCA)
Dancing Then and Now (CFJC)
Dancing Till Dawn (WATL)
Dancing Time (KMOX)
Dancing Troubadours (CBS)
Dancing with the Duke (CKCL)
Dancing Yesterdays (CBS)
Dandies, The (WNAC)
Dandies of Yesterday (NBC)
Danger Fighters (NBC)
Danger Lines of History (NBC)
Dangerous Paradise (NBC)
Daniel Lieberfeld's Orchestra (WRVA)
Danny Winn's Ridge Runners (WCAX)
Dans les Jardins de Vienne (CJBR)
Dans Ma Tasse de The (CBF)
Dansant, The (KDAL, CFRN)
Dansapation, (WIL)
Dark Enchantment (WOR)
Dark-K-Knights (WBT)*
Dark Spots of Misfortune (CJIC)
Dark Stars (KTHS)
Dark-Town Get-Together (WMCA)
Darktown Meetin' Society (WSAI)
Darktown Strutters (WHN)
Darlene (WAVE)
Darling and Dearie (WOR)*
Date Book, The (KGO-KPO, KMJ)
Date Book of the Air (KGMB, KDON)
Daughters of the Pioneers (KIUP)
Dave Young (WMBC)
Davey Adams (WBBM)*
David and Goliath (NBC)
David Harum (NBC)
Davidson College Program (WBT)
Dawn Breakers, The (WQAM)
Dawn Busters (WKZO, WWL)
Dawn, Dale and Diane (IBS)
Dawn Dispatch (WAPI)
Dawn Express (KDYL)
Dawn Good Music (KYOS)
Dawn of Tomorrow (KLO)
Dawn Patrol (KOL, WIL, KMBC, WKRC, WFDF, CFGP, WHBF, WIP, WMFO, KBIX)
Dawn Revue (CJCA)
Dawn Salute (WBBM)
Day at City Hall, A (WHEC)
Day at the Races, A (WAAW)
Day Before Yesterday (CBS)
Day Breakers (KHQ)
Day by Day (WHN)
Day Dreamer, The (IBS)
Day Dreamer, Your (WSBT-WFAM)
Day Dreaming (KXBY)
Day Dreaming at the Piano (WHB)
Day Dreams (KLO, WRUF, KFRU, KRMC, WAPI, WESG, WORL, KPDN, KGO-KPO, WSAI, WTIC)
Day Dreams Trio (WAAT)
Day in Review, The (WIBX, WXYZ, WGAR)
Day in Washington (KSAL)
Day Is Done (WBNS)
Day Line Movie Pilot (NBC)
Daybreak Digest (KDYL)
Daybreak Serenade (KRE)
Daybreakers, The (KHQ)
Daydreamer, The (WSAL)
Daylight Creepers (KVOL)
Day's End (KWBG, WMCA)
Day's Inquiring Mike (WCOU)
Days of Old Bohemia (WEDC)
Day's Worst Accident, The (WSGN)
Daytime Time Signals (NBC)
Dayton Marches On (WHIO)
Dayton Philharmonic Orchestra (WHIO)
De Molay Open House (WAAW)
Deacon Sings, The (KLRA)
Dead Panogram (WIBX)
Dean of Swing (WHN)
Deans Radio Carnival (WIS)
Dear Audience (CBS)
Dear Columbia (CBS)
Dear Diary (KWK, WBRY)
Dear KIRO (KIRO)
Dear KSRO (KSRO)
Dear KTEM (KTEM)
Dear Ladies (WJTN)
Dear Listeners (WDOD)
Dear Suzie (WILL)
Dear Teacher (CBS)
Death at the Wheel! (KYOS)
Death Fighters (WWJ)
Death of a Friend (WABC)*
Death Rides Again (WHO)
Death Rides the Road (WHKC)
Death Stalks the Highways (KGGM, KICA)
Death Takes a Ride (KWK)
Death Valley Days (KGO-KPO)
Death Watch (KSL)
Debates (KFUO)
Debator's Forum (WJJD)
Debonaires, The (WELI)
Debunking the News (WWAE)*
Debut Time (KMO)
Decibels, The (CBO)
Dedicaces et Faire-Part (CJBR)
Dedicated to the Children (WGPC)
Dedicated to You (WGTM, WMFF, WMBS)
Dedicatory Ditties (KYOS)
Dedicatunes (WMBS)
Deed-I-Do Club (WHAS)
Deep Purple (WDNC, WSGN)
Deep Purple and Silver (KGNO)
Deep River (WPTF)
Deep River Echoes (WHAS)
Deep River Orchestra (CBS)
Deep River-Willard Robison (CBS)
Deep Sea Programs (NBC)
Deep South (CKCL, WMFD, WWL)
Deep South Dreams (WAPI)
Deep Trails (KMBC)
Deer Hunter's Yarns (KABC)
Del Delbridge Dance Band (WXYZ)
Del Greco Entertains (CBL)
Del Lampe's Eversharp Orchestra (NBC)
Delta Symphonette (WPHR)
Demi Heure (WFIL)
Demi-Heure de Paris, La (CBF)
Demi Heure Musicale (WFIL)
Demi-Tasse Revue (KGW-KEX)
Democracy in Action (NBC)
Demopolis Variety Show (WHBB)
Dental Health, Your (WJJD)
Dentist Says, The (WBAA, WMCA)

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Denver Post News Flashes (KOA)
Depression Born (KTHS)
Derby City Rhythm (WHAS)
Derby Week at Churchill Downs (CBS)
Derbytown Rhythm (WHAS)
Descent Into the Sea (NBC)
Desert Guns (WJZ)*
Desert Kid (NBC)
Design for Beauty (WJR)*
Design for Dancing (NBC)
Design for Day Dreams (KNX)
Design for Melody (WMIN)
Design for Music (NBC)
Design in Music (NBC)*
Designed for Women (WMBC)
Designs for Day Dreams (KNX)
Designs in Harmony (KNX, WGH)
Designs in Song (KYOS)
Dessert Club with Leona (WORL)
Detec-a-tives Black and Blue (KYW)*
Detect-A-Phoney (KFRC)
Detective Dalt and Zumba (RRI)
Detective's Notebook (KFRC)
Detroit News Radio Extra (WWJ)
Deutsche Lieder (WCPO)
Deutsche Liederstunde (WGES)
Deutsche Musik Stunde (WHA)
Devil Bird (WGN)*
Devotional Hour, YMCA (NYBS)
Devotional Period (KIEM)
Devotional Period, The Christian Science (CJRC)
Devotional Program (KFRO)
Devotionals (KRE)
Devotions from Dusty Plains (CKCK)
Deze, Dem and Doze (KFYR)
Dial a Ditty (WAIR)
Dial-A-Smile (WOAI)
Dial Memories (WCKY)
Dial News, The (WHA)
Dialers (WTHT)
Dialers' Digest (KFPY)
Dialogs (KFUO)
Diamond-Aires (WDAY)
Diamond City News (WBS)
Diamond Dust (KWK, WEMP)
Diamond Horseshoe (KGO-KPO, KDAL)
Diamond Hour (WDAE)
Diamond Revue (WTIC)
Diamonds and Daisies (KLO)
Diane & Her Life Savers (WABC)*
Diane Dictates (KFRU)
Dianne Whitney Sings (WSPR)
Diary (KFUO)
Diary, The (WMIN)
Diary of a Globe Trotter (KGO-KPO)
Diary of a Music Lover (KNX)
Diary of Dreams, Jimmy Decker's (WCAZ)
Dic-A-Doo Cleansers (NBC)
Dick and Dot (WGY)
Dick, the Amateur Gardner (CKOC)
Dick Darling's Adventures (WENR)*
Dick Faulkner Edits the News (WSOC)
Dick Hartman (WBT)
Dick Jordan, and the Runaway Planet (KFOX)
Dick Jordan, Soldier of Fortune (KFOX)
Dick Leibert's Musical Revue (NBC)
Dick Moore, the Strolling Troubadour (KSAL)
Dick Steele, the Boy Reporter (NBC)
Dick Tella Serenades (IBS)
Dick Tracy (WBS)
Dictators (CBS)
Dictators of the Past (WHN)
Did I Say That? (CKCL)
Did You Ever Wonder? (WSOC)
Did You Know? (WFBR, WSAY, WNEW, WFBR, KSD, KFBK, KOIL, WEEI)
Did You Know That? (WJW, WHBB)
Did You Like That? (KGW-KEX)
Did You See? (KGU)
Diffenderfer Family (WGAL)*
Different People's Different Views (WTMV)
Digest, The (WILL)
Digest Diversions (CFRN)
Digest of Current Controversies (KFH)
Digest of News (WKRC)
Digest of the Day's News (KFUO)
Digesting the Dictionary (CJCA)
Dilettante, Le (CKCV)
Dill Pickle Club (CFLC)
Dime Man (KLZ)
Diminutive Song-Stylist, The (WSPR)
Din at Eight (WNEW)
Dinah and Dora (NBC)
Dine and Dance (WSAU)
Dingbats (KMBC)
Dinglebenders, The (KPO)*
Dining with George Rector (CBS)
Dinner at Nine (NBC)
Dinner at Six (KYA)
Dinner Bell (CJOC, WNBR, WROL)
Dinner Bell Hour (WBIG)
Dinner Bell Round Up (KMBC)
Dinnerbell Time (KFRU, WLS, WDAY)
Dinner Call Program (WHBL)
Dinner Club (WCPO, WMCA)
Dinner Concert (WCFL, KWBG, KGO-KPO, KELA)
Dinner Concert and Farm News (KFNF)
Dinner Dance (WJIM)
Dinner Dance Divertisement (KFRO, KPAB)
Dinner Dance Hour (WDRC)
Dinner Dance Music (WOPI)
Dinner Dance Time (WIL)
Dinner Date (WCKY)
Dinner Date with Judy (KPO)
Dinner Dates (WEBC)
Dinner Hour Concert, The (WTMJ)
Dinner Hour Melodies (KSLM, KALE, KVOE)
Dinner Hour Parade (KDLR)
Dinner in Rhythm (CFQC)
Dinner Music (WLAC, WREN)
Dinner Musicale (KVOR)
Dinner Party, The (WFDF, WMMN)
Dinner Rhythms (WFBR)
Dinner Serenade, The (WLVA)
Dinner Symphony (CBS)
Dinner Tales of the Air, The (WBRE)
Dinner Time News (WIRE)
Dinner Time Revue (WEEI)
Dinner Time Varieties (KSAL)
Diplomats, The (KOMA)
Dipsy Dew Club (WOV)
Directory of Instruction (WMBH)
Discord Harmony (KRBC)
Discoveries of 1938 (KFWB)
Discussion Forum (WTMV)
Dishman's Musical Kitchen (WGH)
Dishpan Parade (WOWO)
Disques pour Tous (CJBR)
Distinctive Voices (KFJZ)
Diversified Hour (WFLA)
Diversity (CKX)
Divertissement (KOL)
Divots (WHN)
Dixie Band (WAPI)

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Dixie Belles, The (WBRC, WFLA)
Dixie Circus (NBC)
Dixie Colonel, The (WSPD)
Dixie Concert Hour (WBT)
Dixie Dandies (WFBC)
Dixie Doin's (KMBC)
Dixie Early Birds (WSIX)
Dixie Echoes (CBS)
Dixie Harmonies (WOL)
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)
Dixie Night Club (WBIG)
Dixie Pioneers (WBRC)
Dixie Plowboys, The (WHAM)
Dixie Program, The (WFLA)
Dixie Ramblers (WJEJ)
Dixie Reelers (WIS)
Dixie Serenaders (CBS)
Dixie Spiritual Singers (NBC)
Dixieland Capers (CJRC)
Dixieland Jamboree (KTUL)
Dixieland Minstrels (CBL)
Dixieland Special (WRUF)
Dixielanders (WFMD)
Dixie's Lumber Jacks (WHB)
Dixon McMillan Melody Revue (WCSC)
Dizzy Fingers (KOVC, CHAB, WWVA, WDRC)
Do Re Mi (CBS)
Do-Re-Mi Trio, The (CHRC)
Do You Believe in Ghosts? (KGO-KPO, MacG)
Do You Believe in Miracles? (KNX)
Do You Follow? (WATR)
Do You Know? (KRKD, KFUO, WFBC, CKNX, WRNL)
Do You Know It's True? (WHO)
Do You Know New Mexico (KOB)
Do You Know Your Radio (WDAY)
Do You Remember? (KALE, KRBC, KXBY, WTAM, WAAF, WBBM, WAAT, KAST, WTMJ, CHNC)
Do You Want a Job? (KTUL, WCKY, WTAR, WSAL, KMO)
Do You Want Law Enforcement? (WHBF)
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 (KPMC)
Doctor of Family Finance (KDYL)
Doctor Q (WKY)
Doctor Satan (WWSW)
Dr. Charles M. Courboin-Recital Hall (WOR)
Dr. Christian (CBS)
Dr. Coleman's Travelogue (KFVD)
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. Humperdink's Medicine Show (WDWS)
Dr. I. Q. (KTRH)
Dr. I. Q., Jr. (KTSA)
Dr. I. Q.'s 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 (WHBQ)
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 (KFPY)
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)
Dodgers and Plymouth Playboys (WGBI)
Dodo Ratchman's Old Time Orchestra (KFIZ)
Dog Chats (WHBF)
Dog Days (WCCO)
Dog Daze (WGAR)
Dog Heroes (NBC)
Dog House (KGO-KPO, KDKA)
Dog House Twins, The (WPAY)
Dog in Your House, The (WLAW)
Dog of the Week (WMBD)
Dog Show of the Air
Dog Tales (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, WOMT)
Doing a Block (WATR)
Doings Down Town (WLAK)
Doings of the Hunt Family (KABR)
Doings of the Legislature (WPTF)
Doings of the State Legislature (WIS)
Dollar a Minute, A (KTUL)
Dollar Daze (WJBC)
Dollar Derby (WLTH)
Dollar Derby Quizz, The (WBRC)
Dollar Talks (WADC)
Dollars and Sense (WBEN)
Dollars for Answers (WFBC)
Dollars in the Air (WNBF)
Dolly Dean (WHAS)
Domestic Tea Party (WHAM)
Dominion Male Quartet (CBS)
Domino Dansante (WRVA)
Domino Orchestra (NBC)
Domolco Orchestra (CHNS)
Domville Arena, The (CFLC)

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Don Alvardos (WTMJ)
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 Quixote (WJZ)*
Don Winslow of the Navy (NBC)
Donald McGibeny (WMAQ)
Donna and Rita (KFH)
Donnez-moi une chance (CKAC)
Donnie and His Uke (KVGB)
Don't Apologize (KWLK)
Don't Be Swindled (KMOX)
Don't Cheat Uncle Sam (KTBS)
Don't Forget (NBC)
Don't Have An Accident (WRGA)
Don't Let Your Accident Happen (WIBX)
Don't Look Now (WCLE)
Don't Miss It (KVI, WBRC)
Don't You Believe It (KFRC)
Doodlebug, The (KXRO)
Doodle-Bugs, The (CHAB)
Doodlers, The (CKMO)
Door to the Moon (KOIN)
Door with 88 Keys, The (WGBI)
Doorways to Yesterday (KGO-KPO)
Dootlesockers, The (WJZ)*
Dope from the Dugout (KMOX, WSAI)
Doric Quartette (KGO-KPO)
Doring Sisters (WENR)
Doris Hare, The Piccadilly Hill Billy (NBC)
Dorothy and Don (KTSA)*
Dorothy Dix Dramas (WHAT)*
Dorothy Godwin Reviews Books (KMOX)
Dorothy Gordon Presents (NBC)
Dorothy Melton (WJEJ)
Dorothy Melvine's Charm Mirror (WAAB)
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 (KRKD)
Dot's Musical Dashes (WOPI)
Dottie and Bill, the Married Melodists (WGY)
Doty Didoes (WMIN)
Double-Barrelled Dinner Dance (WIBU)
Double Everything (CBS)
Double in Stars (WCFL)
Double 13 Night Club (WBNS)
Double Trouble (KROY, WSBT-WFAM)
Doubling in Ivory (KOY)
Doubt If You Must (CKBI)
Doughboys (WBAP)
Doughnut Danny (WSBT-WFAM)
Douglass Players, The (WLTH)
Dougout Dope (WBBM)
Down a Country Road (WTMJ)
Down a Long, Long Trail (WSTP)
Down at Grandpa's (WLS)
Down at Otto's (WCLO)
Down at Pappy's (KFPY)
Down at the Ritz (KSFO)
Down-Beat (KCKN)
Down by Emil's (WDWS)
Down by Herman's (WISN)
Down Cahokia Trail (WTMV)
Down Happiness Lane (KDYL)
Down Home Melodies (WDZ)
Down Homers (WHB)
Down in Cherry Valle (WICA)
Down in Front (WFBM)
Down in Possum Hollow (KGNO)
Down Melody Lane (KWOS, WSUN, WHAM, WGY, WAAW, WSPR)
Down Memory Lane (WEED, WHJB, WBS, WBZ-A, CJRC)
Down Old Melody Lane (WWL)
Down on the Farm (WCCO, WFAA, WSAZ, WBZ-A)
Down Radio Lane (WCOP)
Down Sisters, The (CFCY)
Down South (WRUF)
Down Story-Book Lane (WJJD)
Down the Air Lanes (WHBF)
Down the Bay (WNEW)
Down the Fair-way (WOW)
Down the Field (WOWO, WGL)
Down the Gypsy Trail (WGY)
Down the Midway (WSB)
Down the Mississippi (KLZ)
Down the Trail to Albuquerque (KOB)
Down the Years (WICC)
Down Through the Ages (KXL)*
Down Tune Avenue (WHBQ)
Down Yonder (WBT)
Downtown Cowboys (WHEC)
Downtown Quarterback (KTUL)
Doyle Newspaper of the Air (WHAM)
Doyle Police Stories (WHAM)
Drama Behind the Headlines (KRKD)
Drama Group, The Southwestern (KNOW)
Drama Guild, The KDFN (KDFN)
Drama Hour (KGO-KPO)
Drama in Rhythm (KFBS)
Drama in the News (WTMJ, WJJD)
Drama of Electricity (WSAY)
Drama of Life, The (WTOC)
Drama of the Highways (WAZL)*
Drama of the Skies (CBS)
Drama Thru the Ages—WPA Radio Theatre (WQXR)
Dramalogue, The Charis (NBC)
Dramas (WEBR)
Dramas in Ink (WAAT)
Dramas of Destiny (WOKO)
Dramas of Life (KGEZ, MacG)
Dramas of Science (WCAU)
Dramatic Club, The WSVA (WSVA)
Dramatic Episodes (WRUF)
Dramatic Fantasies (WHK)
Dramatic Guild (WKY)
Dramatic Guild, The Public School (WMEX)
Dramatic Guild, The WDBJ (WDBJ)
Dramatic Guild, The WGRC (WGRC)
Dramatic Guild, The WOPI (WOPI)
Dramatic Interlude (KWK)
Dramatic League of Radio, The (WBRC)
Dramatic Medley (CKWX)
Dramatic Moments (WOKO, WWJ, WNYC)
Dramatic Moments in History (WHA)
Dramatic Secrets (KSO)
Dramatic Snapshots (WHN)
Dramatization of the States (WGN)*
Dramatized Court Cases (WDAS)
Dramelodies (KFRC)

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Dream Avenue (KMOX)
Dream Awhile (WTJS)
Dream Awhile with Dorothy and Glenn (KGNF)
Dream Ballroom (KELA)
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)
Dream House (KOY, WAPI, CKCD)
Dream House, The Hayes-Lucas (KROC)
Dream Idylls (WCOL)
Dream Island (CJRC)
Dream Journeys (KVOR)
Dream Melodies (CHRC, KELA)
Dream of Love (WSGN)
Dream Peddler (WBRB)
Dream Pictures (NBC)
Dream River (WCLO, CKCW, KELO)
Dream Road, The (KFYR)
Dream Serenade, The (WHAS, WOMT)
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)
Dream Vendor (KMO, WNLC, WAPO)
Dream Weaver, The (KLZ, KMPC, KWTO)
Dream Weaver and His Romantic Violin, The (WBTM)
Dreamer, The (CKWX, WCPO, WMCA, KMPC, WMSD)
Dreamer of the Keys (WCOP)
Dreamer's Haven (WGBI)
Dreamers of Dreams (WWSW)
Dreamers' Rendezvous (WBTM)
Dreamer's Serenade (WTJS)
Dreamin' Time (WGY)
Dreaming and Wishing (KPDN)
Dreamland (CJAT)
Dreamland Adventures (WDBO)
Dreammaker's Studio (CBS)
Dreams (WCOA, WKY)
Dreams Come True (NBC)
Dreams for Sale (WWVA, KABC)
Dreams in the Desert (KOY)
Dreams of Hawaii (WEST)
Dreams of Long Ago (NBC)
Dreamship, The (WGN)
Dreamy Melodies (WWL)
Dress Circle (KGO-KPO)
Dress Parade, The (CKPR)
Dress Rehearsal (WJZ)*
Dressing Up the News (WMBD)
Drew Time (WHN)
Drifters, The (KBST, WNEW)
Drifting and Dreaming (WVFW)
Drifting Pioneers (WLW)
Driver Training (WCLE)
Drivers' School of the Air (WJBK)
Drugstore Cowboys (WBZ-A)
Drum Major, The (KIDO)
Drum Major Parade (CJRM)
Drum Major Presents, The (CKBI)
Drums (MWR, KHJ)
Drums of Africa (KNX)*
Drums on the Congo (KXBY)
Duane and Sally (KOIL)
Duane Osborn at the Piano (KVOR)
Ducks Unlimited (CJRC)
Dude Ranch (KGVO, KNX WSAI, KTSA, KFPY, WDZ)
Dude Ranch Jamboree (KQV)
Dude Ranch Nights (WHLB)
Dude Rancher (KFBI)
Dude Ranchers, Hank's (KFRU)
Dudes of the West (KORE)
Dudley Radio Carollers (WAAB)
Dugan and Daley (KFWB)
Dugout Doings (WISN)
Dugout Dope (KROY, WBBM, WDSU)
Dugout Dope, Walt Lochman's (KMBC)
Dugout Interviews (WTCN, WAPO, WCLE)
Dugout of the Air (WQAM)
Duguette's Orchestra (CFLC)
Dukes of the Yukes (WINS)
Dunkers' Association (KTSA)
Dunkers' Club, The (WHIO, WJIM, WRDW, WJR, WMBR, WMMN)
Dunker's Delight (WPAY)
Dunking Debate (NBC)
Dunstedter's Swing Session (KMOX)
Durnil's Lady in Blue (KBIX)
Dusk in Dixie (WBZ-A)
Dustin' the Fiddle (KMA)
Dusty Pages (CBS)
Dutch Masters (WDAF)
Dutch Treat, A (WIBO)*
Dwarfies Jamboree (KMBC)
Dwellers in the Desert (KTSM)
Dynamic Detroit (WJR)
Dynamic Twins (WKY)

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Ear by Ear (WDZ)
Ear Tests (MWR)
Earaches of 1937 (CBS)
Earaches of 1939 (KGER)
Earbenders (NBC)
Earful of Music (KSOO)
Earl and Ray (KVGB)
Earl Kahn's Syncopators (WCAO)
Earle Lawrence Serenade (NYBS)
Early Bird (KFXD, WHN, CKCL, KORE, WBNY, WELL, WHN)
Early Bird Club (KFXM)
Early Bird Get-Together (WAVE)
Early Bird Melodies (KOL, WAAT)
Early Bird Musical Clock (WGY)
Early Bird Program (WCOL, KFXD)
Early Birds (WPAY, KSLM, WFAA, KIDW, WFLA, WSGN, KGQ, KUJ, KONO, KWK, WOAI, KGB, CFCY, KHQ, KFAB, WCKY)
Early Birds, The KAST (KAST)
Early Birds of 1938, The (KFXM)
Early Bookworm (CBS)
Early Christmas Mailing (WTAG)
Early Christmas Program (KFUO)
Early Edition (KLZ, KMOX, WTHT)
Early Express (WSAI)
Early Morning Auctioneer, The (WEBQ)
Early Morning Dancing Party (WELI)
Early Morning Frolic (CKLW)
Early Morning Jamboree (WHAS)
Early Morning News (CBS)
Early Morning Time Clock (KDLR)
Early Morning Varieties (KIDO)
Early Rise, The (WRAK)
Early Riser (KRKD, WPTF)
Early Risers (WTNJ, WJAX, WJAS, WISN, WVFW)
Early Riser's Breakfast Club (KMA)
Early Risers Club (WKY, KFEQ, KLZ, WSBT, WFAM, WEBC, WMCA, WEED, WGTM, WSOC, KLZ)
Early Risers' Club—Jim Grouch (WNEW)
Early Riser's Program (WOPI)
Early Risers' Roundup (WHAS)
Earlybird Varieties (KONO)
Earnest Hauser and His Orchestra (WOAI)
Earth Incorporated (NBC)
East of Cairo (NBC)
East Side Entertains (WLTH)
East Texas Sun Dial (KFRO)
Easter Basket (WMBD)
Easter Parade (WMCA, WRDW, WEAN, CKCD)
Easter Sunrise (KFUO)
Easter Varieties (KAST)
Easy Aces (KMBC)
Easy Chair Boys (WESG)
Easy Chair Melodies (KBTM, WSPR)
Easy Chair Review (WHB)
Easy Home Decoration (KHJ)
Easy Hour (WALA, WBRC, WGPC)
Easy Melody (KGO-KPO, KDYL)
Easy Money (WPG)
Easy on the Ears (WHBQ)
Easy Problem Made Hard (WAAW)
Easy Rhythm (KWLK)
Easy Songfest (WDAF)
Easy to Remember (KFYR, WDNC, KABR)
Eat Out Month (KMAC)
Eb and Zeb (MacG)
Ebeneezer Whippletree (CJRC)
Ebony and Ivory (WHIO)
Ebony and Ivory Studies (KSD)
Ebony and White (CKX)
Ebony Elephant (WMCA)
Ebony Review (KGVO)
Ebony Twins (CBS)
Echo Quiz, Bruckner's (KARM)
Echoes (KTAR)
Echoes and Recollections (WFAA)
Echoes at Eventide (WOAI)
Echoes from Erin (KGVO)
Echoes from Foreign Lands (WKOK)
Echoes from Havana (WCEL)
Echoes from Hawaii (WCHV)
Echoes from History (CFRB)
Echoes from Overseas (CFRN)
Echoes from Paris (CHRC)
Echoes from Sweden (CJOR)
Echoes from the Bandstand (WGH)
Echoes from the Lorelei (WEBR)
Echoes from the Music Room (WBZ-A, CJRC)
Echoes from the Opera (WBIL)
Echoes from the Orchestra Pit (KGO-KPO)
Echoes from the Pacific (WPHR)
Echoes from the South (WKBN)
Echoes from the Stage (CJGX)
Echoes from the Theatre (WBZ-A)
Echoes of Broadway (WJIM)
Echoes of Erin (WJAY)
Echoes of Harlem (WBNX)
Echoes of Hawaii (WRUF)
Echoes of Italy (WJAS)
Echoes of Light Opera (KWBG)
Echoes of New York Town (NBC)
Echoes of Poland (WAAT)
Echoes of Portugal (WORL)
Echoes of the Argentine (WBZ-A)
Echoes of the British Empire (CKWX)
Echoes of the Classics (WIND)
Echoes of the Evening (KSD)
Echoes of the Gay Nineties (WGH)
Echoes of the Islands (KFXJ, WFAM)
Echoes of the Masters (CBL)
Echoes of the Opera (NBC)
Echoes of the Organ (KRE)
Echoes of the Orient (NBC)

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Echoes of the Palisades (NBC)
Echoes of the Past (KVEC, WCSC, WPG)
Echoes of the Screen (KFRO)
Echoes of the Stage (KOL, WSB)
Echoes of the Twenties (WIP)
Echoes of the Valley (KTKC)
Echoes of the West (KANS)
Echoes on the Trail (WNBF)
Echos Viennois (CJBR)
Eclectic Half Hour (WNEW, KORE)
Eco de Mexico, El (KFVD)
Economic History of the U. S. (WILL)
Economy Headlines (WBRC)
Economy Kitchen (WKRC)
Economy Notes (WWVA)
Ecstasy (WOR)*
Ed Mason's Office (KFRU)
Eddie and Fannie's Grab Bag (WBBM)*
Eddie Dooley's Last Minute Football News (NBC)
Eddie McKee at the Keys (KTOK)
Eddie Younger and His Mountaineers (NBC)
Edgar Guest (NBC)
Edison Friendly Kitchen (WEEI)
Edison Pioneers (NBC)
Edited for Women (WNEW)
Edith Cooke's Women's Exchange (WMCA)
Edith Littlejohn and Her Taps (WSOC)
Edition of the News, The KLO (KLO)
Editor of the Air (KFVD, KMTR)
Editor Says, The (WHP)
Editor Speaks, The (WSPD, WMCA, WHP, WPAY)
Editorial Comment on News of the Week (KORE)
Editorial Comment on the News (WTMV)
Editorial Hour (WSB)
Editorial Readings (KFUO)
Editorially Speaking (WBIL, WOV)
Editorials from Illinois Newspapers (WILL)
Editorials of the Air (MWR)
Editorials of the Week (KELA)
Editor's Daughter (WBBM)*
Editor's Spotlight (WTCN)
Edmonton on Its Way (CFRN)
Edna Hollers Stopper (WHBQ)
Edna Wallace Hopper (NBC)
Edna's Pin Money Club (KGGC)
Education at the Crossroads (KGO-KPO)
Education in the News (WFAS)
Education of the Adult (WFAA)
Education Today (KGO-KPO)
Educational Forum (WOI)
Educational Keynotes (WCAP)
Educational Objectives and Aims (WRVA)
Educators' Discussion (KGA)
Edward Ramblers, The (NBC)
Edward Werner's Variety Parade (WXYZ)
Edward's Juvenile Hour (WSYR)
Edwin C. Hill as the Spectator, Realsilk Program with (NBC)
Eefie McDuff and His Mountain Boys (WJIM)
Eight Bells and All's Well (WIP)
Eight Men, The (WFAA)
Eight o'Clock Revue (WJZ)*
Eight Sons of Eli (CBS)
Eight Thirty Revue (WTMV)
Eighteenth Street (WAPI)
88 Notes in Rhythm (KYW)
800 (WAIM)
880 Alarm (WGBI)
880 Varieties (WGBI)
Eileen & Bill (NBC)
Eileen Bird and Her Woodchucks (WWL)
El Pasco Presents, The (KDB)
El Toro Week-End Review (NBC)
Elaine Tavlor's Organ Melodies (KGVO)
Elder Henry and His Congregation (WCHV)
Elder Michaux and His Church of God (WJSV)
Electric Hour, The (KGMB)
Electric Kitchen of the Air (WOW)
Electric Music (KTAT)
Electric Organ Moods (KFRO)
Electric Organ Specialties (KFRO)
Electric Show of the Air (WPHR)
Electric Swing (KABC)
Electricity Speaks (WEBC)
Elementary School of the Air (WBNX)
Elevated Rhythm (CJIC)
Eleven Club (KIDW)
Eleven O'Clock Players (KMPC)
Eleven Sixty Club (WWVA)
Eleven Years of Progress (WBRC)
Eleventh Hour, The (WCSH)
Elinor Harbrik (KFIZ)
Elizabeth Carrington (WCAO)
Elizabethan Drama (FTRD)
Elk Stocking Fillers (KVI)
Ella Plays Your Favorites (WORL)
Ellinwood Enterprises (KVGB)
Elliott Sisters (NYBS)
Elmer Goes Hollywood (KNX)*
Elmira Coal Program (MWR)
Elois and Swing Four (KVOO)
Em and Clem (KGER)
Embarrassing Moments (WNEW)
Embassy Club (WHB)
Embassy Five Orchestra (WSUN)
Embers (WJR)
Embers of Friendship (WDAF)
Emerald Rhythm Revue (KORE)
Emilie Goes to Market (KRE)
Emmaline and Easy (WGY)*
Emmy and Ezra (WGAL)*
Emory and Hiram (WAPI)
Emory Men Who Made History (WSB)
Empire Builders (WGAR)
Empire Ensemble (WABY)
Empire Varieties (CJRC)
Empires of the Moon (WENR)
Employees Show of 1939 (NBC)
Employment Forum of the Air, The (KRE)
Empty Success (KGNO)
En Dinant (CJNR)
En El Bello Rio Grande (KPAB)
En Roulano Ma Boule (CBF, CBM)
Enchanted Cottage (WBNX)
Enchanted Hour (KCKN, CHLT)
Enchanted Isle (KONO, WEMP)
Enchanted Organ, The (CHRC, CHNC)
Enchanted Strings (CKCL)
Enchanting Hour, The (WORC)
Enchantment (WTAG)
Encore of Yesterday (WCAU)
Encores (WTIC)
Encores and Epitaphs (WNEW)
Encores in Poetry (WAAT)

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Encores of the Week (WNEW)
Encores of Yesterday (CBS)
Endires Hawaiian Music (KFIZ)
Engagement Book, The (WELL)
Engagement Book, Your (WSBT-WFAM)
Engineer, The (WCFL)
Engineering Milestones (WFAA)
English As She Is Spoke (KGO-KPO)
English Coronets (KFWB)
English Music Hall Revue (CHAB)
English Themes (WOI)
Englishman Tours America, An (NBC)
Enid to the Front (KCRC)
Enigmas Policieres (CHCV)
Enjoying Your Leisure (WHA)
Ensemble, The (CFCF)
Ensemble Moods (WESG)
Ensemble Symphonique (NBC)
Entertainers (KGO-KPO)
Entertainers, The R & R (NBC)
Entertainment Guide (CFCO)
Entertainment Time (WWSW)
Entre Nous (CBS)
Envoys of Melody (WJR)
Epic of America, The (WOR)
Epicureans (WAAT)
Epilogue, The (WBAX)
Erev Shabboth (KYA)
Erlu Neese, Songs (WBIG)
Ernest Kehr (WINS)
Ernie Anderson and His Orchestra (KIUP)
Ernie Smith's Sportlite (KYA)
Escorts and Betty, The (NBC)*
Eskimo Club (WCAD)
Eskimos, The Clicquot Club (NBC)
Esmeralda's Home Frolic (WMC)
Esmereldy's Party (WMC)
Espanol (KYA)
Esperanto School (WHK)
Essays from Real Life (WHEB)
Essays in Music (CBS)
. . . et Son Orchestra (CJBR)
Eta Alpha Programma (WDRC)
Etchings (WFAA)
Etchings in Black and White (WJJD)
Etchings in Ivory (WMT)
Eternal Question, The (NBC)
Ethel and Ben (WGAR)
Etiquints (KGO-KPO)
Etude in Swing (KEHE)
Eugene O'Neill Play Cycle (NBC)
Europe Is a Powder Keg (WNEW)
Europe Since 1871 (WILL)
Evangel in Song (WHJB)
Evangelist Quartet (WFAA)
Evelyn and Her Noveleers (WFAA)
Evelyn, Jack and Ivan (WFAA)
Even as 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 (KMBC)
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 (WEW)
Evening in Naples (WAAT)
Evening in Old Virginia (WRVA)
Evening Interlude (WHP)
Evening Meditations (WTJS)
Evening Melodies (KWBG, WHB, WHBC)
Evening Melodists (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, KFH, WGPC)
Evening Revue (WTAG)
Evening Salon (KGO-KPO)
Evening Scrapbook (KMPC)
Evening Serenade (KFH, WBOW, WCFL, WSPA, KMOX, KSFO, WHLB, WRUF, WPHR, IBS, KMBC, WREN, WFIL, KVOO, KDKA, WCKY, WDBJ, WJBK, WPIC)
Evening Serenaders (WCOL)
Evening Sports Review (WDEV)
Evening Star (WDBO, CJCA)
Evening Stars (CJOC, WDNC)
Evening Swing Time Serenade (WGTM)
Evening Tatler (WEEI)*
Evening Time Signals (NBC)
Evening under the Stars, An (WBRY)
Evening Varieties (WMFF)
Evenings with Papa Haydn (CBS)
Evensong (WHAM, CFRN, WDBO, CRS, KTHS, WCLO, WMC, CKCD)
Eventide (KABR, KGGF)
Eventide Echoes (CJRC)
Eventide Reflections (KWTO-KGBX)
Eventide Serenaders (WWL)
Events and Circumstances (NBC)
Ever as You and I (WISN)
Evergreen and Tinsel (KDKA)
Evergreen Empire on Parade (KOL)*
Evergreen Program (NBC)
Every Day Devotions (KWK)
Every Man a King (KJR)*
Every Man's Boy (KVOO)
Every Man's Palace (KGO-KPO)
Every Night at Eight (KONO)
Every Nite at Seven (CHSJ)
Every Sunday 3-4 p.m. (KGCU)
Every Woman (WBBM, WCPO, KGO)
Every Woman's Hour (KGNC)
Everybody Dance (WHN, CHAB)
Everybody Likes Credit (KLZ)
Everybody Sing (WHBQ, WAIM, KGO-KPO, KDYL, KGW-KEX)
Everybody Wins (KOIN)
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 (WCPO)
Everybody's Opinion (KFPY)
Everybody's Program (CBO)
Everyday Beauty (NBC)

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Everyday Happenings (WMBH)
Everyday Heroes (WCAE, WSB)
Everyday House (KRNT)
Everyday Religion (KFJB)
Everyday Words—Helen Hardin (WGN)*
Everyman's Palace (KPO)
Everything Stops for Tea (KOVC)
Everything's O.K. (CFCY)
Evolution of Economic Thinking (WNYC)
Excerpts from the Opera (CJCA)
Exchange Bank Presents (WFOY)
Exchange Club (KMOX)
Exciting Moments in the History of Old New Orleans (WWL)
Exclusive (KLO)
Exclusively for You (WWSW)
Exercise and Applesauce (KGO-KPO)
Exercise and Live (KDYL)
Exeter Bell Hops, The (KOL)
Exits and Entrances (CBS)
Ex-Libris (WDNC)
Experience of a Million Men (KFWB)*
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 (WHA)
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 (KSFO)
Exposition Stroller (KGO)
Express Isle Royale Broadcast (WEBC)
Ex-Rays of Trenton (WTNJ)
Exterior Decorator, Your (WHIO)
Extra Pair, The (KVI)
Eye-Closer (WSJS)
Eye Opener, The (WBBC, WHBH, WESG, KGNC WHN, WSJS, WMBD, WWVA, KRSC, KTAT, 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 (WFBR)
Eyelights in Music (KELA)
Eyes Front (WGAR)
Eyes Have It, The (WHEC)
Eyes in the Dark (WMBI)*
Eyes of the Community (WCOP)
Eyes of the Eagle (WHN)
Eyes of the World (KOIN, 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)

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, WCOP, CKCW, WWVA)
Facts and Fashions (WADC, WCLS)
Facts and Fiction (KFAM)
Facts, Foods and Fancies (WGPC)
Facts, Foods and Fashions (WTAD)
Facts for Feminine Ears (KVOO)
Facts for Inquiring Minds (KFXD)
Facts for Madame (KWLK)
Facts, Not Fables (CHAB)
Facts of Life, The (WJEJ, KFH)
Facts Worth Knowing (KFUO)
Facts You Ought to Know (CFRN)
Faculty Club (WCFL)
Faculty Forum (WACO)
Fads and Fancies (WSAY)
Fads, Facts and Fancies (KCKN)
Failures and Adjustments in Marriage (WBBC)
Fair Freight Rate Forum (WAPI)
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 (WDAE)
Familiar Melodies (CJCA)
Familiar Melodies Presentation (KFH)

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Familiar Songs (KGO-KPO)
Family Advisor (CFCO)
Family Album (KGO-KPO, WFBR, WWVA, WSAY)
Family Album of Music (WHN)
Family Album of Song (KMBC)
Family Album of Songs (WHN)
Family Almanac (WMBD)
Family Altar (WHJB, WDGY, IBS, WMFD, KDLR, CFJC, KGFJ, KRKO, WMMN)
Family Altar of the Air (WDBO)
Family Circle (KFWB, WBZ-A)
Family Circle Hour (KGER)
Family Club, The Tydol (WGY)
Family Cook Book (KGO-KPO)
Family Counsellor, The (WMIN)
Family Counselor (WOR)*
Family Doctor, The (KIRO, KOL, CFRB)
Family Fireside (WATL)
Family Friend, The (WBIL)
Family Frolic, The (WAPI, WFBR)
Family Fun (CBS)
Family Gathering (KFVS, WNBR, CHRC)
Family Goes Abroad (NBC)
Family Guide Post (WAVE)
Family Man, The (WTMV)
Family Night with Horace Heidt (NBC)
Family Nurse, The (CBS)
Family of the Nations (CBS)
Family Parlor, The (KUOA)
Family Party (WHJB, KDKA, WMC)
Family Party, The General Motors (NBC)
Family Party, The WOW (WOW)
Family Pocketbook, The (WGN)
Family Prayer Time (KOY)
Family Robinson (KGO)*
Family Theatre, The (CFCF)
Famous Actors Guild (NBC)
Famous Acts of the American Theatre (NBC)
Famous American Women of Yesteryear (WFIL)
Famous and Favorite (WORC)
Famous Artists at King Cole's Court (CHNS)
Famous Artists on the Air (WDRC)
Famous Babies (CBS)
Famous Ballads (WHO)
Famous Cases of the FBI (WAPO)
Famous Composers (WBZ-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 (WTCN)
Famous Mistakes in History (KGFJ)
Famous Music (KFXD)
Famous Music by Famous Bands (KFOR)
Famous Musical Evenings (CBS)
Famous Names (KRSC)
Famous Pennsylvania Women of Yesteryears (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 (FTRD)
Famous Songs and Singers (CKBI)
Famous Songs and Their Stories (WMFJ)
Famous Stories (KMPC)
Famous Violins (NBC)
Famous Vocalists (CFAC)
Famous Voices (CJOR)
Famous Women (KFUO)
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)
Far Horizons (WFDF)
Farewell Blues (WINS)
Farm and Family Forum, The Auburn (WAPI)
Farm & Home Almanac (CJCS)
Farm and Home Builders (WGRC)
Farm and Home Forum (KRBC, CFRN)
Farm and Home Hour (KABR, WPHR, WMAQ WTIC)
Farm and Home Hour, The Canadian (CKNX)
Farm and Home Hour, The KFAB (KFAB)
Farm and Home Hour, The Mid-South (WMC)
Farm & Home Hour, The WHBB (WHBB)
Farm and Home Hour, The Western Ontario (CFCO)
Farm and Home Program (WHBB)
Farm and House Hour (WSPA)
Farm Bulletin Program (WBTM)
Farm Bureau Briefs (WDZ)
Farm Bureau Forum and News (KRNR)
Farm Business Half Hour (KSAC)
Farm Community Program (CBS)
Farm Council (KPDN)
Farm Dinner Concert (WAAW)
Farm Facts and Music (KVOO)
Farm Features, The WBT (WBT)
Farm Flashes (KGB, WBNX, WSBT, WFAM, KABR, KWTN, KSOO, WGAR, KMOX)
Farm Folks, The Fels (WBOW)
Farm Folks Frolic (CHML)
Farm Forum, The (WGY, MWR, KFAM, WXYZ)
Farm Friends (WFMD)
Farm Frolic, The (KFVS)
Farm Front (WQDM)
Farm Front News (WOW)
Farm Hints (WBAL)
Farm Hints from Farmer to Farmer (WBT)
Farm Hour (KSAC, KWJJ)
Farm Hour, Illinois (WILL)
Farm Hour, Northwest's Greatest (WDGY)
Farm Hour, The Dane County (WIBA)
Farm Hour, The Saskatchewan (CJRM)

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Farm 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, WKST)
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)
Farmer's Forum (WSAY, CJGX, WLS)
Farmer's Friend (KONO)
Farmer's Guide, The (WSPD)
Farmers Home Frolic (KVOR)
Farmer's Hour (KFBB, 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 (KHQ, KFJZ, WTAD, 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)
Fashionaires, The (CBL)
Fashionette (WIND)
Fashions about Town (WHBC)
Fashions and Fancies (KORE)
Fashions and Figures (NBC)
Fashions and Thrift (WGH)
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, Gately'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 (WTOL)
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 (WCBS)
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 (KRKD)
Federal Show Window (WOL)
Federal Theatre of the Air (KRKD)
Federal Theatre Players (KYA)
Feed Facts (KPDN)
Feed Store, Hiram Horn's (KFEQ)

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Feeding a City (NBC)
Feeding Forum, Fred Farnum's (KOBH)
Feeling the Public Pulse (CBS)
Fehr Sisters, The (KRMC)
Fehr's Players (WOAI)
Feld Sets the Stage (KCKN)
Fellowship Club (KGDE)
Fellowship Forum, The (WICA)
Fellowship Haven (KWJJ)
Fellowship Hour (WHDL, KFBI, WINS, WNEW)
Fellowship Program (CJRM)
Femina (CBF)
Feminine Angle, The (KFJZ)
Feminine Domain (KSLM)
Feminine Fancies (KHJ,
Feminine Forum (KIRO) CHAB, KFRC, WGBI, KCKN)
Feminine Hour Glass (WTOC)
Feminine Newsflashes (WCCO)
Feminine Profile (WEBC)
Feminine Side, The (KIRO)
Feminine Viewpoints (WJAS)
Feminine 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 Kindervinkle (WLTH)
Fiat Funsters (KGU)
Fibber McGee & Co. (NBC)*
Fibber McGee and Molly (NBC)
Fictitious Football (WWSW)
Fiddiliana (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 (KNX)
Fiesta Doings (KONO)
Fiesta Time (KFRC)
15 Good-Will Minutes (WVFW)
1500 Kilocycle Dance Parade (KDB)
15-Minute Mysteries (WOR)*
Fifteen Melodies in Fifteen Minutes (WLAW)
Fifteen Minutes Between Two Good Programs (KASA)
Fifteen Minutes in the Nation's Capitol (NBC)
Fifteen Minutes of Fun (NBC)
Fifteen Minutes of Melody (KWYO)
Fifteen Minutes with Magazine Readers (KRE)
Fifth Avenue Fashions (NBC)
Fifth Avenue Gossip (KRMC)
Fifth Ave. Knights (NBC)
Fifth Estate (WESG)
Fifty-Fifty (KSRO)
Fifty Flying Fingers (KFOR)
50 Yard Line Review (WJR)
Fifty Years a Chambermaid (NBC)
Fight 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 Melody Mysteries (WELI)*
Filmarte Fantasies (KGFJ)
Final Edition (IBS, KGIW, WPIC)
Final Edition with Tex De Weese, The (KPDN)
Final Market Review (KFRU)
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 (CKBI)
Fingers and Keys (WSAZ)
Fingertip Fantasies (KDKA)
Finicky Program (KGDE)
Finn and Hattie (CKLW)*
Finnish-American Hour (WICA)
Finnish Lutheran Hour (WICA)
Finnish News (WEBC)
Finwald (WMBC)
Fire (WBZ-A)
Fire Chief's Uncle (WEAF)*
Firelight Fantasy (KGCX)
Fireman Club, The (WKRC)
Fireside and Home (KGHI)
Fireside Bible Study (KORE)
Fireside Chats (KFXD)
Fireside Circle (WLLH)
Fireside Concert, The (KGEZ)
Fireside Dramas (KRE)
Fireside Fairytales (KFWB)
Fireside Fancies (WBAX)
Fireside Fantasies (KABR, WMT, WOR)
Fireside Fantasy (KGO-KPO)
Fireside Forum (WQDM)
Fireside Frolic (WIBU)
Fireside Group, The (WELL)
Fireside Hour (KGW-KEX, WBOW, KABC, KMA)
Fireside Hour, Huntley's (WBIG)
Fireside Informalities (KELO)
Fireside Interviews (WADC)
Fireside Legends (NBC)
Fireside Melodies (KSL, WOMT, WTIC)
Fireside Memory Hour (WWSW)
Fireside Party (WLS)
Fireside Philosopher (WHIO, WJAX)
Fireside Program (CKAC)
Fireside Quartette, The (WTMJ)
Fireside Recitals (NBC)
Fireside Reflections (WPAY)
Fireside Reveries (WGH)
Fireside Salon Orchestra (KFBB)
Fireside Singers (NBC)
Fireside Trio (KOVC)
Fireside Varieties (KOVC, 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 (WCFL)
First Noel, The (WLAC)
First Offender, The (WELI, WICC)
First on Your Dial (WQAM)
First Person Singular (CBS)
First Prize Jamboree (WOR)*

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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 (WCSH)
First Radio Parish of Aroostook (WAGM)
1st Section Shoppers' Special (KCRC)
First Timers (WWVA, KMBC)
First Timers Broadcast (WCSC)
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 Fair (WFBR)
Fishing Fantasies (WISN)
Fishing Flashes (WOR)
Fishing Fool (KFSO)
Fishing in the Blue (WJNO)
Fishing News, Thurnionds' (KRMD)
Fishing Pals (KMTR)
Fishing Reporter, The (CFCF)
Fishing Time (WORL)
Fishing Time with the Metropolitan Angler (WORL)
Five Aces, The (KWKH)
5-Alarm Fun (KELO)
Five Ambassadors (KWTO)
Five Arts (CBS)
Five Cards (KGO-KPO)
5 Chefs, The (KMPC)
Five Fifty-Five Special (KOIN)
Five Hours Back (NBC)
560 Club (WIS)
Five Jokers of Jazz (WKY)
Five Men and a Miss (KLPM)
Five-Minute Bible Test (KFUO)
Five Minute Mysteries (TH)
Five Minutes (KTSM, WEAU)
Five Minutes in Hollywood (WQDM)
Five Minutes of Fact (WHB)
Five Minutes with Radio Stars (WDRC)
Five O'Clock Fables (KTHS)
Five O'Clock Flash (KOIN)
Five O'Clock Fun (KXBY)
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, WSAU)
Five Star Final Sports Parade (WMC)
Five Star Jones (NBC)
Five Star Revue (KMOX, WTAR)
Five Star Theatre (NBC)
Five Strings, The (WBlG)
Five Texans (CKCR)
5:30 Club (WAAT)
Five-Thirty Request Club (WAAT)
Flagship, the Justrite (WLVA)
Flame Fighters (WHN)
Flanagrams (WBBM)
Flapperettes (WHB)
Flash Delivery (WLAC)
Flash Gordon (WBS)
Flash News from Yesterday's Press (KGU)
Flashbacks of History (WOWO-WGL)
Flashes of Fashion (WAPI)
Flashes of Life (WMIN)
Flashes of Truth (WMEX)
Flat Foot Floogie Club, The (WSGN)
Flax Schutchers (WHJB)
Flicker Flashes (KMOX, WMC)
Flight in Swing (WDNC)
Flint Today (WFDF)
Flirtations (KGO-KPO)
Floor Show (KYA, CRS)
Floral Patterns (WAPI)
Florally Speaking (KGW-KEX)
Florence George (WENR)
Florence Rangers (WBZ-A)
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 Beautiful (WRUF)
Florida's Original Cowgirl (WJNO)
Flower & Garden Man (WHB)
Flower Club of the Air (KFXR)
Flower Girl, The (WATL)
Flower Lady (KFNF)
Flowers for Madame (WMBH)
Flowers for the Living (WMBH)
Flowers You May Grow (KTAR)
Floyd Gibbons (NBC)
Flufferettes (WNAC)
Fly Dope (KANS)
Fly Swatters, The (KMMJ)
Flychasers, The Flyosan (NBC)
Flyin' High (KGHF)
Flying Americans (KTAT)
Flying Arrow Ranch Bunkhouse Jamboree (WDAY)
Flying Club, The Newhio (WHIO)
Flying Dutchmen (WLW)
Flying Family, The (NBC)
Flying Feather Ranch (KTSA)
Flying Fingers (WTAM, KGO-KPO, WKRC)
Flying Fingers—Louis Bray (WORL)
Flying Goose, The (KIDO)
Flying Priest, The—Rev. Paul Shulte (WHAZ)*
Flying Red Horse Review (WGY)*
Flying Reporters, The (WMBC, KPPC)
Flying School of the Air (WORL)
Flying Time (WENR)
Fo'cstl Melodies (KHJ)
Foley Family, The (WBRY)
Folgeria (KHJ)
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 Worth Knowing (WKY)
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 (KGHI)
Follow the Leader (WHBQ)
Follow the Moon (NBC)
Following Congress (WHA)
Following Huskers with Link Lyman (KFOR)
Following the Eagle (WBRC)

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Following the Flickers (CHML)
Following the News (WQXR)
Following the Reds (WSAI)
Fond Recollections (NBC)
Food Expert, The (KVOA)
Food Facts (WMBC)
Food for Thought (KAST, KFUO, KPDN, WPAY, KFRC)
Food Forum, The (CJRC)
Food Forum, Mrs. Chapman's (KSL)
Food Fundamentals (CBS)
Food Magician (KGO-KPO, WAAB, WEEI)
Food Parade (KGNC)
Food Scout, The (WMBH)
Food Scout, The Pickwick (KMBC)
Foods, Facts and Fashions (KFVS)
Foolish Fables (WFAA)
Foolish Questions (WAAF)
Foot Health Clinic, The Swan (WDAY)
Foot Parade (WRDW)
Foot Specialist (CJRC)
Football Dope (WBBM)
Football Flashes (WOAI, KWKH)
Football Forecasts (CBS)
Football Hi-Lites (WOAI)
Football in Rhyme (WATL)
Football Jamboree (CBS)
Football News (WDRC)
Football Parade (CBS)
Football Poll, The Pure Oil (WDNC)
Football Previewer, The WHO (WHO)
Football Prophet (WAAW)
Football Rallies (WBAL)
Football Rally (KGO-KPO)
Football Reporter, The (CBS)
Football Reporter, The Atlantic (WATL)
Football Results and Predictions (CBS)
Football Review (KGO-KPO)
Football Round-Up, The (WAAW, WBNS, WCKY, WHBQ, WJIM, KWKH)
Football School (KGVO)
Football Scoreboard (KGO, WTHT)
Football Scoreboard of the Air (WHO)
Football Souvenir Program (CBS)
Football Special (KGO-KPO, KALE)
Football Sweepstakes (KGB)
Foothills Frolic (CFAC)
Footlight Echoes (WOR)
Footlight Excerpts (WHN)
Footlight Fancies (WBZ-A)
Footlight Fantasies (KGO-KPO)
Footlight Fantasy (KOIN)
Footlight Favorites (WEMP)
Footlight Flashes (WBZ-A)
Footlight Follies (KYOS, CKCW)
Footlight Footnotes (WHP)
Footlight Melodies (WDAE)
Footlight Miniatures (WMCA)
Footlights & Fashions (WIBC)
Footlights and Stardust (WWSW)
Footlights on Parade (WNBF)
Footlites, The Brownbilt (NBC)
Footnotes (WESG, WDAF, WEBC)
Footnotes on Famous Feet (KDKA)
Footnotes on Headlines (NBC)
Footnotes on the Headlines (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 (WAAW)
For Distinguished Service (KFAM)
For Farm Folk (CFPL)
For Farmers Only (WHIO)
For Friends of Music (CBL)
For Gentlemen Only (WOAI)
For Girls and Boys Only (KGO-KPO)
For Ladies Only (WNBX, WGTM, WCOP, WHBF, WSPA, WSGN, WMFD, KGB, KTSA, WRDW)
For Madame (WSJS)
For Men (WNBX)
For Men Only (WJAY, WHN, WOW, KFWB, WLW)
For Mother and Dad (KGHI, KFWB, WHJB)
For Music Lovers Only (KUOA)
For Novelties' Sake (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 (WDAE)
For the Piano (WCPO)
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)
For Women Only, Maxine's (WFLA)
For Women Only—with Miss Sally (KGDE)
For Worriers Only (WMCA)
For You (KTUL, WCLE, WCBS, WHBC, 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 (NBC)
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 (KGHF)
Foremost Safety Club (WMBR)
Forenoon Frolic (KLPM)
Foresome, The Fels Naphtha (WCCO)
Forever Young (NBC)
Forget-Me-Nots, The (KFBI, KGO-KPO)
Forging Ahead with Old Dorge (WGBI)
Forgotten Canadians (CKY)
Forgotten Favorites (CJOC)
Forgotten Headlines (WDAY)
Fort San Program (CHAB)
Fortune Calls (WISN)

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Fortune Stories (NBC)
Fortune's Wheel (KDYL)
Fortunes Washed Away (WLW)
Forty-Five Minutes from Broadway (KGO-KPO)
Forty Flying Fingers (WLOK)
Forty-Niners, The (WEBC)
Forty Winks Club (WEAF)
Forum, The Holy Cross College (WORC)
Forum, The New York Herald Tribune (NBC)
Forum, The Utah (KDYL)
Forum, The WCNW (WCNW)
Forum, The WOR (WOR)
Forum Hour (WOR)
Forum 'n' Again' 'Em (KGW-KEX)
Forum of Liberty (WABC)*
Forum of Public Opinion, The (WKBO)
Forum of the Air, The WHN (WHN)*
Forum of the South (WAPI)
Forum on Character Building (NBC)
Forum String Quartette (WQDM)
Forward America (WINS)
Forward Aurora (WMRO)
Forward Florida (WFLA)
Forward Hour, The (WEVD)
Forward March (KABC, KSAL)
Forward Peoria (WMBD)
Forward with Indianapolis (WIRE)
Forward with Lake Charles (KPLC)
Foundations of Democracy (CBS)
Founding a Nation (NBC)
Fountain of Song (NBC)
Fountain of Youth (WBNX)
Fountain Room (KRMD)
Four Aces, The (KMBC, KVOL, WELL)
Four Arts Forum (FTRD)
Four Barbers (CBS)
Four Blackbirds, The (WORL)
Four Buddies (WKST)
Four Children (KGNO)
Four Clubmen (CBS)
Four Cocoanuts (KRKD)
Four Cords, The (WBIG)
Four Corners Theatre (CBS)
Four Deuces, The (WRVA)
Four Dodgers, The (CJCA)
Four Dots (WMAL)
Four Eleven Alarm (WSBT-WFAM)
Four Esquires, The (KVI)
Four Eye Club, The (WSB)
Four Firemen (WKY)
Four Flats (KMPC)
Four-H Club News (WBT)
4 H Program (KSAC)
Four Hand Piano Recitals (WCAD)
Four Hits and a Miss (KDB)
Four Horsemen (WCCO, CFCY)
Four Houses of Harmony (WHB)
Four in One (WHN)
Four Ink Spots (NBC)
Four Jolly Bakers (KFVS)
Four Men of Rhythm (KWTO)
Four Midshipmen, The (WCMI)
Four Minors, The (WHBF)
Four Modernaires (WLW)
419 Lilac Lane (KRKD)
Four Notes (CKCA)
Four O'Clock Story Lady (WEST)
Four of Us, The (WBZ-WBZA)
Four Pals (KOA)
Four-Part Harmony (WRUF)
Four Provinces Irish Program (WDAS)
Four Queens, The (WEBR)
Four Southern Knights (WDRC)
Four Spades, The (WBRC)
Four Star Frolic (CKLW)
Four Star Hits (WTIC)
Four Star Melodies (KDB)
Four Star Revue, The (KMOX)
Four Strings to Four (WNYC)
Four Studio Jamboree (WDZ)
Four Thousand Leagues under the Sea (MWR)
Four White Mules (WOAI)
4 X Presentation, The (CKCD)
Foursome, The (WDBJ)
1420 Alarmer (WEED)
Fourth Clue, The (KSFO)
Fox Fancies (KFVD)
Foxes of Flatbush (NBC)
Foxy Grandpa Club (KFVS)
Fragments d'Operas (CJBR)
Fragments d'Operettes (CJBR)
Frame of Hits (WHBF)
Francaise (NYBS)
Fran Frey's Frolic (WOR)*
Francaise (WINS)
Frances Alda & Frank Le Forge—Boscul Program (NBC)
Frances Lee Barton (NBC)
Frances Warren (KGKO)
Franciscan Missions (KYA)
Frank and Ernest (KWK)
Frank and Flo (WICC)*
Frank and Gene (WGY)
Frank Buck Program (NBC)
Frank Crumit and the New Englanders (NBC)
Frank Fay Calling (NBC)
Frank Grasso Presents (WFLA)
Frank, The Wrangler (KVGB)
Frank Watanabe (WMAQ)
Frankie and Johnnie (WPHR)
Franklin Dessert Time (WDAF)
Frankly Speaking (WFBR, WTOC)
Fraternity Frolic (WIP)
Fraternity House (KFAC)
Fraternity Preview (KOIN)
Fraternity Row (WHN, WOR)
Fred and Max, Harmoneers (WFAS)
Fred Astaire (NBC)
Fred Farnum (KOBH)
Fred Kent and His Gang (WBIG)
Fred Kirby (WBT)
Fred Lang Views the News (WNAC)
Fred Morell's Ramblers (CFLC)
Fred Parker, Organist (WIS)
Fred Waring and His Pennsylvanians (NBC)
Freddie and Freda (KVOD)
Free Chatter (WFAB)
Free for All (NBC)
Free Lance Spy (WWNC)
Free Speech Forum (WEVD)
Freedom, The Living Tradition (NBC)
French Lessons (WMBC)
French Trio (CBS)
Fresh Foursome, The (CJCA)
Fretwell's Frolic (WAIM)
Friday Evening Concerts (NBC)
Friday Frolic (WDOD, WJIM)
Friday Frolic, Borden's (KFRC)
Friday Frolics (WOR)*
Friday Fun Fiesta (CFQC)
Friday Melody Revue (WBBM)
Friday Morning Musicale (WFLA)
Friday Night Club of the Air (CKTB)
Friday Night Follies (WAVE)
Friday Night Quarterback (WTHT)
Friday Night Show, The (WHAS)
Friday Night Talent Revue (KBIX)
Friday Smoker, The (WMT)
Friday the Thirteenth Party (NBC)
Friend in Need (WPAY)
Friend of Friends (WPAY)
Friend of the Family (CBS)

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Friend of Youth (WCAU)
Friendly Adviser (KFUO)
Friendly Builders (WOAI)*
Friendly Circle (KSAL, KFXR, KSLM)
Friendly Circle Hour (KFXR)
Friendly Circle Program (KFXR)
Friendly Club, The (WRJN, WCAM)
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, KTAR)
Friendly Freemans, The (WRTD)
Friendly Frolic, Famo's (WJIM)
Friendly Gardner, The (WWJ)
Friendly Health Advisor (WCOP)
Friendly Homemaker, The (KSFO)
Friendly Hour, The (KONO, KVI, WDOD, WKY, KTKC)
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 (KXBY)
Friendly Neighbor, Your (WHAI)
Friendly Neighbors (WTRC, WTCN)
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 (KFOX)
Friendly Thoughts and Songs (WDRC)
Friendly Time (WAVE)
Friendly Tips (KWJJ)
Friendly Troubador, The (KFAB, WSB)
Friendly Visitors (WBAL)
Friendly Voice, The (KAND, WVFW, WMBR, WSOC, WHAM, KMPC)
Friendly Voice of the Maritimes, The (CFCY)
Friends and Neighbors (WSAY, WSM)
Friend's Exchange with Cort Treat (WORL)
Friends o' Mine (KDYL)
Friends of Libraries (KOB)
Friends of Yours (WHB)
Friend's Student Radio Club (WAAB)
Friendship Circle, The (WBTM, WPTF, WTMJ)
Friendship Circle Hour (KMED)
Friendship Corners (WFAA)
Friendship Hour (WWVA)
Friendship Time (WFTC)
Friendship Town (WJZ)*
Friendship Village (NBC)
Frigidairions (KWTN)
Frim Sisters (WLW)
Fritz & His Band (KONO)
Fritz & the Cap'n (WBT)
Fritz and the Major (WAVE)*
Fritz und His German Band (KONO)
Friyolities (KYA, KCKN)
Frohne Sisters, The (WXYZ)
Frolic, The Florsheim (NBC)
Frolic Makers, The (WCOP)
Frolic Time (KMOX)
Frolicmakers Club (WCOP)
Frolics, Charlie Brock's (WBNX)
Frolics, The Frigidaire (KFVS)
Frolics, The Fro-Joy (WGY)*
From a Book of Poems (WHBC)
From a Window on Beacon Street (WEEI)
From Berlin to Brahms (WGAR)
From Cotton Fields to Harlem (WHK)
From Darkened Stages (WDBO)
From 52nd Street (WATR)
From Headquarters (WSAI)
From Him to You (KMTR)*
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 Tee 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)
From the Center Aisle (KLO)
From the Checkerboard Bag (KMBC)
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 (WHB)
From—to— (WNBH)
From Treasured Volumes (WHA)
From Two to Three (CJOR)
From Yesterday (KFXR)
Front Page (WAGA, WTIC, WHBQ, KGIW)
Front Page, The WMBH (WMBH)

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Front Page Drama (WINS, WBBC)
Front Page Headlines (WAGA)
Front Page Heroes (WICC)*
Front Page News (WKRC)
Front Page of the Air (WJNO, WLAC)
Front Page Parade (KGLO, WLW)
Front Page Patrol (KMOX)
Front-Page People (KQV)
Front Page Personalities (CBS)
Front Page Varieties (WNBC)
Front Row, Center (WRC)
Frontier Days (NBC)
Frontier Fun Club (KTSA)
Frontier Game, The (WEBR)
Frontier Reporter, The (WGR)
Frontier Riders (KRKD)
Frontiers of Democracy (CBS)
Frosty Tunes (WHB)
Frothy Frolics (WHN)*
Frozen Flame (WHB)
Fruit Express (KGKO)
Fu Manchu Mystery (CBS)
Fugitive from Justice (WMC)
Fugitive Melodies (CBL, WSM)
Fulco's Tangos (WWL)
Full Gospel Hour (WTMV)
Full Gospel Singers (KNOW)
Full Speed Ahead (CBS)
Fuller Man (NBC)
Fun and Foolishment (WFBC)
Fun and Foolishness (WAAW)
Fun and Philosophy (WBT)*
Fun Bug, The (KTUL)*
Fun Club (WMAS, WMBO)
Fun Factory, The KFI (KFI)*
Fun Farm (WDZ)
Fun Fest (KROY, CKMO)
Fun Festers (WLGY)*
Fun for the Family (NBC)
Fun Forum (KMO)
Fun in Music (NBC)
Fun in Studio "A" (KRGV)
Fun on Skates (WBLK)
Fun Quiz, Bob Hawk's (WMAQ)
Fun Shop (NYBS)
Fun Shoppe (WMCA)
Fun with Music (WTHT, WBBM)
Fun with the Funnies (KFAM)
Fun with Words (WCLE)
Funfest (WHB, WAVE)
Funnies on Parade (WORC)
Funny Bone Follies (WGN)
Funny Boners (WGY)*
Funny Paper Club (WTJS)
Funny Paper Man (KMBC, WAAW, KTSM)
Funny Things (CBS)
Funnybone Follies (WGN)
Funnyboners (CBS)
Funster's Club (WAYX)
Fur and Feathers (KFRC)
Fur Trappers, the Fox (NBC)
Fureurs d'un Puriste, Les (CBM, CBF)
Furniture Auction (WEAN)
Furniture Facts (KFVS, KFVD)
Furtown Follies (WJAS)
Futura (KXBY)
Future All-American Club (WCAE)
Future All-Americans (WCAE)
Future Citizen, The (WJJD)
Future Farmers and Their Friends (WSFA)
Future Farmers of America, Nash County (WEED)
Future Favorites (WKRC)
Future Men, Tulsa's (KTUL)
Future Stars (WCPO)
Futuristic Rhythm (KGO-KPO)
Fuzzy and Ralph (KGNF)

G

G-G Men's Club (CJOR)
G-Men (WEAF)*
Gabby Corners (KTHS)
Gabby Dames (WDAF)
Gadabout, The (KVOR)
Gadabout and Her Boy Friend (WKY)
Gadabout and Her Gang (WHB)
Gadabouts (WHIO)
Gadgets and Doodads Shop (WGH)
Gael Howard and Her Secretary (KWBG)
Gaelic Half Hour (CJRC)
Gaiete Parisienne, La (CHRC)
Gaieties, The (CFRB)
Gaieties of 1933 (KFI)*
Gaiety and Romance (CBL)
Gail Northe (WFAA)
Gaites du Regiments, Les (CKCV)
Gal About Town (WPEN)
Gal on the Avenue (KROY)
Gala Hour, The (WOV)
Gala Humoristique et Musical (CKAC)
Galaxy and Verse (WLTH)
Galaxy of Stars (NBC)
Gallery of Favorites (KHJ)*
Galloping Gallions (KPO)
Galloping Housewives (WHB)
Gamboleers (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 (KGO-KPO)
Garden Melodies (KAWN, KFAB)
Garden of Melody (WFLA, KGEZ, MacG, CFRB, KGLU)
Garden of Melody Party (NBC)
Garden of Memories (WCAP, KLO)
Garden of Memory (WOW)

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Garden of Old Time Melodies (WLAW, WMEX)
Garden of Song (WFAS, WSAU)
Garden of Thoughts (WHN)
Garden of Tomorrow (CKCD)
Garden of Tomorrow, The Loma (WGY)*
Garden Party, The (KWOS)
Garden Party, The Interstate (KFEQ)
Garden Party, The Swift (NBC)
Garden Program, The Swift (NBC)
Garden Roundup (KFEQ)
Garden School of the Air (KGER)
Garden Snapshots (WFBR)
Gardens (NBC)
Gardens, The Orange County (KVOE)
Gardens of the Nations, The (NBC)
Garland of Memories (CFRN)
Garland of Old Fashioned Roses (WMBD)
Gary News Review (WIND)
Gary Police Blotter (WIND)
Gas Hospitality House (KLZ)
Gaslight Harmonies (WBS)
Gaslight Theatre (WMCA, WIBW)
Gaspe Hour, The (CHRC)
Gates Ajar (KTHS)
Gateway to Hall of Fame (KRKD)
Gateway to Hollywood (CBS)
Gateway to Loveliness (WNBC)
Gateway to Opera (WQXR)
Gateway to Professional Hall of Fame (KRKD)
Gateway to the World (WBNX)
Gator Night Club (WRUF)
Gauchos, The (CBS)
Gay and Marie (WSAU)
Gay Caballeros, The (KOY)
Gay Classics, The (CJOC)
Gay Fashionette (WAVE)
Gay Nineties (WTAM, WHK)
Gay Nineties, The (WDAF)
Gay 90's Amateur Hour (WSAI)
Gay 90's Review (KGGC)
Gay Time Melodies (WBBM)
Gay Vienna (NBC)
Ge-Dunkers Club (KGFJ)
Gem City Entertains, The (WHIO)
Gem City Radio School (WHIO)
Gems from Broadway (WHB)
Gems from Grand Opera (WTAG)
Gems from Literature (WRUF)
Gems from the Music Shop (CBO)
Gems from the Musical Comedies (WRUF)
Gems from the Opera (WQXR)
Gems from the Poet's Corner (WMBD)
Gems in Meter (WCBA-WSAN)
Gems of Color (NBC)
Gems of Gloaming (KORE)
Gems of Health (WMBR)
Gems of Life (WMBH)
Gems of Light Opera (NBC)
Gems of Literature (WROL, WHA)
Gems of Melody (WBS, WBZ-A, KHQ, KHSL, WHDF, WOAI, KTRI)
Gems of Rhythm (KSO)
Gems of Romance (CKAC, KLZ, WMFJ)
Gems of Song (KRE, KTFI)
Gems of the Lyric Stage, The (CBM)
Gems of the Orchestra (WHDL)
Gems of Time (WMC)
Gems of Truth (KRE)
Gemutlikheit Hour, The (WIBU)
Gene and Glenn (WHO, MWR)
Geneology and Heraldry (WTAR)
General Delivery (CJCA)
General Gershelman (WLTH)
General Hugh Johnson (NBC)
General Motors Concerts (NBC)
General Store (RRI, WHBB)
Generals on Parade (WDNC)
Genial Host (KFOX)
Gentle Reader, The (WDAF)
Gentleman from the South (KWK)
Gentleman Jim (CKY)
Gentleman on the Sidewalk (KOVC)
Gentlemen Be Seated (WFBC)
Gentlemen of the Press (WBZ-A)
Gentlemen on the Boulevard (WALR)
Gentlemen Preferred (KFRU, WWSW)
Gentlemen's Matinee (KONO)
Geographical Travelogue (KGW-KEX)
George & Dixie (WAAB)
George and Elmer (KGNF)
George and Jennie (WOAI)
George Chappell and His Merry Islanders (CFCY)
George Chappel and His Oldtime Merrymakers (CFCY)
George Roger's Band (KBIX)
George Shackley at the Organ (WQXR)
George Walsh Looks 'Em Over (WHAS)
George Watkins (KGFF)
Georgia Crackers, The (WHKC)
Georgia Garden Pilgrimage (WSB)
Georgia Jamboree (WSB)
Georgia Minstrel Boys (WGY)
Georgia Progress Program (WSB)
Georgia Wildcats (WRVA)
German-American Band (KYA)
German-American Hour (KRMC)
German Band (WSAU)
German Band, The WOC (WOC)
German Hour, The (WTMJ)
German Hours (WISN)
German Lieder (CBS)
German Program (WJAG)
German Radio Clubs (WBNX)
German Radio Revue (WWRL)
Gerry and Gus (CKCD)
Gertie and Elmer (WGRC)
Gertrude Lewis and Her Musical Newsettes (WDGY)
Get Acquainted Audition (KFEQ)
Get Acquainted Hour (WGAU)
Get Going! (WCAU, KMPC)
Get Going Hour (KFRO)
Get Happy Time (KRSC)
Get Ready for Tomorrow (NBC)
Get Thin to Music (WGN)
Get Together, The Gunther (WJSV)
Get-Together, Uncle Ben's (WPIC)
Getter-Upper, The (WNOX)
Getting Along in Life (CKCO)
Getting Ready for Tomorrow (NBC)*
Getting Some Fun out of Life (WJEJ)
Getting the Most out of Life (WNAC)
Gettum Up Squad (KFAM)
Ghost Club, The (KDYL)
Ghost Corps, The (RRI)
Ghost in the Garret, The (KWTO)

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Ghost of Benjamin Sweet (CBS)
Ghost Piano Player, The (KOY)
Ghost Stories (CBS)
Ghost Town (KGO-KPO)
Ghost Walks, The (WCHV)
Ghosts (KVOX, KXBY)
Ghosts of the Past (WCAX)
Ghosts Walk (CBS)
Giant Radio Party, Loft's (WFAS)
Gibson Family (NBC)
Gift Choosing Made Easy (WDAF)
Gift of Gab (WMCA)
Gift Shopper, The (CJRC)
Gilbert & Sullivan Gems (NBC)
Gilbert & Sullivan Hour (WQXR)
Gilbert and Sullivan Music (NBC)
Gilbert Seldes (NBC)
Gilberts, The (NBC)
Gilo (WCOA)
Ginger and His Buffalo Boys (WSOC)
Gingham Girl, The (WNAX)
Gioia Radio Musicale (WHAM)
Girl about Town (KTSA)
Girl Alone (NBC)
Girl at the Music Counter, The (KFEQ)
Girl behind the Counter, The (WHN)
Girl Friend (WDEV)
Girl Friends (KGO-KPO, WBZ-A, WXYZ)
Girl from Aguila, The (WPHR)
Girl from Gimbel's, The (WTMJ)
Girl from Indiana (WGRC)
Girl in the Moon (WGR)
Girl in the Music Counter (KFWB)
Girl in Violet, The (WTAG)
Girl Meets Boy (WCLE)
Girl Next Door, The (KIUL)
Girl of My Dreams (KMA)
Girl of the Golden West (NBC)
Girl on the Corner, The (WPHR)
Girl Reporter (WEOA, WOAI)
Girl Scout News (WOR)
Girl Scouts on the Air (KVOE)
Girl Who Lives Next Door (NBC)
Girl with the Flaxen Hair, The (WBEN)
Girls from the Golden West (NBC)
Girls of the Kitchen (WGBI)
Git (WGRC)
Gittem Up Gang (KFYO)
Giuseppe Verdi Forty Novelty Strings (WOV)
Give It Back to Indians Club (KOIL)
Give Me a Job (WMAQ)
Give Me a Sentence (WHN)*
Give Us the Funnies (NBC)
Glad Tidings (CFQC)
Glad Tidings Hour (CKNX)
Gladys Swarthout (NBC)
Glamo Rhythms (CBS)
Glance at the Stars, A (WTAR)
Glee Club, L'Orpheon Franchere (WTAG)
Gleeful Notes (WPHR)
Glengarians, The (CKCD)
Gliding Swing with Bob Howard (WEAF)
Glimpses of Grand Opera (WTMV)
Glimpses of History (WSPA)
Globe Al Headlines (KHJ)
Globe News from Round the Globe (KGNO)
Globe Reporter, The (KGBI)
Globe Swingers, The (WBRC)
Globe Trotter (KGO-KPO, WENR, NYBS)
Globe Trotters, The (WMIN)
Globe Trotting Troubadour (WMCA)
Globetrotter, J. Knox Gibble (WINS)
Gloom Busters (WESG, CJCA)
Gloom Chasers (WWSW, WOV, CBL, CBY)
Gloom Chasers, The (KWKH)
Gloom Chasers Frolic (KGFJ)
Gloom Dodgers (WBBM)*
Gloom Swatters, The (KMBC)
Gloomy Gus (WKY)
Gloomy Gus and Sunny Jim (KANS)
Gloria Dale (MWR)
Gloria Gay's Affairs (NBC)
Glorious Figures of Canadian History (CHRC)
Glory Bound Train, The (KFXM)
Glory Road, The (WKY)
Gloyne Reviews the News (KFOR)
Go-Far Gazette Program (WDAY)
Go to Church (WAIM, WSYR, CKCL, KFWB)
Go to Church Sunday (CKCL)
Goal Line Prospects (WAVE)
Gobbelgators (WGAR)
God Behind the Headlines (WNEW, WVFW)
Godfrey's Gazette (WJSV)
God's Half Hour (KFOX, KUOA)
God's Quarter Hour (WOL)
Goebel Quartette (MWR)
Goin' Down to Rio (KLO)
Goin' Home (WTCN)
Goin' Places (KGW-KEX)
Goin' to Town (WCMI)
Going Forward with Shreveport (KWKH)
Going Gypsy (WAPI)
Going Hollywood (WOL)
Going Home for Christmas (KGO-KPO)
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 (WCMI, WTHT, WOMT)
Gold Buckle Buccaneers (CKBI)
Gold Coast Express (WEAU, KTSM)
Gold Coast Parade (WJNO)
Gold Jubilee Hour (KRSC)
Gold Medal Express (NBC)
Gold Rush (WJZ)*
Gold Star Final (WOWO-WGL)
Goldbergs, The (NBC)
Golden Age of Opera, The (WBTM)
Golden Age of Song (WBNX)
Golden Arrow Ensemble (WAAT)
Golden Bell Boys (WEED)
Golden Blossoms (NBC)
Golden Chalice (KBIX)
Golden Dawn Melodies (WBAL)
Golden Days (KRE)
Golden Dreams (WSPA)
Golden Empire Trio (KHSL)
Golden Era of Boxing (KTBS)
Golden Gate Jubilee Quartette (WIS)
Golden Gems (NBC)
Golden Half Hour (WJW)
Golden Hour, The (KDYL, KSTP, WTHT, KOIL, WKBZ, WWSW)
Golden Hour of Music (WBOW, WGTM)
Golden Journeys (CBL)
Golden Keys (WSAZ)
Golden Keys to Your Heart (WBRC)
Golden Legends (KGO-KPO)
Golden Lute (WMCA)
Golden Melodies (KGO-KPO, KOA, CFCO, WIP)
Golden Memories (KPDN)
Golden Moments (CFRB, WJBK, WJRC, WOPI)

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Golden Music (WCAU)
Golden Nugget (NBC)
Golden Quarter Hour, The (WBIG, WSJS)
Golden Rule, The (WGIL)
Golden Rule Service (KFNF)
Golden Rule Sunday Program (NBC)
Golden State Family Robinson (KGO-KPO)
Golden State Menu Flashes (KGO-KPO)
Golden Store, Caroline's (WHO)
Golden Strings (WTAM)
Golden Thoughts (WSUN, WMBC)
Golden Thoughts—Ben and Bob (KFUO)
Golden Treasures (KJBS)
Golden Treasury, The (WCBA-WSAN)
Golden Tunes (CHAB)
Golden Voices of Broadway (KWJJ)
Golden West Cowbelles (KMTR)
Goldman Band Concerts (NBC)
Golf Airway (KMO)
Golf Clinic, The NBC (WENR)
Golf Nuts, The (WBZ-A)
Golf Tips (KGNC)
Gondoliers, The (WXYZ, WHP)
Gondoliers, The Conti (NBC)
Good Afternoon. Neighbor (WCAO, KDYL)
Good American Broadcast Council (WGES)
Good Cheer Club (WCLO)
Good Cheer Guy, The (WSNJ)
Good Cheer Service (WORL)
Good Coffee Boys (WDOD)
Good Deed Club, The (CKOC)
Good Evening, Neighbor! (KALE)
Good Evening Orchestra (WKZO)
Good Evening Time (WHO)
Good Fellowship Club (WCFL)
Good Gulf Gang (KIUN)
Good Health, Your (WSGN)
Good Listening (CFQC)
Good Mornin' (KTUC)
Good Mornin' (WSAU)
Good Morning (KGO-KPO, WDEV, KVOR, CJCA, WSAU, WLAC)
Good Morning Club (WJAG)
Good Morning Family (KWBG)
Good Morning Farm Hints (CFCO)
Good Morning Farm Hour (CFCO)
Good Morning Farmer (CFCO)
Good Morning Finnish Hour, The (WEBC)
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 (KWJB)
Good Morning Madam (WBT)
Good Morning Man (WCOA, WJNO)
Good Morning March (KOBH)
Good Morning Melodies (WTAD)
Good Morning Melodies, Kay's (KLZ)
Good Morning, Mrs. Homemaker (WHBB)
Good Morning Neighbor (KUMA, WCMI, WIBU, KPMC, WBRC, WROL)
Good Morning Neighbors (KFPY, KGNC)
Good Morning News (WMFF)
Good Morning Review (WOV)
Good Morning Rhythms (WDAE)
Good Morning Sunshine (WBBC)
Good Morning Time (WHO)
Good Morning to You (KFAB, KFXR)
Good Morning Tonight (KGO-KPO)
Good Neighbor, The (WHP, WMBD)
Good Neighbor Club, Darrell Martin's (WJAS)
Good Neighbor League (CBS)
Good Neighbor Parade (WWSW)
Good Neighbor Program, Lordsburg (KGLU)
Good Neighbor Programs (WHIO)
Good Neighbors (CKLW, WNOX)
Good Neighbors of Hollywood (KMTR)
Good News (KLPM, KGB)
Good News! (WJW)
Good News Bible Class Orchestra (KRMD)
Good News Half-Hour (WCLO)
Good News in Song (WMIN)
Good News Magazine (KDKA)
Good News of 1938 (WHN)
Good News Program (KLPM)
Good News Tunes (WIND)
Good Old Days, The (KQW)
Good Old Timers (WFAA, KABC)
Good-Rees'ens (WHBF)
Good Samaritan, The (WSB)
Good Samaritan Club, The (KFEQ)
Good Scouts of the Air (CJRC)
Good Ship Prosperity (KGFJ)
Good Ship Treasure Chest (WIS)
Good Time Grab Bag (WTMV)
Good Time Society (WENR)
Good Will Ambassador (WHB, WJR)
Good Will Ambassadors (WMBR)
Good Will Band (KROC)
Good Will Club (KOME)
Goodwill Corner (KYA)
Good Will Court (WMCA)
Good Will Day Programs (NBC)
Good Will Family (KWTO)
Good Will Forum, The (WSPR)
Good Will Half Hour (KFOR)
Good Will Hour (WMCA)
Good Will Industries (KOA)
Good Will Mission of the Air (NBC)
Good Will Program (WAVE)
Good Will Union Programs (WINS)
Goodwill Entertains (WGRC)
Goodwill Hour, The Adams (WADC)
Goodwill Tenor (WGRC)
Goofies, The (CKCL)
Goofs (WEEI)
Goofus Club (KONO, WLVA [Property of Gerald Morgan])
Goofus Gang, The (WRVA)
Goofy Club (WALA, WCOA)
Goofy Tone Follies (KXBY)
Goopy Geer (KMBC)
Goose Creek Parson (CBS)
Gopher Bulletin (WTCN)
Goshen Hour (WTRC)
Gospel Call, The (WEED)
Gospel Duo (KGNF)
Gospel Fireside Hour (CJRC)
Gospel Hour (KVOA, KFUO, KHSL, WDEV)

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Gospel Hour, The Farmer-Stockman (WKY)
Gospel Hymns (WOR)
Gospel in Song (KFUO)
Gospel Joy Bringers (CKCR)
Gospel Jubilee Quartette (KRKD)
Gospel Meditation (WHJB)
Gospel Meditations (KROY)
Gospel Melodies (WHBB, CKCR)
Gospel Melody Hour, Byron's (WHEB)
Gospel Mint (WEXL)
Gospel Pianist (WMBR)
Gospel Pianist, Your (WHIO)
Gospel Rhythm Makers (WSPA)
Gospel Singer, The (WBZ-A, WKY)
Gospel Singer, The Holsum (KFPW)
Gospel Singer, Pennsylvania's (WRAK)
Gospel Singers (KFUO, WJAG, WCAP, WSAU, KGKL)
Gospel Singers of Meade (Kans.), The (KGNO)
Gospel Sunshine Hour (WTRC)
Gospel Thought Hour (KGCX)
Gospel Train, The (KRE)
Gospel Trio, The (KVOD)
Gospel Workers of Maryville (WROL)
Gospelaire, The (WDEL)
Gospelaires, The (WFTC)
Gossip Behind the Microphone (CBS)
Gossip from the Women's Corner (WSOC)
Gossip of the Stars (WWJ)*
Gossipers, The KMOX (KMOX)
Gotham Gazette (CBS)
Gotham Nights (WHN)
Gotham String Quartet, The (WOR)
Gotham Town (NBC)
Gothamaires, The (CBS)
Gothic Echoes (NBC)
Government and Home (CBS)
Government Club (NBC)
Governor's Time, The (KIDO)
Grab Bag (KDKA, KGNC, WTNJ, KFNF, KGO-KPO, KONO, CHWK, WRDW)
Grab-Bag — Hugh Conover (WJSV)
Grab Bag Program (KFNF)
Grace and Eddie Albert (NBC)
Grace Fresh (WCAO)
Grace Notes (CBS)
Grady Cole (WBT)
Grady Cole's Alarm Clock (WBT)
Grainbelters, Del Genthon's (CJRC)
Gramophone Echoes (WSBT-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 "Finalie," The (WHBB)
Grand Opera, American Radiator (NBC)
Grand Opera Concert (CBS)
Grand Opera Miniatures (CBS)
Grand Piano Boys (CBS)
Grand Piano Tunes (WMMN)
Grand Prize Eurekas, The (NBC)
Grand Prize Jubilee (KRLD)
Grand Rapids Matinee (WEBC)
Grand Slam Revue (KDKA)
Grand Stand and Band Stand (WMCA)
Grand Stand Manager (KMOX)
Grande Soeur (CKAC)
Grandfather's Clock (WWSW)
Grandma and Betsy (WGL)
Grandma Dances (CKCL)
Grandma Goes Modern (WCAU)
Grandma's Grammer (WHBQ)
Grandma's Night Out (WMCA)
Grandma's Night to Howl (WEST)
Grandmother's Trunk (NBC)
Grandpa and Snuggins (WCAU)
Grandpa Burton (NBC)
Grandpa Higgin's Githering (WJDX)
Grandpa Reads the Funnies (KOIL)
Grandpap and His Barn Dance (WSVA)
Grandpa's Gramaphone (KONO)
Grandstand, The (WKY)
Grandstand Gossip (KXBY, WRDW)
Graney's Sport Review (WJAY)
Grange Hour, The (KFIO)
Granges on Parade (KFIO)
Grangeville Folks (WDAS)
Granny Stubbins (CHAB)
Granny's Stories (CHRC)
Grant Park Concerts (NBC)
Grant Snooper, The (KBIX)
Grasso Choral Group, The (WFLA)
Great American Tourist (CBS)
Great Americans (WBIL, WKRC)
Great Artists (WCLE)
Great Birthdays of History (WDRC)
Great Cathedral Choir (KFAB)*
Great Guns (KFI)*
Great Inventions (CKY)
Great Lakes Revue (CBS)
Great Lakes Spelling Bee (WJAY)
Great Masters Come to Life, The (WSPD)
Great Men and Great Moments (WOKO)
Great Men in Great Crises (KFUO)
Great Moments in History (KGW-KEX)
Great Moments in Science (NBC)
Great Moments of History (NBC)
Great Names in Washington History (WOL)
Great Old Songs (KONO)
Great Personalities (NBC)
Great Plays (NBC)
Great Scenes from the Opera (WQXR)
Great Singers' Series (WQXR)
Great Waltz (NBC)
Great Western Chefs (WDAF)
Great Works of Man (KWK)
Greater Boston High School Radio News Service (WCOP)
Greater Louisville Ensemble (WAVE)
Greater Louisville Hour (WHAS)
Greater Manitoba (CJRC)
Greater Vox Pop (KTRH)*
Greatest Hymns in the Light of the Greatest Book (KFUO)
Greatest Show on Earth, The (WLW)
Greatest Story Ever Told (CBS)
Greek Athenian (WMBC)
Green Bag Revue (WLVA)
Green Bottle Tavern (WSAI)
Green Hornet, The (WXYZ)
Green Joker, The (RRI)
Green Lights to Health (WAAB)
Green Mansions (KSFO)
Green Mountain Boys (NBC)

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Green Mountain Time (WEBQ)
Green Oil Revue (KPMC)
Green Room (WBRB, CJRC)
Green Room Echoes (WORL)
Green Valley Ranch Boys (CKMO)
Greenfield Village Chapel (CBS)
Greenfrog Rambles (KRMD)
Greetings! And Good Reading! (WSPR)
Greetings & Uncle Ezra (WLBZ)
Greetings from Old Kentucky (WHAS)
Greetings with Uncle Josh (WAGM)
Grenadiers, The Grant (KDYL)
Grey Velvet Moods (KMBC)
Greyhound Gus (WDBO)
Grid Gags (KTAT)
Gridiron Echoes (WQAM)
Gridiron Four (WCCO)
Gridiron Glimpses (WHAS)
Gridiron Guesses (KGB)
Gridiron Matinee (WHAS)
Gridiron Review (KGMB, WTMJ)
Gridiron Smoker (WHN)
Gridiron Special (WFAA)
Grimshaw Concert Party, The (CFLC)
Gringola (WIND)
Grits and Gravy (KWKH)
Grocery Clerks, The (KTAT)
Grocery Puzzles (KGNC)
Grouch Club (KFVD)
Grouch Club Convention (KFWB)
Grover Family (WCFL)
Growin' Up (KFWB)*
Grummits, The (NBC)
Guard of Honor Amateur Hour (CJRC)
Guard Your Health (WDWS)
Guardians of the Highway (WHO)
Guardsman's Chorus (WCCO)
Guardsmen (KGO-KPO)
Guess Again (CKBI, WHBF)
Guess Artist (WCBS)
Guess Contest (KWYO)
Guess It (WTAD)
Guess 'n Giggle (WCPO)
Guess Night (WGES)
Guess the Orchestra (WAAW, WCBS)
Guess Time (KLS, WFBC, WBT)
Guess What? (KLPM)
Guess What Program (KGCX)
Guess Where? (Mutual)*
Guess Who? (CJCA, WKY, WTMJ, WWSW, KGNO, WDRC, WJBC)
Guess Who'll Win (KORE)
Guessing Games (KABR)
Guest Artists, WTJS (WTJS)
Guest Hour (WCFL)
Guest Night (CFRN)
Guest of the Evening (KGW-KEX)
Guest Program (WQDM)
Guest Stars (CJRC)
Guide, Richmans' (KMTR)
Guide to Happiness (WGAR)
Guide to Health (WAPI)
Guideposts to Living (WLW)
Guiding Light, The (NBC)
Guitars Strumming (CHRC)
Gulf Coast Harmony Moments (WGCM)
Gulf Stream Fishermen, The (WBRC)
Gumdrop and Goober (KGBX)
Gumps, The (CBS)
Gun Smoke Law (NBC)
Gunn's Sport Shots (WCSC)
Gunsmoke Trail (KIRO)
Gus Clark Review (WXYZ)
Gus Edwards' School Days of the Air (KFWB)
Gus Haenschen's Parade of Melody (NBC)
Gus Van—the Keds Man (NBC)
Guy Hedlund and His Playhouse (WTIC)
Guy in the Gutter, The (KXBY)
Guy Windrom Edits the News (WTJS)
Gwen McCleary (IBS)
Gwendolyn Farrell (WBIG)
Gypsiana (KGO, KPO, WFBL)
Gypsies, The (CHRC)
Gypsies, The A & P (NBC)
Gypsies of Hungary (WJAY)
Gypsy Airs (WFIL)
Gypsy Camp (CBS)
Gypsy Caravan (CKCD)
Gypsy Ensemble (WDRC)
Gypsy Fiddles (KGO-KPO)
Gypsy Jack and Tina (WOW)
Gypsy Minstrels (CBS)
Gypsy Moods (WHK, WRUF)
Gypsy Music Makers (CBS)
Gypsy Programs (NBC)
Gypsy Revels (KYW)
Gypsy Rhapsody (WAIR, WIND)
Gypsy Serenade (CKAC, KGVO)
Gypsy Serenaders (WHIO)
Gypsy Stardust (KXBY)
Gypsy Strings (KFPY)
Gypsy Trail (WKOK)
Gypsy Trails (KMTR, WHN)

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Hacienda Fiesta, El (KYOS)
Hacienda Melodies (NBC)
Hadassah Programs (NBC)
Hagan Family (WPHR)
Hail Jacists, (CHRC)
Hail West Virginia (WMMN)
Hair Stylist, The (KGKO)
Hal Nichols and His Bad Pennies (KFOX)
Hal Nichols' School Kids (KFOX)
Hal Thurston's Orchestra (WEED)
Hal Totten on Sports (NBC)
Hal Wants to Know (WIBU)
Hal Warner, The Talent Scout (WDAS)
Half and Half (CJRC)
Half Century Club, The (WCMI)
Half-Forgotten Americans (KHJ)*

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Half Hour Abroad, A (CJRM)
Half Hour Fine Music, Jackson's (KLS)
Half Hour for Men (NBC)
Half Hour in Good Taste (KOAC)*
Half Hour in the Nation's Capitol (NBC)
Half Hour in ¾ Time (WOR)*
Half Hour Organ Recitals (KFUO)
Half Hour with My Bible (KMMJ)
Half Hour with the Poets (WBZ-A)
Half Past Eleven (WGY)
Half Remembered Rhymes (WHAM)
Half Ton of Rhythm (WPAY)
Half-Way Today (KRSC)
Half-Wit Hotel (WMBH)
Hall of Fame (WTIC)
Hall of Fame, The Connecticut (WBRY)
Hall of Fun, The (NBC)
Hallelujah Hour (KHJ)
Haller Harmonie Honeys (WJAS)
Halligan Demitasse, The (WMT)
Hall's Whos'it Hour (KFH)
Ham 'n' Eggers (KROY)
Ham 'n' Jam Session (WEMP)
Hamilton Brown Sketch Book (NBC)
Hamilton Harmony Chorus (WAPO)
Hamilton Hour (WCPO)
Hammerstein Music Hall (CBS)
Hammond Harmonies (CKBI, WCBS)
Hammond Shopper (WIND)
Hammond Tunes in Black and White (KFBI)
Hamond Hi Lites (KSOO)
Hanakoa Hawaiians (CKTB)
Hancock Ensemble (KHJ)
Hand of Friendship (KMPC)
Handball Hand-Book, The (WHBQ)
Handicap Hour (WJW)
Hands Across the Table (CFAR)
Hands Up (WMBC)
Handwriting Sherlock (KLZ)
Handy Ads (KSUB, WMBH)
Handy Man (KTSA, WEEI)
Hangar Chats (KMPC)
Hank and Herb (WHAM)
Hank and His Guitar (KVGB)
Hank & Homer (WBT)
Hank & Martha (WDGY)
Hank and Slim (WBT)*
Hank Keene's Connecticut Hillbillies (WTIC)
Hank Simmons Show Boat (CBS)
Hank, The Hired Hand (WCOA)
Hank, the Yodeling Ranger (CHNS)
Hank's Hay Barn (KFEQ)
Hans and Syd (WOV)
Hap & Sap, the Goofy Pair (WBT)
Hap Tulliver (NBC)
Happenings on Capitol Hill (WMIN)
Happier Lives (WBZ-A)
Happily Ever After (WFBR)
Happiness Ahead (KMBC, KVOS)
Happiness Boys (NBC)
Happiness Circle (WMCA)
Happiness Express (WTMV)
Happiness Harbor (CKCW)
Happiness Herald (WTMV)
Happiness Hour (WEBQ, WATR, WTMV)
Happiness House (KABC, WXYZ, KXBY, WSGN)
Happiness in Hobbies (WICA)
Happiness Program (KASA)
Happiness Review (WIND)
Happiness Village (WBRB)
Happy and His Accordion (KTUL)
Happy Bachelors (CKWX)
Happy Birthday to You (CKBI, WEED, KPAB)
Happy Chappies (KMPC, IBS, KGFJ)
Happy Days (WNBH)
Happy Days in Dixie (WCKY)
Happy Feet (WSUN)
Happy Footmen, The (WSBT-WFAM)
Happy Four, The (KVOL,
Happy Gang, The (CRCY, WGBI)
Happy-Go-Lucky Hour (KFRC, KHJ)
Happy-Go-Lucky Time (WJJD)
Happy Hal's Barn Dance (WMCA)
Happy Half Hour (WDEV)
Happy Hank (WGY, KTMS, WHO)
Happy Harmonies (KMTR, WIND, WJJD, WJBO)
Happy Harmonizers (KFXR)
Happy Harmony Four (CFLC)
Happy Hayseeds (KGDM)
Happy Headaches (NBC)
Happy Herb (KMOX)
Happy Hitters, The (WBRC)
Happy Hollow (KMBC)
Happy Hollow Barn Dance Varieties (KMBC)
Happy Hollow Gang (WDGY)
Happy Home Reporter (WBBM)*
Happy Home Revue (WPHR)
Happy Homemakers (KFVS)
Happy Homemaking (WTIC)
Happy Homes (KHJ)
Happy Hopkins Family (KOA)
Happy Hour, The (WBRC)
Happy Hour, Whalen's (WVFW)
Happy Hour Club (WMBC)
Happy Hunters (KMOX)
Happy Irving Kaufman (WHN)
Happy Jack (WENR)
Happy Jack and Sourpuss (WIBX)
Happy Jack Kay (WMBC)
Happy Jack Smith (WORL)
Happy Joe's Quiz (CKLW)
Happy Johnny and His Radio Gang (WBAL)
Happy Kitchen (KMBC)
Happy Landing (CJCA)
Happy Larry (WHKC)
Happy Laundryman, The (WKY)
Happy Mammy Jinny (KGER)
Happy Miles (KFH)
Happy Minstrel (CKTB)
Happy Moments (WCBS)
Happy Ranger, The (NYBS)
Happy Rangers, The (WINS)
Happy Repairmen (KYA)
Happy Rhythm (WXYZ)
Happy Sally (KGDE)
Happy Scandinavians (WLTH)
Happy Tho Married (WLTH)
Happy Time, The Del Monte (KGO-KPO)
Happy-Timers (KFRC)
Happy Times (WLW)
Happy Train (WMBD)
Happy Tunes (KGO-KPO)
Happy Vacation (WBBM)
Happy Valley (WCAU)
Happy Wonder Bakers (NBC)
Happyland (KHSL)
Happytime Hoedown (KYOS)
Harbor Lights (CHNS, KGO-KPO)
Harbor of Harmony (KGCX, KUOA)
Harbor of Hope (KMPC)
Harbor of Memories (KMPC)
Harbor Nights (WOR)
Harbour Lights (CHNS)
Hardware Hints (KPDN)

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Hardwick Court (WLVA)
Haring Sisters (KFIZ)
Harlem and Heather (CHAB)
Harlem Barn Dance (KWJJ)
Harlem Family (WMCA, KRMD)
Harlem Frolics (NBC)
Harlem Harmonies (WRUF, KFPY)
Harlem Prayer Meeting (WBNX)
Harlem Review (KFVD)
Harlem Revue (NBC)
Harlem Rhythm (WIL)
Harlem Serenade (CBS)
Harlem Specialties (KFJZ)
Harlem Swingsters (WAAW)
Harlem Uproar House Orchestra (NYBS)
Harlem Varieties (WMCA, WMBS)
Harlemania (KWTO)
Harmaniacs (WESG)
Harmon E. Keyes (CFRN)
Harmonaires (WKOK)
Harmoneers (WFAM, WBZ-A)
Harmonettes (WDEV, WAAT)
Harmonic Beats (KELO)
Harmonica Rogues (KFIZ)
Harmonies (WTJS)
Harmonies and Contracts (CBS)
Harmonies et Poemes (CJBR)
Harmonium Harmonies (KYOS)
Harmony and Discord (KGVO)
Harmony Boys (WDRC, WMBC)
Harmony Coeds (KLPM)
Harmony Cottage (WAAT)
Harmony Court (KSL)
Harmony Four (WRGA)
Harmony Girls (WDRC)
Harmony Hall (CJRC)
Harmony Halos (WWVA)
Harmony Handicap (KGLO)
Harmony Harbor (KGU)
Harmony Hawaiians (KGFJ)
Harmony Highway (CJRC, KIRO)
Harmony Highways (WKRC)
Harmony Hi-Spots (WCFL)
Harmony Hits (WNBF)
Harmony Hodge Podge (KGVO)
Harmony Hotel (WHB)
Harmony House (KNX, WBZ-A)
Harmony in Homespun (KOVC)
Harmony Isle (WEMP, KLS)
Harmony Lane (KGO-KPO)
Harmony Program (WHDF)
Harmony Road (WBNX, WDNC)
Harmony Sisters (WAGM)
Harmony Trails (WFIL)
Harmony Twins (KIUL, WGY)
Harold Dana in Your Songs and His (KGO-KPO)
Harp Old Timers (KGFF)
Harpstrings (WTAM)
Harriet Hans (KCKN)
Harriette Holmes (WLVA)
Harriman Says (WNBH)
Harrison Jubilee Choir (WMCA)
Harry T. Burleigh Singers (WPHR)
Harry Cool and the Harmonettes (KMOX)
Harry Horlick and His A & P Gypsies (NBC)
Harry Kogen Orchestra (WENR)
Hartford Entertains (WTHT)
Hartford on the Air (WTIC)
Hartford Public Schools Program (WDRC)
Hartford School of the Air (WDRC)
Hartford Speaks (WTHT)
Hartt School of Music Program (WDRC)
Harv and Esther (WABC)*
Harvest Harmonies (KYSM)
Harvester Harmony (KGVO)
Harvesters, The (WMBC, WKY)
Harvey Hays (WMAQ)
Haskin Questions (KFIZ)
Hat Box (WCHS)
Hatchery Boys (WAAW)
Hats Off (WHBF)
Haunted House (CBS)
Haunting Harmonies (WLAW)
Havana Bound (WLAC)
Havana Nights (WHN)
Have Women Made Good in Government (NBC)
Have You a Job? (WATR)
Have You Had Your Swing Today? (WSUN)
Have You Heard? (KSL, WTAG, KVI, KOL, WGAV, WLAC)
Have You Met—? (WSOC)
Have You Read—? (KVOE)
Haven McQuarrie Presents (NBC)
Haven of Rest (KECA)
Haverty's Swingtime (WCSC)
Hawaii Bound (KHUB)
Hawaii Calls (KGMB, WIND)
Hawaii Serenades (KGMB)
Hawaii—the Land of Make Believe (WDOD)
Hawaiian Airs (WGH)
Hawaiian Echoes (WRUF, WRGA, KRKO, WHIO, WJJD, KEPY, WAYX)
Hawaiian Enchantment (CFJC)
Hawaiian Harmonies (KABC, KFJZ, WLS)
Hawaiian Holiday (CJCA)
Hawaiian Hospitality (CJOR)
Hawaiian Magic (WHBB)
Hawaiian Melodies (KHSL)
Hawaiian Memories (KLO)
Hawaiian Moods (KLO)
Hawaiian Moon (KNX)*
Hawaiian Moon Casino (CBS)
Hawaiian Paradise (KFRO)
Hawaiian Revelers (WMCA)
Hawaiian Reveries (KVOA)
Hawaiian Serenade (WIND, KHQ)
Hawaiian Serenade, The Heinz (KGMB)
Hawaiian Serenaders (WRDW, WDBO)
Hawaiian Shadows (CBS)
Hawaiian Strings (WHEB)
Hawaiian Sunsets (WSPA)
Hawaiian Troubadors, The (WRR)
Hawaiianeers (WROL)
Hawaiians, The Hopele (CJRC)
Hawaiians, The Kelvinator (WGY)
Hawk, The (KGEZ, MacG)
Hawthorne House (KGO-KPO)
Hawtrey of the Mounted (WGY)
Hay Balers (CKCR)
Hay Ride, The (WBRC, WCPO)
Hayden Planetarium Talk (WINS)
Hayden's Noon-day Varieties (WOW)
Hayloft, The (WFAS, WDNC)
Hayloft Hi-Jinks (WEBQ)
Hayloft Hoosiers (KTUL)
Hayloft Jamboree (WAPI, WCAX, WSBT-WFAM)
Haymans, The (WRVA)
Hayride, The (WJRD)
Hayriders (KFVS)
Hazel and The Rhythm Rogues, with Guest (WSUN)
Hazel Johnson's Memory Program (KFYR)
He Owns One (WEBC)
He. She and They (CBS)
Headin' South (NBC)
Headline Analyzer—William Winter (WBT)

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Headline Flashes (WTCN)
Headline Heroes (WLW)
Headline Highlights (KMOX, WGY)
Headline Music (WIND)
Headline News (KRSC, WGAR, WIRE, WJR)
Headline of the Day, The (WTOC)
Headline Parade (CHML)
Headline Personalities (KERN, WSPR)
Headline Quiz (WDNC)
Headliner, The (WBBM)
Headliners—1937 (KOL)
Headlines (KFNF, WGR)
Headlines, The Hormel (MWR)
Headlines, The KERN (KERN)
Headlines, The KFNF (KFNF)
Headlines, The KFRU (KFRU)
Headlines, The Orange County (KVOE)
Headlines, The WINS (WINS)*
Headlines and Bylines (CBS)
Headlines and Harmony (WIND)
Headlines for the Housewives (WIP)
Headlines for Tomorrow (WBNS)
Headlines from Home (KFI, KECA)
Headlines from the Past (WKY)
Headlines in the Making (WBT)
Headlines in the News (WHO, WPTF, WWVA)
Headlines of Other Days (WGN, WTCN)
Headlines of the Air (WIL)
Headlines of the Hour (KEHE)
Headlines of the Past (KFRC)
Headlines of the Week (KMOX, WDAF, CJRC)
Headlines of Yesterday (WBNS, KFOR, KOY, WICA)
Headlines of Yesteryear (WCKY)
Headlines on Parade (WKBW, WEBR)
Headlines on Review (WWL)
Headlines on the March (WGH)
Headlines Tonight (WSJS)
Heads Up (KVOO)
Healani of the South Seas (NBC)
Health and Beauty (KTUL)
Health and Happiness (WFLA, WARD)
Health Club of the Air (WAVE)
Health Express (KGA)
Health Hunters (WGY)
Health Parade, The (KGNC)
Health Players, The Baltimore (WFBR)
Health Reporters (CJRC)
Health Review (CKY)
Health Spot (WROL)
Health Tales—Madeline Meredith (WSAZ)
Health Talk (WFIZ)
Health Talks (WSBT, CHRC)
Health Talks by the Matron (CFCF)
Health Winners (WHA)
Healthcaster (WMCA)
Hear, Hear! (WATR)
Hear, Oh Israel (WSPR)
Hearing America (WOR)*
Hearing the Symphonies (CJIC)
Heart and Hearth (KFUO)
Heart and Home (KGO)
Heart and Home Harmonies (CJRC)
Heart Beats of Atlanta (WSB)
Heart of Illinois News (WMBD)
Heart of the News (WBBM)*
Heart Song (WMBC)
Heart Songs (CHNS, RRI, WAPI)
Heart Strings Vibrant (KGNC)
Heart Throb Behind the Job, The (KIT)
Heart Throbs (KFUO)
Heart to Heart (KGB)
Heart to Heart Club (WGN)*
Heart to Heart Talk (KGCX)
Heart to Heart with You (KFUO)
Heartache Harbor (WKBW)
Hearth and Home (KFUO, WMIN)
Hearth and Home Hour (KBTM)
Hearth Harmonies (KYOS)
Hearts Adrift—The Friendship Mart (WCOP)
Hearts in the Hills (WTMV)
Hearts Up (WAGF)
Heartstring Tugs (WSAI)
Heat Wave (WISN)
Heat Waves (WSAI)
Heaven and Home Hour (WCBD)
Heck's Bike Shop (KFOX)
Hecklers Paradise (WHBQ)
Hector Sage, State Crossroads News Correspondent (WHDL)
Heel Hugger Harmonies (NBC)
Hegedus Directs (KFEQ)
Heidelberg Grenadiers (KMAC)
Heidelberg Students (KTSA)
Heinie and Carl (WOW)
Heinie and His Grenadiers (WTMJ)
Hektor—the Scotch Heating Engineer (WADC)
Held for Ransom (WOR)*
Helen Hamilton (WDAF)
Helen Hayes (NBC)
Helen Jane Behike (WMAQ)
Helen Nugent (WLW)
Helen's Home (WBAP)
Hellenic Catholic Hour, The New England (WORL)
Hellenic Dawn (WORL)
Hello Again (KOIN)
Hello, America (KTHS)
Hello from Hollywood (KRGV)
Hello—From Yolo (KFBK)
Hello Gang (WGRC)
Hello, Hello, Sportsmen! (CKAC)
Hello Hollywood (KFAC)*
Hello, Housewife (WFBR)
Hello, Ladies! (KDYL)
Hello Marie (WCFL)*
Hello, Michiana (WSBT-WFAM)
Hello, Neighbor (WCAE, KABC, KFH)
Hello, Ohio (WBNS)
Hello, Peggy (WBS)
Hello Sponsor (KABC)
Hello, The North (CJCA)
Hello, There (WCLE)
Hello, World (KLZ)
Hell's Kitchen (WMCA)
Help the Needy (WMBR)
Help Thy Neighbor (KHJ, WCHS)
Help Your Neighbor (WSYR)
Helpful Harry (CHRC)
Helpful Harry's Household Hints (WBS, KGO-KPO)
Helpful Hints (KGO-KPO)
Helpful Hints Exchange (WTAG)
Helping Hand, The (WMCA)
Helpless Hal, the String Saver (WNBC)
Hemenway's Headlines (KALB)
Hemingways, The (WNAC)*
Hemlock Tree, The (KGW-KEX)
Hempill Sisters (KRMD)
Hencacklers (WPAY)
Henning Sisters (KGFW)
Henri and the Kids (WCSC)
Henry and Jerome (WHB)
Henry Burbig in Musical Varieties (NBC)
Henry Busse and Orchestra (NBC)
Henry Ebner (KIDO)
Henry Morgan's House Party (WNAC)

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Henry M. Neely—Garden Talk (NBC)
Henry's Exchange (WLS)
Her Honor, Nancy James (CBS)
Her Majesty, the Musical Comedy (WSYR)
Herald Headlines (WGCM)
Herb Cook and Three Little Words (WHB)
Herb Dana on Football (KGO-KPO)
Herbert Claytor and Company (WPHR)
Here and There (KFUO, WHAM)
Here and There Happenings (WVFW)
Here and There in Music (KGVO)
Here and There in Radio (KARK)
Here and There in the Headlines (WOAI)
Here and There in the News in North Iowa (KGLO)
Here and There with Art and Glad (KXRO)
Here Come the British (KONO)
Here Comes the Band (WAVE, WCAX, WMIN)
Here Comes the Bride (WFBM)
Here Comes the Bunny (WQAM)
Here, There, and Everywhere (KTUL)
Here's an Idea (WICA, WLNH)
Here's Health (KFOR)
Here's Luck (KTAT)
Here's to Dancing (WHLB.
Here's to You (KYOS)
Here's to You—News (WBRC)
Here's Your Party (WXYZ)
Here's Your Weatherman (KXL)
Herman and Banta (NBC)
Herman and Peggy KFVS)
Hermit's Cave (WJR)*
Hermosa Harmony (KIUP)
Heroes and Patriots (NBC)
Heroes Meet When (CBS)
Heroes of Health (NBC)
Heroes of History (WHA)
Heroes of the Church (CBS)
Heroes of Today (WJR)
Heroes on Parade (WSPD)
Herr Fritz (KFVS)
Hershfield's Laugh Parade (WMCA)
Hessenbergers (NBC)
Heure Exquise, La (CHRC)
Heure Mauve, La (CBM)
Heure Pilote (CHGB)
Heure Populaire, La (CBF)
Heure Provinciale (CKAC)
Heward's Orchestra (CFLC)
Hey, Mr. Motorist (WOWO, WGL)
Hi-Boys (WGY)
Hi-Grade Melodies (KMBC)
Hi-Hatters (CBS)
Hi-Hilarities (MacG)
Hi-Jinks, The Franco (KFWB)*
Hi Jinks in Strings (WWSW)
Hi-Lights, The High School (KELA)
Hi-Lites in the News (WEBQ)
Hi, Neighbor (WJR, WSPA, WAIM, KLO, KTBS)
Hi-Noon Varieties (KFAM)
Hi Notes (KXL)
Hi Perkins Barn Dance (WDAY)
Hi-Plane Pilots, The (WRVA)
Hi, Professor (WAVE)
Hi-School Hi-Lights (WAVE)
Hi-School Hour, The Albuquerque (KOB)
Hi Sucker (KTSA)
Hi There, Audience (WOR)
Hi-Toots (KGHL, WTNJ)
Hi 'Y' All (WHBQ)
Hick Ree Nuts (WGAR)
Hickey and His Hickory Nuts (WWL)
Hicks from the Sticks (KMO)
Hickville Nuts (WSBT-WFAM)
Hidden Taxes (KOIL)
Hidden Treasures (KFUO)
High and Low (IBS)
High-Fidelity Concert (WQXR)
High-Flyers, The (KFIZ, WTMJ)
High Gear (CBS)
High Jinx (KGA)
High Lights of the Week's News in Review, The (WGTM)
High Noon Heat Wave (WIND)
High Noon Hi Jinks (WBAL)
High Priests of Harmony (WGY)
High Rock Jamboree (WFMD)
High School Amateur Hour (WMCA)
High School Amateur Program (WTAR)
High School Days (WKY)
High School Drama, The WTAG (WTAG)
High School Football Forum (WNEW)
High School Forum (WBRB, KSLM)
High School High Lights (WAVE)
High School Honor Graduates (WAVE)
High School Hour (KGO-KPO, WFBM)
High School News Reporter (KVI)
Highschool of the Air (WFIL)
High School Opportunity Club (WMCA)
High School Reporter (KVGB, WMCA, WIP)
High School Reporter, Your (WCNW)
High School Reporters (WGBI)
High School Students Fountain Hour (WSAI)
High School Students Solo Singing Contest (NBC)
High School Varieties (WCAP)
High Spots of the Week's News (WTAR)
Higher Octanes (WBAP)
Highland Park (KFVD)
Highlander Hillbillies (KGVO)
Highlight Program, The (WIBW)
Highlighting Your Radio Day (WMBH)
Highlights (CJRC, KIDW, CFRB)
Highlights, The Hammond (KELO)
Highlights and Harmonies (NBC)
Highlights and Headlines (WRC)
Highlights and Oddities in the News (WDRC)
Highlights from Latin America (NBC)
Highlights from the World of Sport (CJRM)
Highlights in Civic Pride (WPHR)
Highlights in Connecticut Sports (WDRC)
Highlights in Headlines (CJCA)
Highlights in Music (WRR)
Highlights in the Headlines (WGRC)
Highlights in the State Legislature (WMCA)
Highlights in the World of Sport (WTOL)
Highlights of Fashion (WCOP)
Highlights of Sport (KMBC, WPHR, CJRC, NYBS, WIND)
Highlights of Sport, Dave Pickards' (CHSJ)
Highlights of the Day's News (KFVS)
Highlights of the Headlines (WACO)
Highlights of the News (WCHV)
Highlights of the Week (KDYL)

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Highlites, The Fisk (WDNC)
Highlites in the Spotlite (KFPY)
Highlites of the School System (KIUL)
Highroad of Adventure (NBC)
Highway Birthdays (NBC)
Highway of Melody (CKWX, CKCW)
Highway Parade (WSAU)
Highway Patrol, The (KLO)
Highway Safety (WDRC)
Highway Safety Clinic (WAAB)*
Highways Above (WTOC)
Highways and Speedways (WMCA)
Highways of Rhythm (WISN)
Highways to Happiness (KMPC)
Highways to Health (CBS)
Hiking Thru the British Isles (CFRN)
Hilda King (WCAO)
Hi-lighting the Headlines (WJIM)
Hill & Dale (KOL)
Hill Billie Flappers (KTUL)
Hillbillies (KGO-KPO)
Hill Billy Amateur Contest, The (WLVA)
Hillbilly Band (WSPA)
Hillbilly Boys (WBAP, WOAI)
Hill Billy Follies of 1940 (WCOA)
Hill Billy Harmonies (WTJS)
Hill Billy Harmony (KGVO)
Hill Billy Heart Throbs (NBC)
Hillbilly Highlights (WROL)
Hill Billy Hi-Jinks (KFPY)
Hillbilly Hilda (WICC)
Hillbilly Hulabaloo (WCPO)
Hillbilly Jamboree (KFRO, WLNH, WSGN)
Hill Billy Plumber (WTMV)
Hill Billy Ramblers (WDNC)
Hill Billy Rell (KFBI)
Hillbilly Roundup (KFRO)
Hill-Billy Round-Up, The WCAX (WCAX)
Hill Billy Swing Session, The (KTOK)
Hill Billy Trail (WMFD)
Hill Billy Tryouts (WLW)
Hill Billy Twins (WMFD)
Hillbilly Valley (CHWK, KRSC)
Hill Country Harmonies (WELI)
Hills and Plains (WOAI)
Hills of Home (WRUF)
Hilltop House (CBS)
Hilltop Players (KOIL)
Hill-Top Rambler (WDEL)
Hilton Hints (KFVD)
Hinky Dinks Program, The (WLVA)
Hints for Ailing Houses (CBS)
Hints for Travel & Pleasure (KFPW)
Hints to Housewives (KGW, KEX)
Hints to the Homemaker (KONO)
Hiram Higsby and His Western Gang (KMBC)
Hiram Higsby in Fun and Foolishness (KMBC)
Hiram Horn's Store in Splintersville (KFEQ)
Hiram, Zeke and Everlina (WSTP)
Hired After Forty (NBC)
Hired Hands, The (WCFL, KFAB, KYSM)
Hired Hands, Webb's (KMMJ)
Hired Help Skylark (WSB)
His Father's Brother (WAIM)
His Father's House (WLW)
His Majesty, the Baby (KGNC, WDAY, WMBD, WBT, WHBF, WISN)
Historic Headlines (WGN)*
Historic Voices (WNYC)
Historical Highlights (WTAG)
Historical Sketches (KGO-KPO)
Historical Survey of English (WLAK)
History Behind the Headlines (CBS)
History Book, The (WKBN)
History Comes to Life (CKNX)
History in Action (WHN, FTRD)
History in the Headlines (WTIC)
History in the Making (WBBM, KLZ)
History in the News (WBT)
History Is Made (WFBC)
History Made Where You Live (WGY)*
History of Art (CJRM)
History of Medicine (NBC)
History of the Near East (WILL)
History Period (KFUO)
History Repeating Itself (WHN)
History Repeats Itself (CKCW)
History Was Made Where You Live (WGY)
Hit and Miss Revue (KRSC)
Hit of the Day, The (CKSO, WHAM, WKZO, CKWX, WIP)
Hit Parade (WCBS)
Hit Parade, The Amesbury (WLAW)
Hit Parade, The Haverhill (WLAW)
Hit Parade, The Newburyport (WLAW)
Hit Parade, The WLNH (WLNH)
Hit Review, Burns' (WROL)
Hit Revue (KFVS, KMTR, WSPD, KFEQ, KPLT, WIND)
Hit-Tune-Parade, The Cline-Vick (WEBQ)
Hit Tune Parade, The *Variety* (WEBQ)
Hit Tunes of the Week (WWVA)
Hit Tunes on Parade (WAVE)
Hit Wits (KEX)
Hitch Hikers (NBC)
Hitching Your Hobby (WMCA)
Hits and Bits (KSOO, WATR, WMBD)
Hits and Encores (CJRC, CKCL, WFBC, KXBY, WBS, CHSJ)
Hits and Headlines (WAAT, WJIM, CKTB)
Hits by the Tea-Timers (WCHV)
Hits for You (WSAU)
Hits from Broadway (WGY)
Hits from Hollywood (WHB, WAAW)
Hits from Shows (WGY)
Hits from the Operettas (WCAE)
Hits from the Show (WBZ-A)
Hits from the Shows (WGY)
Hits from Today's Movies (WCAZ)
Hits in Review (KTUL, MacG)
Hits, Misses, and Hisses (KIRO)
Hits of Phonograph Days (WCLO)
Hits of the Day (KFXR, WDAS)
Hits of the Gramaphone Days (WCLO)
Hits of the Week (WBZ-A, WSAI, CKNX)
Hits of the Weeks (CKNX)
Hits of Today and Tomorrow (KTKC)
Hits on Parade (KTUL)
Hits—Runs—Errors (KCKN)
Hits You're Humming (KROC, KFAM)
Hitwits, The (KGW-KEX)
Ho Hum (KFI)
Ho Hum Club (WMBG)
Hobbies (KDON)

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Hobbies, Everybody's (WNYC)
Hobbies for the Larger Leisure (NBC)
Hobby Club (CHNS, WRUF)
Hobby Club, Captain Budds' (KCMO)
Hobby Club, The KLS (KLS)
Hobby Club of the Air
Hobby Corner (WDNC)
Hobby Horses (CBL, CBY)
Hobby House (WTIC, WHAM, KQW)
Hobby Hunter (WPAY)
Hobby Hunting (WBT)
Hobby Lobby (KOBH, WOR)
Hobby Man (WGY, KYA)
Hobby Rider (WGY)
Hobby Riders (WKBN)
Hobnobbers, The (WHKC)
Hobos of Harmony (KYOS)
Hockey, Imperial Tobacco (CHNS)
Hockey School of the Air, The (CBM)
Hocum County Headlight, The (KVOD)
Hodge Podge (WEXL, WTHT)
Hodge Podge Lodge (KHJ, KFRC)
Hodge Podge Serenade (KONO)
Hodges Harmony Hawaiians (WCHV)
Hoisington Revue (KVGB)
Hold the 'Phone (WHBF)
Hold the Press (WHN)
Holiday Guide (CJRC)
Holiday Hodge Podge (WOAI)
Holiday Special, The (WPTF)
Hollisters, The (WOR)*
Hollyhock Lane (WOWO, WGL)
Hollywood Adventures (WTMJ)
Hollywood Answer Man (KPMC)
Hollywood Barn Dance (KNX)
Hollywood Boarding House (KFVD)
Hollywood Bowl Concerts (KFI)
Hollywood Brevities (WJAS, CJRC)
Hollywood Casting Hour Bureau (KMPC)
Hollywood Charm Counsellor (KHJ)
Hollywood Chatter Box (WIP, KANS)
Hollywood Chatterbox, The (KFXR, KMTR)
Hollywood Closeups (KFRU, WMBH)
Hollywood Commentator—Radie Harris (WOR)
Hollywood Extra on the Air (KFI)
Hollywood Extras on the Air (KECA)
Hollywood Fanfares (KWSC)
Hollywood Fashions (KSAL)
Hollywood Folio (WPG)
Hollywood Girl (KXBY)
Hollywood Gossip (KMTR, WMBC)
Hollywood Gossip Club, Jimmie Hall's (WKY)
Hollywood Guild (CBS)
Hollywood Hams (KNX)*
Hollywood Headlights on the Air (WSMK)
Hollywood Headlines (CKCW)
Hollywood High Hatters (WMAQ, WENR)
Hollywood Highlights (WFBM, WNBH, WCHS, WHN, WXYZ)
Hollywood Highlites (KFOR)
Hollywood Highspots (WTMV)
Hollywood Hilites (WFMD)
Hollywood Hillybilly (WFTC)
Hollywood Hits (WRGA)
Hollywood Hotel (CBS)
Hollywood Impressions (KTUL, WEBR, WBEN, MacG)
Hollywood in Person (KFI)*
Hollywood Lowdown (WDRC, WFBM)
Hollywood Mardi Gras (NBC)
Hollywood Matinee (KFWB, WISN)
Hollywood Melody Shop (KNX)
Hollywood Milkman (KTSA)
Hollywood News (KHSL)
Hollywood News and Previews (WFBC)
Hollywood News Flashes (KGW-KEX)
Hollywood Newsboy (CBS)
Hollywood News Girl, Your (Mutual)*
Hollywood Newsletter (KGLO)
Hollywood Newsreel (CRS)
Hollywood Nights (NBC)
Hollywood on Parade (KFOR, WBS)
Hollywood on the Air (KOBH, WFBC)
Hollywood Parade (WISN, WMBS, WTOC)
Hollywood Playhouse (NBC)
Hollywood Premieres (NBC)
Hollywood Question Box (KEHE)
Hollywood Reporter (WSAI, WIL, KGO-KPO, KTUL, KSFO)
Hollywood Reporter, Your (WWVA)
Hollywood Review, Carol Carson's (KVOR)
Hollywood Revue (WJAY)
Hollywood Room Recipes (WOR)*
Hollywood Roundup (KFIZ)
Hollywood Scrap Book (KEHE)
Hollywood Screenscoops (CBS)
Hollywood Serenade (KHJ)
Hollywood Showcase (KNX)
Hollywood Show Shopper, The (WWSW)
Hollywood Speaks (KECA, WWSW)
Hollywood Sports Camera (KFWB)
Hollywood Stand-In (KNX)
Hollywood Star Dust (WCOP)*
Hollywood Talent Parade (KFI)*
Hollywood Taxi (KNX)
Hollywood Varieties (KGO-KPO, WMCA)
Hollywood Whispers (KHJ)
Holy Mountains (KFUO)
Home and Style Forum (KYA)
Home Beautifier (WQAM)
Home Beautiful (WJEJ, WMCA, WSAR, KLO, CKLW, WLNH, CFRB, WWSW)
Home Beautiful Hour, The (KTAR)
Home Builders, The (KSL)
Home Builders Clinic (KMPC)
Home Builders Hour (WCOA)
Home Bureau Monday Morning Program (WSPR)
Home Coming Hour, The (KALE)
Home Counsellor, (WISN)
Home Decorating (CBS)
Home Decoration (WFAS)
Home Decorator, The (WEBQ)
Home Demonstrator, The (KGEZ)
Home Economics Talk (NBC)
Home Economies (WJR)
Home Economist—Ann Russell (KVOR)
Home Economist and Stylist—Mary Lang (KGGM)
Home Efficiency (CBS)
Home Folks (MacG, WOAI, WFAA, WSAU, WHO, WIBC, CKCA)
Home Folks Counsellor (WKY)

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Home Folks Farm Frolic, The (WPAY)
Home Folks' Frolic, The (WPHR)
Home Folks Hour (KMOX, WBBM, WCBS, WLVA)
Home Folks Hymn Hour (KGAR, WDZ, KTUC)
Home Folks Jamboree (WHAS)
Home Folks Program (WSVA)
Home Folks Rhythm Hour (WDZ)
Home for You, A (WEBC)
Home Forum, The (CFCY, KFJB, WHIO, KGNO)
Home Forum, The KDKA (KDKA)
Home Forum Cooking School (WBZ-A)
Home Harmonies (NBC)
Home Harmonizers (WTMJ)
Home Helpers (CKCL)
Home Hour (WCSH, WJAX, KGGF, WPG)
Home Hour, The Alden (WFAS)
Home Hour, The WBIG (WBIG)
Home Hour, The WSFA (WSFA)
Home Idea Shop (WSYR)
Home Institute (KGW-KEX, KTUL)
Home Lover's Chat (WSOC)
Home Lovers' Corner (KTHS)
Home Lovers' Program (CJRM)
Home Makers' Chat (KGFW)
Home Makers Program—Kaye Scott (WHBB)
Home Making in the School and Community (KTFI)
Home Making Neighbors (WHBF)
Home Management (WGN)
Home Missionaries, The (KGKB)
Home Music Lessons (NBC)
Home on the Range (WMFG, KGU, WPEN)
Home Period (KFUO)
Home Philosopher (WBRB)
Home Planning Series (NBC)
Home Rejuvenation Clinic (KTSA)
Home Scenes (WHDF)
Home Service (KFVS)
Home Service Bureau (KHQ)
Home Service Director (WSGN)
Home Service Hour (KCKN)
Home Service Program (KSL)
Home Songs (WFMD)
Home Speaks, The (WNEW)
Home Spun Songs, Old and New (WLNH)
Home Stylist (WCFL)
Home, Sweet, Home (KFJZ, WSAU, WHJB, WJAX, WHB, KFVS, KGEZ, KOA)
Home Symphony, The NBC (NBC)
Home Time (WWVA)
Home Time Tunes (KPMC)
Home Town (WLS)
Home Town Assignment (WHEB)
Home Town Band, The (WFAA)
Home Town Boys (WOR)*
Home Town Boys, The (CJCA)
Home Town Editor (WBAL, KTSA)
Home Town Forum (WBRB)
Home Town Interviews (WBRB)
Home Town News (KEHE)
Home Town Newspaper (WKZO)
Home Towners, The (NBC)
Home Treasures (KFBB)
Home with Aunt Jane (WINS)
Home with Jean Holmes (WINS)
Home with the Housewife, At (WJIM)
Homecraft Hour (WTHT)
Homecraft Theatre, The (CJRC)
Homehelper, The (KDYL)
Homeland Hour (WBNX)
Homely Philosopher (KFVS, KWKH)
Homemade Rhythm (CBS)
Homemaker (KMOX, KGB)
Homemakers (WESG, KVRS, WCKY)
Homemakers' Chats (WBZ-A)
Homemakers' Chit-Chat (KHSL)
Homemaker's Club (KOL)
Homemaker's Club of the Air (WOW)
Homemakers' Exchange (CBS)
Homemakers' Forum (WJIM)
Homemakers' Guild, The (WWRL, WCAP)
Homemakers' Half Hour (WOI)
Homemaker's Hour (KLZ, WLS, WOPI)
Homemakers, Ltd. (KTAT)
Homemaker's Notebook (WTCN)
Homemakers of the Air (WHN)
Homemaker's Ork (WAAT)
Homemakers' Pay Days (WJBC)
Homemakers' Program (WCOL)
Home-Makers' Studio (WTMJ)
Homemaking (WBBC)
Homemaking Neighbors (WHBF)
Homer and Happy (WJEJ)
Homespun (WROK, KMO)
Homespun David and His Sons (KCKN)
Homespun Harmonies (WRUF)
Homespun Philosopher (WMBR)
Homespun Philosophy (WAGM)
Homespun Poet, The (WFBR)
Homespun Religion (WJBC)
Homespun Verse (WSBT-WFAM)
Homespun Views on Current News (KFAB)
Homestead Harmonies (WFMD)
Homesteaders (KIUL)
Hometown (NBC)
Hometown Dramas (WCCO)
Hometown Headlines (KMBC)
Hometown Heroes (KTHS)
Hometown Memories (WLS)
Hometown Minstrels (KFH)
Hometown News, The (KFAB)
Hometown Newspaper (KTUL)
Hometown Philosopher (WCAO, WFBR)
Hometown Reporter (WDAY)
Hometown Sidewalk (WPTF)
Hometown Sketches (RRI)
Homeways to Happiness (WAPI)
Homey Philosopher (WQDM, KWLK)
Homicide Squad (KGW-KEX)
Honey and Bill (WEAU, WDAF)
Honey Gal (WHBF)
Honey Hollow Mountaineers (WFAS)
Honeyboy and Sassafras (WOAI)
Honeymead Stockmen (WHO)
Honeymoon Previews (WMC)
Honeymoon Travels Into the World of Music (WWL)
Honeymooners, The (NBC)

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Honk Tonk Revue (KTAT)
Honky-tonk Review (KTSA)
Honolulu Bound (CBS)
Honolulu Messengers (WELL)
Honolulu Strollers (WBT)
Honolulu Swing Aces (WBIG)
Honolulu Troopers (WFTC)
Honoluluans (CBS)
Honor the Law (RRI)
Hook, Line and Sinker (WBT)
Hoopin' 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 (KFRU)
Hope Alden's Romance (KBIX)
Hora Estrellia (KONO)
Hora Portuguesa (WORL)
Horace Heidt and His Brigadiers (NBC)
Horas Felices (WDAE)
Horicon Handshake, The (WIBU)
Horror Parade, The (WSYR)
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 (WHIO)
Hospital Highlights (WTMV)
Hospital Register (WMBH)
Hospital Reports (WJAG)
Hospital Roses (KOVC)
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, Frazers' (KGNO)
Hot Cake 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 Worcester (WTAG)
Hot Shots (KDB)
Hot Spell (WFAM)
Hot Spot Revue (CKCL)
Hot Stove League (KMOX, CKCL, WHAM, KELD, KOIN, KTUL, WTAD)
Hot Stove League of the Air (WIP)
Hot Stove Musicale (WSAI)
Hot Stuff Boys (WNOX)
Hot Town (WSAZ)
Hotcake Headlines (KOH)
Hotel Fantasy (KYA)
Hotel KoKo (WBRY)
Hotel Ko-Ko Head (WBRY)
Hots and Headlines (WGAR)
Hotshot Varieties (KIDW)
Hour Glass, The (WPRO, WEEI)
Hour Glass, Hanley's (WEEI)
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 (CHSJ)
Hour of Hope (WNEW)
Hour of Living Art (WFAS)
Hour of Meditation (KRLD)
Hour of Memories (WMAQ)
Hour of Peace (WLBC)
Hour of Prayer (KSFO)
Hour of Relaxation, The (KGKL)
Hour of Remembrance (KSLM)
Hour of Repose, The (CHRC, WJDX)
Hour of Romance (KSFO)
Hour of Smiles (KFJB, WHO)
Hour of the Nations (WINS, NYBS)
Hour of Worship (WGAR)
Hour of Youth (WBNX)
Hour That Is Worth While, The (KFBI)
Hour, The Ideal Fuel (KUOA)
Hour, The Royal Gelatin (NBC)
Hour with Shakespeare (NBC)
Hour with Sigmund Romberg, An (NBC)
Hour with the Masters (WRUF)
Hours Ahead, The (KGLO)
Hours of Great Music (KWSC)
House & Home Hour (WWNC)
House Beautiful (WFBM, WHB)
House Beside the Road (WABC)*
House by the Side of the Road, The (WWL, WCBA-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 (WBZ-A, WKBN)
House of Friendship, The (WSJS)
House of Glass (WJZ)*
House of Happiness (WFAA, WWVA, WMC)
House of Harmony (KRE, KFBB)
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 WHIO (WHIO)

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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 (KFRC)
Housewife's Scrapbook (KFXR)
Housewives' Chit Chat (KHSL)
Housewives Friendly Service (WELI)
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 Albuquerque (KOB)
How Will You Vote? (WHIO)
How Would You Say It?
How Your Federal Government Operates (WTIC)
Howard Dandies (WMCA)
Howard Ely at the Organ (KMBC)
Howard Hale's Musical Snowflakes (WKY)
Howard Lanin's Swing Kings (WFIL)
Howdy, Judge (WSM)
Howdy, Neighbor (KFAB, WCMI)
Howdy, Neighbors (WMBO, KWOS, WMMN, WSAZ, WDZ)
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 (KGEZ, MacG)
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 (KSRO)
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 (WTMV)
Hungarian News (WTNJ)
Hungarian Romance (WGES)
Hunting Valley Club (WGAR)*
Hurdy Gurdy Man (WGRC)
Hurricane Jones (WHN)
Hurricanes and Earthquakes (NBC)
Hurry-Uppers (KOIL)
Husbands and Wives (WOR)
Huskin' Bee, The (KTUL)
Husky Hall of Fame (KOL)
Hutton Corners (WHKC)
Hyacinths and Home-making (WHBF)
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, WGRC, WMBD, WTJS, WAIM, WGAU, WPIC)
Hymn Time at Aunt Mary's (WMFD)
Hymn Time with the Nelson Sisters (WEBC)
Hymner, The (KHUB)
Hymnfest (KIDW)
Hymnology (WBNX)
Hymns and Music (KOVC)
Hymns and Their History (WHIO)
Hymns at Twilight (CHLT)
Hymns by Charles Lee (WDOD)

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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)

I

I. Q. Bee (KTAT)
I. Q. Kollege (KANS)
I. Q. Program, The McCutcheon (WSUN)
I Am Not a Candidate (WCOP)
I Bring a Love Song (CFCJ)
I Bring a Song (KGFF)
I Cover Monterey (KDON)
I Cover the World (CKMO)
I Hate Women (WNEW)
I Hear America Singing (WQXR)
I Knew Him When (KMO)
I Like Music (WLW)
I Love a Mystery (NBC)
I Love You from Coast to Coast (NBC)
I Made the Front Page (WINS)*
I Need a Job (WCOL, WGN)
I Never Knew (WNAX)
I Only Heard (KAWM)
I Pay for My Seat (KHJ)
I Wanna Be An Announcer (WBRC)
I Want a Divorce (KPO)
I Want a Job (WMCA, KOB, KVWC, WBRC, WDAY, WGES, WWJ)
I Want a Policeman (KMPC)
I Want to Get Married (WCFL)
I Want Work (WISN, WROK)
I Wanta Be an Announcer (WMBH)
Ice Carnival (WHB)
Ice Cream Sing (KLO)
Ice Worms, The (KFQD)
Icelandic Luthern Synod (CJRC)
Ici l'On Chante (CRCK)
Idea Exchange (WHN)
Ideal Waltz Time (WOAI)*
Ideas That Came True (NBC)
Idle Fingus (KFH)
Idle Hour, The (WSBT-WFAM)
Idle Jesters (WHB)
Idle Thoughts (WOR)
Idol of Millions (JVG)
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 (WORL)
Igmus and Intellic (WBZ-A)
Ike and George (WGY)*
Ike and Mike, The Katz Boys (WDAF)
Il Tenore Del Bel Canto (WOV)
I'll Ask You (WLVA)
I'll Never Forget (WRC)
I'll Sing You a Song (WBT)
I'll Swap You (WICA)
I'll Take Rhythm (WCBS)
Illene Trio, The (WDWS)
Illinois and Its Mineral Resources (WILL)
Illustrations in Ivory (WCAM)
Illustrious Pen Woman (WTAG)
I'm Asking You! (KFSD)
Imaginary Theatre (WLTH)
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 (WKOK)
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 Rathskeller (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 (WFAA)
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, KHJ)*
In Martial Mood (WSPA)
In Melodious Mood (KGVO)
In Memory's Garden (WHK)
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 (KFUO)
In Peaceful Valley (WJR)

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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 (WSPR)
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, WFAM, WROK, WINS, KMBC, WTMJ, WSB, CJRS, NYBS)
In the Good Old Summertime (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 Lenselight (WFIL)
In the Lobby (WTJS)
In the Locker Room (WELL)
In the Mayfair Manner (WRUF)
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 (WJSV)*
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, KWK)
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 (KXBY, WCAP)
In Tune with the Masters (WBNX)
In Tune with the Times (KFJB, KYOS)
In Your Garden (WRVA)
Ina Claire Presenting Plays (NBC)
Incense and Lotus Blossoms (WFAA)
Incidentally (WNEW)
Incidents in Montana's History (KGVO)
Income Tax Explanations (WIP)
Incredible Truth (WOV)
Independent Weekly (KGVO)
Index, The WHJB (WHJB)
Indian Call, The (WHAI)
Indian Good Luck (KFWB)*
Indian Legends (KIUP)
Indian Lore (WAPI)
Indian Love (KHSL)
Indian Trail, The (WBZ-A)
Indian Trails (KMTR)
Indian Trio (KOIL)
Indiana Indigo (WOWO)
Indiana on Parade (WIRE)
Indianapolis Motor Sweepstakes (NBC)
Indianapolis Speedway (NBC)
Indians All (NBC)
Industrial Development (WQDM)
Industrial Leaders (NBC)
Industry on Parade (WHB)
Industry Speaks (WBNS, WHJB)
Infallible Pair, The (KLZ, KOA)
Info (WFBR)
Informal Chats (CJGX)
Informal Evening at Home (WCOA)
Informal Moments (CBL)
Information (WJAY, KFH)
Information Artistique (CKAC)
Information Booth (WLBZ)
Information Box (WBBC)
Information Bureau (WCKY, WIND)
Information Desk (WAAW, WKST)
Information Desk, The KFOR (KFOR)
Information, Please (WNOX, WRNL)
Informative Religious Forum (KMOX)
Informative Religious Talks (KMOX)
Inglenook Hour (KGAR)
Ink Spots (NBC)
Inkpot, The (CFCY)
Ino the Cow (WMPS)
Inquiring Baker, The (KVOR)
Inquiring Historian (KRKD)
Inquiring Kegler, The (WMBO)
Inquiring Microphone (WINS, NYBS)
Inquiring Microscope (WINS)
Inquiring Mike (WSGN, WWVA)
Inquiring Professor, The (WBAA)
Inquiring Reporter (KFVS, WCOL, WHDL, WIL, KPDN, WHN, WKY, 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 (WENR)
Inside Story of Pennsylvania Politics (WHP)
Inside the Books (WILL)
Inside the City Hall (KFOR)
Inside the Night Clubs (WMCA)*
Insomnia Club (KNX)
Insomnia Hour (WMCA)
Inspector Keyes (WJIM)
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 (WCPO)
Insurance Forum (WBNX)*
Insurance Problems (WMCA)*
Inter-City Express (WMCA)
Intercollegiate Council on Public Affairs (CBS)
Intercollegiate Radio Debate (WFIL)
Intercontinental Concerts (NBC)
Interesting Facts (KSLM)
Interesting Facts and Features (WEBQ)
Interesting Neighbors (NBC)
Interesting People (WBRB)
Interesting People in the Black Hills (KOBH)
Interesting Questions and Answers (WSBT-WFAM)
Interior Decorating (CBS)
Interior Decorators, The Anderson (KCKN)

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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 (KOVC)
Interludes of Music and Poetry (KOVC)
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 Program (KONO)
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 (WLS)
International Melodies (CJRC, WGY, WJBK)
International Mirror, The (WBNX)
International Problems and Their Solutions (WILL)
International Radio Forum (NBC)
International Radio Newsreel (KMTR)
International Review and Dance Parade (KFVD)
International Salon (WOR)
International Scene (WAPI, WJAG)
International Singers (CBS)
International Song Favorites (KGMB)
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)
Interview-ographies (WDAN)
Interviewing Visitors (WCAP)
Interviews (KFUO, WFLA)
Interviews—Walter B. Pitkins (NYBS)
Interviews in the News (WHBQ)
Interviews with the Immortals (WQXR)
Interviews with the Past (KSL, WGY)
Interwoven Pair (NBC)
Intimate Glimpses (KHQ)
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 (KXBY)
Into Your Home with the Piano Lady (WCLO)
Introducing Albuquerque (KOB)
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 (KSAL)
Invitation to Listen (WLW)
Invitation to Romance (KYW)
Invitation to the Dance (NBC)
Invitation to the Waltz (WOR)*
Ionian 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)
Ireene Wicker's Musical Plays (NBC)
Ireland on the Air (WVFW)
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? (WBBC)
Is That a Fact (CKGB)
Is That So? (CKCK, WKBN)
Is Your Tie Straight? (WJEJ)
Isla Garcia (WFLA)
Island Airs (KGU)
Island Echoes (KDAL)
Island Harmony (KGGM)
Island of Paradise (KGW-KEX)
Island of the Pirates (KEX)
Island Treasure Hunt, The (KGU)
Islanders, The (CBO, KECA, WMCA, WHJB)
Isle of Dreams (KLO, KOIN, WAPO, WLAC)
Isle of Golden Dreams (WMCA, KFBB)
Isle of Romantic Paradise (KOMA)
Israel Speaks (KTAT)
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)

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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)
Italia (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 (WOV)
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 (WHB)
It's Time to Swing (KPAB)
It's Up to the Women (NBC)
It's Up to You (NBC)
It's Variety Time (KTOK)
It's Waikikian Time (KHUB)
It's Wheeling Steel (WWVA)
It's Worth Knowing (KOY)
It's Your Own Fault (KTEM)
It's Your State—Listen! (KARK)
Itty Bitty Kiddie Hour (WHN)
Ivan Harrington (KCRC)
Ivanhoe Saladiers (WBZ-A)
I've Always Known (WATR)
I've Got an Idea (KSTP)
I've Got the Tune (CBS)*
Ivories and Ebonies (WDRC)
Ivory and Frets (WBNX)
Ivory, Ebony and Muted Strings (KONO)
Ivory Interlude (WISN, WCHV)
Ivory Melodies (KGLO)
Ivory Rhythm (WRUF)
Ivory Sketches (KFH)
Ivory Tempos (KTOK)
Ivory Tower, The (WHN, WOV)

J

J. B. and Mae (WBBM)*
Jacinto Orosco's Hora Mexicana (KVOA)
Jack and Adele (KFRC)
Jack and Earl (WXYZ)
Jack and Ethel in Roads to Hollywood (KGO-KPO)
Jack and Fritz (WOR)*
Jack and Gill (WJNO)
Jack and His Guitar (KGAR)
Jack and Jill (KGCX, WDAF)
Jack and Jill Club (KIDO)
Jack and Loretta (CBS)
Jack Armstrong (NBC)
Jack Arthur's Blackout (WOR)*
Jack Benny, Jell-O Program Starring (NBC)
Jack Benny and Lanny Ross, Jell-O With (NBC)
Jack Berch (NBC)
Jack Frost's Troubadours (WCAE)
Jack Haley's Log Cabin (NBC)
Jack in the Band Box (WHEB)
Jack in the Box (KLZ)
Jack Lait (NYBS)
Jack Oakie's College (CBS)
Jack of All Trades (WNEW)
Jack Onslow's Baseball School (WAAB)
Jack Pearl (NBC)
Jack Pearl as Baron Munchausen (NBC)
Jack Says "Ask me Another" (WTIC)
Jack Shilkret's Orchestra with Captain Blackstone (NBC)
Jack Starr's Sportcast (KMBC)
Jack the Bellboy and His Wax Workshop (KFVD)

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Jack the Inquisitor (WTIC)
Jack Wells (KFAB)
Jackpot, The (KIDW, WSGN)
Jackson Family, The (WROL)*
Jacksonville Community Sing (WMBR)
Jacksonville Morning Orchestra (WJAX)
Jacksonville on Saturday Night (WJAX)
Jacques and Jacqueline (CKAC)
Jacques-Cartier Mixed Quartet, The (CHRC)
Jam Band, Ted Mays' (KONO)
Jam Gems (KGW-KEX)
Jam for Breakfast (WIBC)
Jam for Dinner (WSPD)
Jam for Supper (WCPO, WHK, WMMN, WMPS)
Jam 'n' Jig (WTMV)
Jam Pantry, The (WBAP)
Jam Session, The (WCFL, WMSD, WTMJ, WFTC, WMCA, WRDW)
Jam Session, The WNBX (WNBX)
Jam Session in the Old Hayloft, The (WCAZ)
Jamboliers, The (WDBO)
Jamboree (IBS, WRUF)
Jamboree, Fred Kirby's (WBT)
Jamboree, George Jessel's (WJZ)
Jamboree, Jack's (WFIL)
Jamboree, The Boone County (WLW)
Jamboree, The Frizz (CFCH)
Jamboree, The Jamesway (KGLO)
Jamboree, The KFRO (KFRO)
Jamboree, The NBC (NBC)
Jamboree, The WDSW (WDSW)
Jamboree, The WSAL (WSAL)
Jamboree Prevue (WLW)
Jameses, The (NBC)
Jammin' and Jivin' (WHBQ)
Jam-up and His Swamp Angels (KOY)
Jan's Journey (KLS)
Jane Arden (NBC)
Jane for Supper (WCPO)
Jane Grey (WSAI)
Jane Joy's Funny Paper Show (WTCN)
Jane Lee—Woman's Program (WFLA)
Jane Lee's Fashions (WDWS)
Jane Tucker (KFAB)
Janet's Club Calendar (KXBY)
Janette, Song Stylist (WSAI)
Jangles, The (KFAB, WOW)
Jarr Family (WOR)*
Jasper County Medical Forum (WMBH)
Jaunt Around Town (WGPC)
Jaunting Through Ireland (WCOP)
Java Club (WCSC)
Java Jamboree (WFBC)
Jay Allen's KGNO Gossip Club (KGNO)
Jazz a la Harlem (CHRC)
Jazz Hot, Le (IBS)
Jazz Jamboree (CFAC)
Jazz Judge (WOR)
Jazz Nocturne (WOR)
Jazzistory (WTMJ)
Jean & Judy (WMBS)
Jean Clement (CKAC)
Jean Colbert-Beauty Talks (NBC)
Jeddo Highlanders (NBC)
Jefferson City Today and Tomorrow (KWOS)
Jellied Jems of the Classics (KROY)
Jennie Peabody (WBBM)*
Jerry Cooper (NBC)
Jerry Joy and Jubileers (WGY)
Jerry Nelson, The News Hawk (KFOX)
Jerry Todd and Gang (WHB)
Jes-Ges-Who (KELO)
Jes' Tho'ts (WKRC)
Jess Stafford and His Orchestra (KYA)
Jesse James, The Bad Man of Melody (KNOW)
Jesse Stafford (CRS)
Jest Whitlin' (WDAE)
Jesters, The (WBZ-A)
Jesters, The Jewett (WJR)
Jesters, The Tastyeast (WBZ-A)
Jeune Poesie Canadienne, La (CBF, CBM)
Jeux Radiophoniques, Les (CBF)
Jewel Box, The (WIBM, WAVE, KHQ, WOR)
Jewel Box, Goodman's (WMC)
Jewel Box of Melody (WDNC, KOL)
Jewel Case of Melody, The (CKCW)
Jewels at Eventide (WRC)
Jewels of Destiny (NBC)
Jewels of Melody (WHBC)
Jewels of the Air (WISN)
Jewish Amateur Hour (WLTH)
Jewish Art Program (CBS)
Jewish Cavalcade (WARD)*
Jewish Classical Hour (KFVD)
Jewish Commentator, Nat Youngelson (WCBM)
Jewish Community Players (WOW)
Jewish Community Sing (WMCA)
Jewish Court for Peace and Justice (WLTH)
Jewish Court of Arbitration (WLTH)
Jewish Dramatic Hour (WGES)
Jewish Good-Will Hour (WPHR)
Jewish Half Hour (CJRC)
Jewish Health Food Hour, The (WLTH)
Jewish Hour (WMBC)
Jewish News of the Week (WCSC)
Jewish Philosopher, The (WBBO, WFAB)
Jewish Prophecy Hour (KOB)
Jewish Quarter Hour (CJRC)
Jewish Society Reporter (WRAX-WPEN)
Jewish Symphonietta (WMCA)*
Jewish Theatre of the Air (FTRD)
Jibe Hall (WATR)
Jig Time (WMFD, KSO)
Jigger Game, The (KRLD)
Jill and Judy (NBC)
Jim and George (WEDC)
Jim & Joan Present (KRMD)
Jim and Judy (KGW-KEX)
Jim Jam Jitters (WSAI)
Jimmy Kemper and Company (NBC)
Jim Maverick's Talk on Milk (WOAI)
Jim McWilliams' Question Bee (NBC)
Jimmie Allen's Air Adventures (WDAF)
Jimmie and Dave (WTJS)
Jimmie and Dick—The Novelty Boys (WEEI)
Jimmie and His Wife (WFLA)
Jimmie and Janie's Vagabonds (WRAK)
Jimmie Fidler and His Hollywood Gossip (NBC)
Jimmie Gallagher Still Hanging On (WORL)
Jimmie's Jamboree (WAIM)
Jimmy and Babs (WHBF)
Jimmy and His Saddle Pals (KRKD)
Jimmy James and His Symphony of Swing (WLW)
Jimmy, June and Jack (NBC)
Jimmy Legs (WTMJ)
Jimmy Melody (WWSW)
Jingle Time (WJNO, KQW, KFJX, KGKL)
Jingleers, The (KQV)
Jinglers, The R-C (KTAT)
Jingletown Gazette (KGO-KPO)

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Jingling Sam (WCCO)
Jitter Bug Club (KDON)
Jitterbug Jamboree (KDYL, KGKB, KTBS, WCSC, WFIL, WMBR, WGAN)
Jitter Bugs (KGAR)
Jitterbugs, The (WDZ, WAIR, WOAI)
Jitterbug's Joy (CHAB)
Jitters Jamboree (WAAT)
Jive & Schmaltz, Inc. (WSJS)
Jive-at-Five (WNEW)
Jive Cats Jamboree (KLPM)
Joan and Jimmie (KCMO)
Joan of Arc (NBC)
Joan Davies with the Ladies (WJAS)
Joanne Taylor (KMBC)
Job Clinic, The (WLAW, WSGN, WOW, WHBQ, KFBK, WHB)
Job Clinic, The Florida (WFLA)
Job Finder, The (KVOD, WFBR, WCAU, KIDO, KIRO, KPMC, KSEI, WGBI)
Job Man (KLZ)
Job Opportunities (WHK)
Job Opportunity (WCLE, WHK)
Job Seekers Clinic (KGKO)
Job to Choose, A (KYW)
Job Wanted (KSTP)*
Jobs Wanted (KQV, WHIO)
Joe and Al (KMOX)
Joe and Bateese (WBZ-A)
Joe and Cynthia (RRI)
Joe and Eddie (WGY)
Joe and Gracie (CHAB)
Joe and Jenny (WAZL)*
Joe Calipari's Kings of Rhythm (CFLC)
Joe La Tour and Co. (WGY)*
Joe Miller's Opera House (KECA)
Joe Palooka (WABC)*
Joe Public Says (WHLB)
John and Julius (KFUO)
John and Molly Farmer (KGO-KPO)
John and Ned (KGO-KPO)
John Day Murder Mystery (KYW)*
John Henry (CBS)
John Holden Players (CKRC)
John Martin, M.D. (KYA)
John Sings (WIOD)
Johnnie and Joe (WTMV)
Johnnie & Webbie (WBT)
Johnnie Johnston (WENR)
Johnnie O'Brien and His Harmonica Hi-Hats (KGO)
Johnnie Presents (CBS)
Johnnie Pursley & the Three Harmonettes (WBTM)
Johnny-at-the-Piano (WHO)
Johnny Fielder's Orchestra (KONO)
Johnny Hart in Hollywood (WJZ)*
Johnny Marvin's School of the Air (WKY)
Johnny on the Lot (WSJS)
Johnny on the Spots (KCMO)
Johnny Russo's Neptune Beach Band (KYA)
John's Other Wife (NBC)
Johnson Family, The (WOR, WLW)
Johnsons, The (WBAL)*
Join the Parade (KOBH)
Joke Book, The (WCAU)*
Jokesters, The (WTMV)
Jolly Baker, The (WELL)
Jolly Bill & Jane (NBC)
Jolly Bill Newsreel for Children (NBC)
Jolly Boys (KVOL)
Jolly Butcherboy, The (WSAU)
Jolly Jim (WXYZ)*
Jolly Joe (WKST)
Jolly John's Birthday Club (WBZ-A)
Jolly Jonathan's Breakfast Club (KRKD)
Jolly Journies (NBC)
Jolly Jugglers (CBS)
Jolly Junketeers, The (NBC)
Jolly Man (WFIL)
Jolly Mike (KTAR)
Jolly Ramblers, The (KWLK)
Jolly Time (WBT)
Jolly Timekeepers (KFRU)
Jolly Times Revue (NBC)
Jollytimers, The (CBL)
Jolton's Jolters (KIDW)
Jones Boys, The (KMBC)
Jones' Millions (WKY)
Jones' Pup (KFWB)
Jones' Shoppers Revue (WKZO)
Joplin's Accident Scoreboard (WMBH)
Jordons, The (KGO-KPO)
Jose Ramirez and His Argentines (KGO-KPO)
Joseph Loffredo's Sketch Book (WOV)
Joseph M. Segall's Children's Hour (WHDL)
Joseph Zimber's String Quartet (NYBS)
Josephine (WCRW)
Josephine and the Minutemen (WCFL)
Josephine B. Gibson Food Talk (NBC)
Josh Higgins (NBC)
Josh Higgins of Finchville (WMAQ)
Josh Whitcomb of Four Corners (KROC)
Josie & Her Jiffy Loom (KFBB)
Journal Carrier Corner (WSB)
Journal-Post News Flashes (WHB)
Journal Presents! (WCOL)
Journal Radio Headlines (WSB)
Journal Salutes, The (KOB)
Journalism Today (WBAA)
Journeys Behind the News (KLZ)
Journeys in Music Land (WHA)
Journeys Thru Songland (WQXR)
Joy Boy Pet Club (KMA)
Joy Boys String Band (KRBC)
Joy Club (WHJB)
Joy Train (KSOO)
Joyaux de la Scene Lyrique, Les (CBF)
Joyce Jordan—Girl Interne (NBC)
Joymakers, The (WNEW, CKCD)
Juan Hernandez Ensemble (KIUP)
Jubilate Girls' Chorus (WAWZ)
Jubilee (WBRE)
Jubilee Review (KGO)
Jubilee Singers, The Fisk (NBC)
Jubilesta (KXBY)
Judge Jive's Court (KSRO)
Judge Stetson's Night Court (KCMO)
Judge Tells His Story, The (KVOD)
Judging the Stars (WRC)
Judy and Jane (WBS)
Judy and the Jesters (KMBC)
Judy Jene's "What's New in Fort Smith" (KFPW)
Judy O'Grady and the Colonel's Lady (KABC)
Jug O'Melody (KYOS)
Jugo-Slav Troubadours (WELL)
Juilliard Graduate School of Music Concerts (WQXR)
Jules Verne Allen and His Cowhands (WOAI)
Julia Ross, Your Personal Advisor (WGR)
Juliette Kay (WCAO)
Jumbo Program, The (KRSC)
Junction City (WQAM)
June and Jerry (KMOX)
June Baker (WGN)
June Bride (WKZO)
June Bride's Radio Column (KROC)
Jungle Explorers (WTMJ)
Jungle Jim (KHSL, WMFJ, WINS, NYBS)

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Junior Academy of Science (WOI)
Junior Amateur Parade (WNEW)
Junior Artists Program (KYA)
Junior Barn Dance Gang (KFIZ)
Junior Baseball League News (KRE)
Junior Birdmen of America Program (NBC)
Junior Broadcasters (KFWB)
Junior Brownies, The (KTAT)
Junior Capers (WSJS)
Junior Crime Prevention Bureau (WCAE)
Junior Detectives (NBC)
Jr. 'G'-Men (KOL)
Junior G-Men's Club (CKWX)
Junior Hi-Jinks (KDYL)
Junior Inspectors' Club (WNYC)
Junior League Program (CJRC)
Junior Matinee (WXYZ)
Junior Merrymakers (WDNC)
Junior Misses, The (WBRC)
Junior Misses Program, The (WBRC)
Junior Music Hall (KGLO)
Junior Musical Comedy (CBS)
Junior Musical Half Hour (CJRC)
Junior Musicomedy (WHEC)
Junior News (NBC)
Junior Newspaper of the Air (KDYL)
Junior Nurse Corps (CBS)
Junior Olympics (WTMV)
Junior Operatives (WMBC)
Junior Opportunity Revue (WBAL)
Junior Police of America (WCNW)
Junior Police Parade (WCNW)
Junior Question Hall (WCAU)
Junior Quiz Bee (WGAR)
Junior Radio Club (WJAR)*
Junior Radio Club, The WBIG (WBIG)
Junior Radio Journal (NBC)
Junior Radio Newspaper (WSYR)
Junior Radio Parade (KMOX)
Junior Radio Players (WCAP)
Junior Radio Playhouse (WSAI)
Junior Reporters Club (WFIL)
Junior Revue (WPAY)
Junior Revue, Mary Small's (NBC)
Junior Round-Up, The (KTAT)
Junior Safety Army, The (CKPR)
Jr. Safety Club (WINS, NYBS)
Junior Show Case (KRKD)
Junior Spelling Bee (WIP)
Junior Stars (WACO, WLS)
Junior Stars Revue (WHO)
Junior Symphony, The (KFWB)
Junior Theatre (WMBC)
Junior Theatre of the Air (WRAX-WPEN)
Junior Town (WHP)
Junior Varieties (KGO-KPO)
Juniors, The (WJIM)
Jury of Women, The (WPRO)
Jus' Dreamin' (WHB)
Jus' Tho'ts (WKRC)
Just a Couple of Dogs (WINS)
Just a Few Songs (WSJS)
Just a Little Swing (KARK)
Just a Memory (WDAC, CHAB)
Just a Song at Twilight (WHDL, WSPA)
Just a Year Ago Tonight (WBT)
Just About Dogs (WCFL)
Just About Time (WDGY, WGAR)
Just Another Amateur (CBS)
Just Around the Corner (KGO-KPO)
Just Around the Corner Club (KWK)
Just Before Evening (KFPY)
Just Between Us (WBBC)
Just Between Us Girls (KOMA)
Just Dogs (WOR)
Just Dropping In (WTJS)
Just Entertainment (CBS)
Just Fifteen Minutes (KVOO)
Just Folks (KMPC, WELL, KWSC, WRR)
Just for Fun (KWBG, KVI, WKBZ)
Just for Information (KWYO)
Just for You (WKBZ)
Just Home Folks (WWL)
Just Imagine (KFPY)
Just Jammin' (WOMI)
Just Jazz (CBS)
Just Joan (KCMO)
Just Kids (WBAA, KMPC)
Just Kids Club (KLZ)*
Just Lazin' Around (KGU)
Just Like That (KGLO)
Just Looking, Thanks (KRMD)
Just Married (WJAY)
Just Married—Ten Years (WCAU)
Just Music (WQXR, CFRB)
Just Neighbors (NBC)
Just Ordinary Folks (KGNC)
Just People (CKCL)
Just Plain Bill (NBC)
Just Relax (KDKA)
Just Songs (WPHR)
Just S'Posin (CKY)
Just the Two of Us (WBT)
Just Think (KSLM)
Just Thinkin' (KVGB, WIS)
Just to Remind You (KFJZ)
Just We Two (KTEM)
Just Willie (WENR)*
Just You and I (KONO)
Juvenile Climbers (WBRB)
Juvenile Concert Hall (WHBF)
Juvenile Counsellor (WNLC)
Juvenile Hour, Bry's (WMC)
Juvenile Matinee (WHBF)
Juvenile Minstrels (WGAR)
Juvenile Parade (WORL)
Juvenile Parade, The WLTH (WLTH)
Juvenile Players (WHBF)
Juvenile Radio Newspaper (WSYR)
Juvenile Revue (KHJ, WJIM)
Juvenile Stars (KMAC)
Juvenile Talent Parade (KRBC)
Juvenile Theatre, WHBF, WMBD)
Juvenile Varieties, The WCHV (WCHV)
Juveniles (WAAT)
Juveniles on Review (KSTP)

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K

K-Circle-Y Radio Rodeo (KOY)
KFAMily Hour, The (KFAM)
KLZoo Club (KLZ)
KSROlling Along (KSRO)
KSTP Presents (KSTP)
Kabible Kabaret (WINS)
Kabible Kabaret, Harry Hirshfield's (NYBS)
Kadians (KDKA)
Kaempfer's (NBC)
Kaffee Klatch (WMIN)
Kalamazoo Laundrymen (WKZO)
Kalamazoo Speaks (WKZO)
Kaleidoscope (CKCK, WSAU, WKBN)
Kall Letter Kinds (KLPM)
Kaltenborn Edits the News (CBS)
Kaltenmeyer's Kindergarten (NBC)
Kamaina Trio (KWSC)
Kangaroo Club (KDYL)
Kapers, The WHK (WHK)
Kapers & Kay, The (WAPI)
Kansas City Kiddies Revue (WHB)
Kansas City Melody Boys (WHB)
Kansas City Pioneers (WHB)
Kansas Roundup (KCKN)
Kaptin of the Keyboard (WJAS)
Karrot Kids (KTAT)
Kash Kwiz (WHK)
Kassie Style Chat (KDFN)
Kat Klub Klambake (KWLK)
Kate Smith Hour (CBS)*
Katherine Krug (WLS)*
Kath'rine and Calliope (WMCA)
Kattie Eller Ses (KDLR)
Kay Dean on Market Square (WFLA)
Kay Fayre Sings (WSPR)
Kay Kyser's Orchestra (SR)
Kay Troubadour (KGO-KPO)
Kay Worthington Snoop (KGNF)
Kay Worthington Snoop and the News (KGNF)
Kazoo-Po Safety Club (WKZO)
Keebord Kaners (KLRA)
Keep Fit (CFAC)
Keep Georgia On Your Mind (WSB)
Keep It Under Your Hat (KGKO)
Keep Smiling (CJRC, WMCA, WJNO)
Keep Smiling Program, The (KVOE)
Keep the Home Fires Burning (KGO-KPO)
Keep Thinking (CJRC)
Keep Up with the Stork with Dr. Pepper (KICA)
Keeper of the Keys, The (KCMO)
Keeping Company (WGH)
Keeping Cool (WFBR)
Keeping Fit (KMBC)
Keeping Fit in Hollywood (KNX)
Keeping House Is Fun (WHDL)
Keeping House with Betty (WPNR)
Keeping Step with the Schools (WTAD)
Keeping Time (KGW)
Keeping Up with Daughter (NBC)
Keeping Up with the Joneses (KGVO)
Keeping Up with the Law (WBT)
Keepsakes (MacG)
Keese at the Keys (WATL)
Ken Keese at the Keys (WATL)
Kenbridge Radio Hour (WPHR)
Kennel Club (WNEW)
Kennel Klub (KLZ)
Kennel Time (WMAQ)
Kenner Stakes (NBC)
Kentuckiana Salute (WHAS)
Kentuckiana Sports Chatter (WGRC)
Kentucky Clocker (WSAI)*
Kentucky Colonel (WSAI)
Kentucky Colonel & Uncle Ned (NBC)
Kentucky Coon Caller, The (WDZ)
Kentucky Home Hour (WGRC)
Kentucky Home Memory Melodies (WGRC)
Kentucky News (WSAI)
Kentucky Orchestra (WAWZ)
Kentucky Play Party (WHAS)*
Kenyon Kapers (KANS)
Keokianians (CHAB)
Kessler's Sunshine Hours (WATL)
Keyboard and Console (KFPY, WHIO)
Keyboard and Console Studies (WDBJ)
Keyboard Concerts (CBS)
Keyboard Fantasies (WHIO)
Keyboard Harmonies (WAIM)
Keyboard Harmony (WGPC)
Keyboard Jester (WBZ-A)
Keyboard Kadences (WGY)
Keyboard Kaperings (WSBT-WFAM)
Keyboard Kapers (WDAY, CFAC, WHB, KGVO, WJJD, WJAS, WJBO, WHJB, WRGA)
Keyboard Kontrast (WAIR)
Keyboard Manipulations with Shep at the Piano (WOPI)
Keyboard Melodies (WHLS)
Keyboard Mystery (WSM)
Keyboard Ramblings (WSJS, WALR)
Keyboard Rhythms (WMBC)
Keyboard Scrapbook (KFH)
Keyboard Serenade (CBS)
Keyboard Serenade, Ted Brown's (KONO)
Keyboard Stylist (KFBI)
Keyboard Varieties (WRR, KFXJ)
Keyholing the Movies (WHBQ)
Keyboard Syncopation (WGAN)
Keys & Strings (WCPO)
Keys of Melody—Ella Wilson (WORL)
Keys to Cincinnati (WKRC)
Keys to Happiness (NBC)
Keys to Pianoland (WCLO)
Keystone Country Party (WCCO)
KFECuties (KFEQ)
Kiamitchi Mountaineers (WKY)
Kibitzer, The (KGW-KEX)
Kickbush Groceries (WSAU)
Kickoff, The (WCAU)
Kid Brother (KMBC)
Kid Mystery (KFSO)
Kiddicycle Revue (KNOW)
Kiddie Cabaret, The WALR (WALR)

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Kiddie Club Round-Up (KPLT)
Kiddie Frolic (WSAL)
Kiddie Hour (KGFF)
Kiddie Kabaret (WQAM, WCSC)
Kiddie Kapers (WAIR)
Kiddie Karnival (WXYZ)
Kiddie Klub (WSVA, KALB, WQAM)
Kiddie Kwiz (WAPO)
Kiddie Matinee (KGVO)
Kiddie Revue, Uncle Paul's (WNBH)
Kiddie Show with Murray Allen, The Paramount (WORL)
Kiddie Theatre (WWVA)
Kiddie Theatre of the Air (WWCA, WWVA)
Kiddies Answer Man, The (CFCF)
Kiddies Birthday Party (KICA)
Kiddies Carnival (WMFJ)
Kiddies Corner (WMBG)
Kiddies Hour (KVGB)
Kiddies Karnival (WXYZ)
Kiddies' Klub, The KDKA (KDKA)
Kiddies Klub, The WGRC (WGRC)
Kiddies Klub, Uncle Ken's (WDAY)
Kiddies Krazy Kat Klub (KFIO)
Kiddies League, The WFAS (WFAS)
Kiddies Matinee, The Paramount (KGNC)
Kiddies on Parade (WMFJ, KROC, WIBC)
Kiddies Parade, The Park (WSAZ)
Kiddies Party, The Superior Dairies (WFOY)
Kiddies Request Hour (KRNR)
Kiddies' Review (KUOA)
Kiddies Revue (KIUL, WMBH)
Kiddies Revue, The KLZ (KLZ)
Kiddies Safety Club (WAYX)
Kiddies Show, The Paramount (WORL)
Kiddies Sing Song (CJRM)
Kiddies Train (KGA)
Kiddin' the Komix (KFAM)
Kidding the Console (CJRC)
Kiddo Klock (KIDO)
Kiddy's Dancing Class (WCAO)
Kids Court (KOIL)
Kids' Karnival (WIBX)
Kids' Kennel Club (KFOR)
Kids' Kilocycle Klub (KFPY)
Kid's Klub Symphony (WMIN)
Kids' Kourt (KOIL)
Kids' Program, The (NBC)
Killed In Action (KGO-KPO)
Killer Dillers (WSBT-WFAM)
Kilocycle Kolumn (WSVA)
Kilocycle Limited (WREN)
Kilocyclers, The KDYL (KDYL)
Kilocycling on 1420 (WMAS)
Kilowatt Hour (WTMJ)
Kilowatt Quarter Hour (WTMJ)*
Kind Words (CJRC)
Kindergarten of the Air (WOMI)
Kindly Philosopher (KFOX)
Kindly Philosopher, Your (KVOO)
Kindly Thoughts (WHAM)
King Arthur, The Swing King of the Organ
King Arthur and the Knights of the Round Table (FTRD)
King Arthur's Court (WNEW, KYW)
King Coal's Court (WCCO)
King Coal's Old Timers (CFCO)
King Coal's Quarter Hour (WTMJ)
King Cole's Melody Court (WHB)
King Kole (WEVD)
King Kong (NBC)
King Neptune Islanders (WPG)
King of Hearts (WMAQ, WOV)
King of the Keys (WGBI, WJAY)
King Solomon Meek (WBT)
King Street Kwiz Klass (WCSC)
Kings and Queens of Sport (WBS)
King's Friendly Trio (WOAI)
King's Men (KHSL)
King's Men Quartette (SR)
King's Messenger, The (CJRC)
King's Music, The (WIL)
Kings of Harmony (KFNF)
Kings of Swing (RRI)
Kings of the Keyboard (WSBT, WFAM)
Kings, Queens and Pawns (WNYC)
King's Swinglish, The (KMO)
Kiro Louie's Time Klock Klub (KIRO)
Kiss Me Again (WHK)
Kit and Kay (KMBC)
Kit Kats, The KVOD (KVOD)
Kitchen, The KIRO (KIRO)
Kitchen Aristocrats (WDNC)
Kitchen Barn Dance (WDZ)
Kitchen Cavalcade, The (JVG)
Kitchen Clinic (WSBT-WFAM)
Kitchen Clock, The (KSTP)
Kitchen Close-Ups (CKBI, WCCO)
Kitchen Club, The (CHNC)
Kitchen Cookoos (WTMV)
Kitchen Forum, The (WKBN)
Kitchen Gossipers (WGAL)*
Kitchen Kapers (KLZ, WNEW, WOW, CJCA)
Kitchen Kinks (KFAM)
Kitchen Klatsch (WEW)
Kitchen Klatter (KFNF)
Kitchen Klinic (WFBM)
Kitchen Klub, The WGRC (WGRC)
Kitchen Komments (WNBX)
Kitchen Kwiz (KGVO)
Kitchen Limited (WLTH)
Kitchen of the Air (WABY)*
Kitchen Party, The General Foods (WGY)*
Kitchen Philosophy (KFPY)
Kitchen Quiz (WHK)
Kitchen Serenade (KFJB)
Kitchen Topics (WSAU)
Kitcheneer, The Scot Towel (WMC)
Kitchenette (WIND)
Kitchenette Revue, The (CKCK)
Kitten Kapers (WROK)
Kittie Klub Kapers (WCOA)
Kitty Keene, Inc. (WBS)
Kitty Kelley (WHB)
Kiwanis' Club Luncheon (KRMD)
Kiwanis Kapers (KDYL)
Kla-Ha-Ya (KRKO)
Klever Kiddies (KABR, KOY)
Klock, The KOOS (KOOS)
Knickerbocker Knights (CBS)
Knickerbocker String Ensemble (WMCA)
Knickerbockers (KGO-KPO)
Knighthood of Youth Radio Club (KSL)
Knights of Gladness (CJCA)
Knights of Rhythm (WHBF)
Knock Knock (KPDN)

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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, WMBC, 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 (WHBF)
Know Your History (WHJB)
Know Your Job (WBBM)
Know Your Library (KTUL)
Know Your Merchants (WGRC)
Know Your Michigan (WMBC)
Know Your Neighbor (CKOC, WBOW)
Know Your Neighbour (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 (WMMN)
Knowledge College (WTAG)
Knuckling Down (WSB)
Knutti's Keyboard Cut-Ups (WMMN)
Koffee Klotch (KTUL)
Koil Komments (KOIL)
Kollege Knowledge (KGVO)
Komic Klub of the Air (WSAI)
Komiss Kwizz Kontest (WCFL)
Konsole Kapers (WCBS)
Konsole Konsolations (KDKA)
Kontest Kwiz, Koberlein's (KOTN)
Korner Kwiz (WHEC)
Kozy Korner (WBRC)
Kracker Komedy Kids (WMBR)
Krausmeyer and Cohen (WOWO)*
Krazy Kapers, The KOIN (KOIN)
Krazy Limericks (KGW)*
Kreiter Brothers, The (KRMC)
Kremlin Art Quartette (WCLO)
Krime Klan (KOIL)
Kringle Kurls (WTMV)
Kriss Kross Klues (CKCL)
KSFO Goes to a Party (KSFO)
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)
Kuzzin Tom's Kiddie Klub (KWK)
Kwestionite (WMPS)
Kwikads (KANS)
Kwiz Kort (CKCW)

L

La Marba Predicts Football (WWSW)
LeBoeuf Sketch Book (WBZ-A)
Le Roy Piano Lessons (WHB)
Labor and the Nation (CBS)
Labor Flashes (WCFL)
Labor Hour (WEVD)
Labor on the Air (KYA)
Labor on the March (WEVD)
Labor Parade (WOL)
Labor Speaker (WGRC)
Labor Speaks (WRJN)
Ladder of Fame, The (WCBD)
Ladies' Aid (KLZ)
Ladies' Day (WLW)
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 (WWL)
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 (KMPC)

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Lady, Lend an Ear (KLZ)
Lady Lillian Presents: A Woman's Adaptation of the Man on the Street Interview (WEEI)
Lady Lois Beauty Hour (WKZO)
Lady Luck (KOL)
Lady Next Door (KPIC, CHNS)
Lady of the House (KFBI, KMBC)
Lady of the Morning (KFXD, WTAM, KFNF)
Lady of the Night (CRS)
Lady of the Week (WPAY)
Lady Paish, Dietetics (CKWX)
Lady Philosopher, The (WCAO)*
Lady Sings, The (KGW-KEX)
Lady Who Swings the Band (WPHR)
Lady with the Lute (WNEW)
Lady's Baritone (KGHI)
Lagniape (WMAL)
Laff & Swing (NBC)
Lake City Safety (WLNH)
Lake Hiawatha Program (NBC)
Lake Region Brotherhood (WLNH)
Lakeside Melodies (CJRC)
Lamb and Lamb (WTJS)
Lamp Lightin' Time (KFJZ)
Lamp Post, The (KAWN)
Lamplight Time (CJAT)
Lamplighter, The (KFWB, KGMB, WNLC, CBL, CBY)
Lamplighters, The Lambert (CHNS)
Lamplighter's Program, The (KGNC)
Lamplighting Time (WHIS, WHO, WHEC)
Lamplit Hour (KGO-KPO, WTMJ)
Lamplite Time (KROC)
Land o' Dreams (CBS)
Land o' Memories (WLS)
Land of Beginning Again, The (WTAM)
Land of Cotton (WBZ-A)
Land of Enchantment (KRKD)
Land of Make Believe (CBS)
Land of Manana, The (WHBB)
Land of Our Fathers (WIBA)
Land of Romance (WOAI)
Land of Song (KIEV)
Land of the Sky on Parade (WWNC)
Land of Wonder & Fear (NBC)
Land, Sea and Air (WBNX)
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 Pictorial (KGO-KPO)
Langer Sisters, The (WJNO)
Language Contest, The Linguaphone (WQXR)
Language of Music, The (WHA)
Lanny Ross and His Log Cabin Orchestra (NBC)
Lansing Speaks (WJIM)
Lapsus Linguae (WDWS)
Larned on Parade (KVGB)
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 Lockwoods (NBC)
Last Week's News in Review (KGNF)
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 Wigginton (WDGY)
Late Night Round Up (WGR)
Late Risers Club (WCLO, WOMT, WGAN)
Late Riser's Programme, The (CKWX)
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 (WMCA)
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)
Lazanne Trio (WQXR)
Lazy (NBC)
Lazy Interlude (KNX)
Lazy Jim Day Sings the News (WDZ)
Lazy Liza Lee (KGFJ)
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)

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Learn to Live (KSFD)
Learning to Swim and Keeping Fit (CBS)
Leaves from a Doctor's Diary (WJJD)
Leaves from My Scrapbook (WHDL)
Leaves in the Wind (KNX)
Lebenthal Opera Hour (WQXR)
Lectures on Christian Doctrine (KFUO)
Lee Erwin, Organ (WLW)
Lee Shannon's Music Box (WHAM)
Lee Way Music (KGNC)
Lee Wiley Sings (KHJ)
Leesburg Salute (WFMD)
Lefty and Lucky (WOR)*
Lefty Culpepper (WTMJ)
Legal Clinic of the Air (WMAQ)*
Legendes Du Danube, Les (CKCV)
Legends of Canada (CHRC)
Legends of Hawaii (KGMB)
Legends of Palestine (WLTH)
Legends of the Opera (WLAW)
Legends of the Southwest (KVOR)
Legion of Honor (KMBC)
Legion of the Lost (NBC)
Legislative Highlights (WMCA)
Legislative Interviews (KLZ)
Legislative Roundup (WDNC)
Lei Vendors, The (CJRC)
Leibert Ensemble (NBC)
Leisure Gold (WINS)
Leisure Hour, The (WIP)
Leisure House (WDAE)
Lem Turner and Four Dons (WHO)
Lemuel Hopkins (WMFG)
Lend a Hand (WNEW)*
Lend an Ear (WATR)
Lenten Choir (CBS)
Lenten Meditations (WMCA)
Lenten Program (WTAG)
Leo Kahn's Amateur Program (WMC)
Leola and Her Songs (KVGB)
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)
Lestonaites, 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-KEX)
Let's Call It a Day (WKBO)
Let's Chat Awhile (KLRA)
Let's Communicate (KSL)
Let's Compare Notes (KMOX, KWK)
Let's Dally with Dorsey (CJLS)
Let's Dance (CJCA, WAGM, WKBO, WNOX, WRDW, WSPA, WSIX, MacG, CFCF, WCFL, WBBC)
Let's Dance and Dream (WGH)
Let's Dance Awhile (WTJS)
Let's Disagree (CFRB)
Let's Draw (WHA)
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 (CFGP, KROC)
Let's Get Up (KIEM)
Let's Go (WKBW)
Let's Go-a-Visiting (CKY)
Let's Go Backstage (WSAI)
Let's Go Calling (KDYL)
Let's Go Cowboy (KABC)
Let's Go Fishin' (WMBR)
Let's Go Fishing (WICA)
Let's Go Formal (CKCL)
Let's Go Hollywood (KFWB, KHJ)*
Let's Go Househunting (WFMD)
Let's Go 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 (KMPC)
Let's Have a Word Together (WTOC)
Let's Have Lunch (WDOD)
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 (KOIL)
Let's Look at a Book (KOY)
Let's Look at a Star (CBL, CBY)
Let's Look at Life (KWK)
Let's Look at the Inside Page (WDRC)
Let's Look at the Paper (CJIC)
Let's Pitch a Little Woo (KPAB)
Let's Plan Our Garden (WDOD)
Let's Play Bridge (CFRN, WMIN)
Let's Play Games (WOR)
Let's Play House (KFAM)
Let's Pop the Question (WFIL)
Let's Pretend (CBS)
Let's Read the Funnies (WEBC, WKST)
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 (WOPI)
Let's Sing with Wilkins (WJAS)
Let's Swap (WDOD)
Let's Swap Stories (WOKO)*
Let's Swing It (CFAR, WCAX, KSOO KONO, KGO, KPO, WSVA)
Let's Take Time Out (KDYL)
Let's Talk About Books (WSPR)
Let's Talk About Our Neighbors (CJRC)
Let's Talk About Stars (WAAT)
Let's Talk About the Weather (WAPI)

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Let's Talk It Over (KFJB, CJKL, KHQ, WBNY)
Let's Talk Music (KELO)
Let's Talk Politics (WHB)
Let's Talk Sports (KFYO)
Let's Talk Turkey! (KYOS)
Let's Tell Stories (WIND)
Let's Try Religion (WMCA)
Let's Visit (KNOW, WOR)
Let's Visit—Jerry Danzig and Dave Driscoll (WOR)
Let's Visit the Zoo (WPEN)
Let's Waltz (WHEB)
Let's Waltz Again (KQW)
Letter Basket (KFNF)
Letter Box, The (WSPD, KYW)
Letter Tower, The (WBAX)
Letter Writer (KFUO)
Letter Writing (KLZ)
Letters (KFUO)
Letters from Lydia (WBAL)
Letters of the Cartwright Family (WTMJ)
Letters to Santa Claus (KCKN, WTJS)
Letters to the Editor (CKNX, WFLA)
Letting You In (WHN)*
Levitow Ensemble (NBC)
Liar's Club (WDAF, WKZO, KYOS)
Libby, Ruth and Marty (WAVE)
Libby's Lyrics (WSGN)
Liberal Twins (WGRC)
Library Book Shelf (KANS)
Library Hour, The (KFRU)
Library in Miniature (KORE, KUJ)
Library of Congress Chamber Music Concerts (NBC)
Library of Congress Musicales (CBS)
Library of the Air (WMBR)
Library on Parade, The (WHEC)
Library Period (WOI)
Library Service (WOI)
Library Speaks, The (WEAU)
Library Story Time (KDON)
Library Taler (WSOC)
Lie Detective (WORL)
Lieder Singer, The (CBF, CBM)
Life and Love of Dr. Susan (CBS)
Life & Songs of Stephen Foster (NBC)
Life at Darlington (WRGA)
Life Begins at College (WFAS)
Life Begins at 8:40 (WMCA)
Life Begins at Sixteen (WSAR)
Life Building (KRE)
Life Can Be Beautiful (CBS, NBC)
Life in a Circus (CJRC)
Life Insurance Court (WBNX)
Life Insurance Facts (KFBI)
Life Is a Song (KMO)
Life of a Song, The (KSD)*
Life of Mary Sothern (WLW)
Life of the Party (KNX, WBT)
Life of the Reillys (KGO-KPO)
Life on Red Horse Ranch (WGN)*
Life or Death (WHO)
Life Program, The (KTAT)
Life Savers, The (WMT)
Life Stories (WHK)
Life Studies (KROY)
Lifelong Learning (KMPC)
Lifetime Revue (WMAQ)*
Life's Question Marks (WOV)
Light on Life's Way (KFUO)
Light on the News (WFBR)
Light on the West (KOA)
Light Opera Company, The WBAL (WBAL)
Light Opera Company, Worcester County (WTAG)
Light Opera Favorites (WHO)
Light Opera Gems (CBS)
Light Opera Hour (WBZ-A)
Lighted Window, The (WBNS, WEBR)
Lighthouse of the Air (WQAM)
Lighthouse Programs (NBC)
Lighthouse Serenaders (CBS)
Lights and Shadows (KASA, WROK)
Lights On (KDKA)
Lights Out (WMAQ)
Lilac Time (CBS)
Lillian Cornell (WENR)
Limehouse Nights (KGFJ)
Limerical Lyrics with Loralee (WBRY)
Limey Bill (WGY)
Limousine Lady (MacG)
Lina Covington Harrell, Reporter (WSOC)
Linda Grey (WIS)
Linda Fairchild, Stepmother (NBC)
Linda's First Love (WBS)
Lines for Living (KOME)
Lines for Love (WICC)
Linger Awhile (CFCF, WHAM, WEBR, WHK, WIBX)
Linger-a-While (WSAL)
Lingering Melodies (KGNO)
Link Looks at the News (WBTM)
Lions, Tigers & Their Master's Voice (NBC)
Liquor Authority Board Talks (NYBS)
Listen (KFRC, KFSD)
Listen and Learn (KFUO)
Listen Awhile (WCLE)
Listen Closely (WEBR)
Listen Detroit (WXYZ)
Listen In (KGMB)
Listen, Ladies (CRS, KGW-KEX)
Listen, the Music! (WRNL)
Listen to Alice (WNAC)
Listen to Nissen (WCSH)
Listen to the German Band (KFYO)
Listen to This (WWL)
Listen to Yourself (WIND, KTSM)
Listener, The (CKCL)
Listener-Inner (KFI)
Listener Listens, The (KWKH)
Listener Speaks, The (WLBZ, WOR, WWVA, WHIO)
Listener's Choice, A (WHMA)
Listeners Club, The KTSM (KTSM)
Listener's Digest, The (KIDO, KFUO)
Listener's Forecast (WWSW)
Listeners' League (KUMA)
Listeners' Letter Box (CJRM)
Listeners' Nightmare, The (WELI)
Listener's Scrapbook (WNEW)
Listener's Theatre (WICC)
Listenin' In (WWVA)
Listening Ear, The (WHAM)
Listening Inn (WNOX)
Literary Digest Topics in Brief (NBC)
Literary Forum (WHN, FTRD)
Literary Forum, The New York University (WHN)
Literary Gems (WHAM)
Literary Guild (NBC)
Literary Masterpieces (WBEN)
Literary Quarter Hour (WCAL)
Literature on Parade (KFOX)
Lithuanian Balsas (WORL)
Lithuanian Hour (WMBC)
Little Actors Club (KGW-KEX)
Little Big Show, The (KTUL)
Little Bird Told Me, A (WRTD)
Little Bits from Life (WMBD)
Little Bits of Movie Lots (WORL)
Little Boy Blue (KGW-KEX)

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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 (WNEW)*
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 (KGO-KPO)
Little Colonel, The (WCKY)
Little Concert (KGW-KEX, WDBJ)
Little Country Church in Town (WLVA)
Little Dan, the Movie Man (WROL)
Little Dramas of the Traffic Court (KGFJ)
Little Dutch Band, The WBZ (WBZ-A)
Little Garden Series (NBC)
Little Gems for Little People (WRAK)
Little German Band (KRMC)
Little German Band, WBNY's (WBNY)
Little Grey Home (KGKO)
Little Helps, A (WBAL)
Little Home Theatre (KOY)
Little Honeymooners (WMCA)*
Little Italy (NBC)
Little Jack Little (NBC)
Little Jamboree (WSBT)
Little Joe (WPHR)
Little Joe, the Wrangler (KMBC)
Little Johnnie Walker (KCKN)
Little Journeys (WWNC)
Little Journeys Through Homes of Famous People (WMCA)
Little Known Facts About Denver (KLZ)
Little-Known Facts About Well-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 Bab-O's Surprise Party (NBC)
Little Miss Happiness (WWSW)
Little Miss Manners (KFAM)
Little Miss Melody (WMSD)
Little Miss Modern (WGPC)
Little Miss Nobody from Everywhere (KGBX)
Little Mister Manny Roy (KITE)
Little Moments with Big People (WINS, NYBS)
Little Nell in Paducah (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 Dodgers (KROC)
Little Orphan Annie (WBS)
Little Queen of Pep (WGPC)
Little Red Chapel (KGGM)
Little Red Riding Hood (WCKY)
Little Red Schoolhouse, The (WIND, KMPC, KSD, WICC, WMBC, WWL)
Little Review, The (CBM)
Little Shaver, The (WMCA)
Little Show (KYA, WSAI)
Little Show, Fahey Brockman's (KOIN)
Little Show, Howard's (WGR)
Little Show of the Air (MWR)
Little Slam Review (KDKA)
Little Soldiers of Fortune (KVOD)
Little Stars (KLPM, 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 Theat-Air (KOIL)
Little Theat-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 KROY (KROY)
Little Theatre of the Air, The State College (KFDY)
Little Theatre of the Airways (KABR)
Little Theatre on the Air (KGLO)
Little Things in Life (WNEW)
Little Tokyo (KRKD)
Little Tom (WHIO)
Little Variety Show (WBZ-WBZA, WDAY)
Little Visits to the Great Musicians (CFRB)
Little White Church (WMBO, KXBY)
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 Composers (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 (KGFJ)
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 (WTOC)
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, WCOA)
Local Happenings (CJCA)
Local News (KRNR)

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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 (CKCA)
Log Cabin Dude Ranch (NBC)
Log Cabin Musical Gems (KHSL)
Log Cabin Revue, The (NBC)
Log of the Hell Ship (KMTR)*
Log of Unusual Facts (KIUN)
Lois and Eunice (KFUO)
Lois and Joe, Sweethearts 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 (KIEM)
Lone Star Cowboy (WWL)
Lone Star Cowboys, The (KWKH)
Lone Star Minstrels (WTAR, WFAA)
Lone Star Ranger (CFRN)
Lone Star Rangers, The (IBS, WGRC, KGFJ)
Lone Star Troubadour (KGW-KEX)
Lone Wolf (CBS)
Lone Wolf Tribe (CBS)
Lonely Gondolier (KFH)
Lonely Philosopher (WVFW)
Lonely Traveler (NBC)
Lonely Troubadour (KWTO-KGBX, WHP)
Lonesome Cowboy (KVGB, WHBB, CHRC, KWJB)
Lonesome Cowboy, Roy Faulkner, The (WIBW)
Lonesome Cowgirl (CKCR)
Lonesome Georgia Cowboy (WJNO)
Lonesome House (CBS)
Lonesome Luke (WGRC)
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 (WOAI)
Looie and Lettie (WJAY)
Look Out! It's a Racket! (KVOO)
Look Who's Here (CFRN)
Lookin' Around (WBOW)
Looking Ahead with Asheville (WWNC)
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 (WGBF)
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 (KTSM)
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 (KLZ, KTUL, WGTM, KOMA, KANS, WFDF)
Lost and Found of the Air (WDOD)
Lost and Found Program (KTSM, WALA)
Lost and Found Want Ad Program (KDFN)
Lost Legions, The (CBS)
Lost Personalities (WCOP)*
Lost Pet Column (KIEV)
Lotos Land (WOR)
Lotta Hotta (KGB)
Lotus Land (CBL, WJAY)
Lou Allen Lyrics (KTUL)
Lou and Ruth at Studio Organ (WHB)
Lou and Stan—with Comics for the Little Man (WJRD)
Louis Buch, Harpist (KFIZ)
Louis Rich Entertains (WCLE)
Louisiana Hayride (WWSW, KHJ)
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 (KYW)*
Love of Joan Christopher (WOR)*
Love on a Budget (WBRC)
Love Racketeer, The (WOR)*
Love Sit-Down Strike (WDAF)
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 (WTMV, KGBX, KMOX, KWTO)
Loveliness for You (WCPO)
Lovely Ladies (WAAF, WCAE, WCAU, KYW)
Lovely Lady (WBOW, KDFN, 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 (WTNJ)
Lucky Doorbell (KOL)
Lucky Family, The (WBBC)
Lucky Girl (WGN)*
Lucky Gypsie (WEAU)
Lucky Kids Program (CBS)
Lucky Melodies (KJBS)
Lucky Name Program (CFRN)
Lucky Seven (KGFJ, WNOX)
Lucky Seven, Daly's (KIEM)

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Lucky Smith (JVG)
Lucky Three (WHB)
Luke and Limber (KFEQ)
Lukins Family, The (KFH)
Lullaby Hour (WDAF)
Lullaby Lady (WINS)*
Lullaby Lagoon (CBL)
Lullaby Land (KGVO)
Lullaby Lane (KGVO)
Lullaby Time (WSIX, WSAY, WGY, WLS)
Lullabye (KGO-KPO)
Lullabye Lane (CJOC)
Lulu and Leander (WXYZ)
Lum and Abner (NBC)
Lumberjack (WSAU)
Lumberjack, The Wausau (WSAU)
Lumberjack Boosters (KWLK)
Lumber Jacks, The (WCAE)
Luncheon Club (WEW, WWVA)
Luncheon Club of the Air (KFRO, WPIC, WGAN)
Luncheon Club Revue (WHB)
Luncheon Concert (KGO-KPO)
Luncheon Dance Melodies (WEBQ)
Luncheon Dance Music (KPDN)
Luncheon Dance Review (WJIM)
Luncheon Dance Revue (KFRO)
Luncheon DanSession (CJLS)
Luncheon Five (NBC)
Luncheon Hour, The KGEZ (KGEZ)
Luncheon Lyrics (KMBC, KPDN, WKRC, KLZ, WGH)
Luncheon Matinee (WAVE)
Luncheon Melodies (KLZ, KABR)
Luncheon Musicale (KONO, WLAC)
Luncheon on the Terrace (WMIN)
Luncheon Rhythms (WJJD)
Luncheon Serenade (KTOK)
Luncheon Serenaders (KTOK)
Luncheon Song Review (WJR)
Luncheon Swing (WGRC)
Luncheon Threesome (WBZ-A)
Luncheon Time Table (WNBC)
Luncheon Tunes (WBTM)
Luncheon Varieties (KOB)
Luncheon Variety (WGPC)
Luncheonette (WSM)
Luncheonettes (WKOK)
Lure of Desert (KIEV)
Lure of the Topics (NBC)
Lute 'n' Lem (WDEV)
Lutheran Hour (KFUC)
Lutina Quintet (WDRC)
Lying Fishermen, Bob and Art (WBAP)
Lyle and Milan (KFAB)
Lynchburg Marbles Tournament (WLVA)
Lynn Sheeley Hour, The (WOPI)
Lyon Family, The (WLS)*
Lyric Lady, The (WFAA)
Lyric Moods (WSM)
Lyric Serenade (CBS)
Lyric Trio (CBS)
Lyrical Adventures (WGAR)
Lyrical Ladies (WSBT-WFAM)
Lyrical Lassie (KWTO-KGBX)
Lyrical Lymerics (KYOS)
Lyrics (WHBF)

M

M-1 Reporter, The (WORL)
M-I Safety Squad, The (WORL)
Ma and Pa (WEEI)
Ma Brown's Patch Quilt (WGN)*
Ma Frasier's Boarding House (WGY)
Ma Perkins (WBS)
Mac and His Three-Piece Orchestra (KOOS)
Mac Anikal (KVOX)
Macaroni Mac (KGBX)
Machine Age Housekeeping (CBS)
Mack at the Keyboard (KIUL)
Macy and Her Man (WLW)
Mad Cargo (KGO-KPO)
Mad Hatterfields, The (WLW)
Madame Courageous (NBC)
Madame Speak Up (CJKL)
Madame Sylvia—Ry-Krisp (NBC)
Madcap Matinee (WWSW)
Maddox Bros. (KGDM)
Made in America Club (WBAL)
Madeline Meredith (WSAZ)
Madhouse Rhythms (KSFO)
Madison Ensemble (CBS)
Madison Singers (CBS)
Madison String Ensemble (CBS)
Madman's Soliloquy (WWL)
Madrigal Singers (FTRD)
Maestroes of Modern Rhythm (CJRC)
Maestros of Modern Music (CJRC)
Maestros on Parade (KANS, WLNH, CHAB)
Magasin General, Le (CBF)
Magawunkapog Centre (WICC)
Magazine, The Mobil (KHJ)*
Magazine Briefs (CFRN)
Magazine Digest (KRNT)
Magazine Man, The (KGB, KHJ)
Magazine of the Air (KFUO, WWJ, WCAE, WRJN, WAAW, WOR)
Magazine of the Air, The KMBC (KMBC)
Magazine of the Air, The KOB (KOB)
Magazine of the Air, The Modern Screen (KNX)*
Magee's Sports Review (KFOR)
Maggo del Aria (WHOM)
Magic Baton (KOL)
Magic Box at Half After Five, The (WBZ-A)
Magic Carpet (KGMB, KGW-KEX, KSUB. WMC, CKCL, KGVO)
Magic Carpet Club (WJBC)
Magic Carpet Melodies (KTUL)
Magic Carpet of the Air (WFIL)
Magic City Melodies (KTUL, WBRC)

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Magic City Revels (WBRC)
Magic City Varieties (WDBJ)
Magic Clipper Story Hour (KELD)
Magic Console, The (WCLE, WHK)
Magic Dial (WTMV)
Magic Dial, The KOBH (KOBH)
Magic Empire Mirror (KTUL)
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 (WCBS)
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 (KOIN)
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 (WEBQ)
Magic Stories (WRVA)
Magic Story Lady (WRVA)
Magic Swing, The (WAAT)
Magic Telescope (WLTH)
Magic Violin, The (KHQ)
Magic Voice (NBC)
Magic Words (KGB)
Magic Xylophone, The (CHRC)
Magical Isles (KMTR)
Magical Journeys (KHQ)
Magical Merry--Go-Round (WDSW)
Magical Music (WAAT)
Magician of Menlo Park (WLW)
Magnavox Symphonic Concert (WQXR)
Magnolia and Sunflower (WGY)
Magnolia Blossoms (WSM)
Magnolia Lane (KGFJ)
Magnolia Minstrels (KGO-KPO)
Mahraj (WOR)*
Maid and a Man, A (WMBR)
Maid, Man, and Music, A (KOL)
Maid of Melody (WPAY)
Maids and Mistresses (KSTP)*
Mail Bag (WJAG, WWVA, WPHR)
Mail Bag, The WLW (WLW)
Mailbag of the Air, The (WMBC)
Mailbag Program (WRNL)
Mail Bag Request Program (KCRJ)
Mail Box, The (KFVS, WDEV)
Mailman, The (KMBC)
Main Street (WWVA)
Main Street Crusader (WCHI)*
Main Street Opinions (WADC)
Main Street Parade (WHO)
Main Street Sketches (WOR)
Maine Historical Sketches (WCSH)
Maison Hantee, La (CKCV)
Maitres de la Musique, Les (CBF, CBM)
Majesty of Song (WTCN)
Majical Merry-Go-Round (WDWS)
Majik Square (KRLD)
Major and Minor (KMPC, 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 (WEBC)
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 (KFYO)
Makers of Men (WMCA)
Makin's Melody Mixers (WKY)
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 (WSYR)
Mammoth Carolina Jamboree (WBIG)
Mammoth Melody Maid (KGFF)
Mammy's Menus (WGRC)
Man About the Campus (WDSW)
Man About Town (KMPC, KWTO-KGBX, WDEV, WSUN, MacG, WALA, WBRC, WPHR, KMBC, KSD, WIP, WCLS, WTNJ, KELA, WEEI, WMFJ)
Man About Town, The Douglas (NBC)
Man Among Men, A (WDRC)
Man at the Fair (WDBO)
Man at the Hotel, The (WLBC)
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 (WELI)
Man-Behind-the-Wheel (WBAA)
Man Behind Your Pen, The (WMIN)
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, WCOP, KRBC, WIP)
Man in the Lobby Speaks His Mind, The (WCHV)
Man in the Moon (WLW)
Man in the Sheet (KTHS)
Man in the Stands (KWK, KTAT)
Man in the Store (WHLS)
Man in the Street, The (KXRO, WBNX)

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Man in the Studio (WFTC)
Man in the Tower (WSBT)
Man in Your Neighborhood (WSAI)*
Man o' the House, The (KGB)
Man of a Thousand Melodies, The (KGMB)
Man of Good Taste (WOKO)
Man of Mars (WLW)
Man of the Hour (WHN, WIP)
Man of the House, The (KMBC)
Man of the 1,000 Melodies (KGMB)
Man of the Week, The (WTAR, WEAN, WAPI)
Man of the World (KYA)
Man of Your Heart (WHN)
Man on Skates (WGIL, WSAI)
Man-on-Street (WSMB)
Man on the Boat (KFBK)
Man on the Campus (WCAD, WLBC)
Man on the Farm (WLS)
Man on the Mezzanine (KTSA)
Man on the Midway (CFRN)
Man on the Street, The (KOL, WTAG, KFVD, WSMK, WSAU, WDEV, WHBB, WMBD, KFWB, WJBY, WJEJ, KHQ, WROK, KFAB, WBBM, KOCA, KXBY, WDBO, WTNJ, WKZO, KFAC, KRMC, KXRO, WDAY, WLAC, WTAG)
Man on the Street, Schewel's (WBTM)
Man on the Street, The Dutch Treat (WKZO)
Man on the Street Broadcasts (CKWX)
Man on the Telephone, The (KFI, KECA)
Man on the Train (WDZ)
Man on the Warehouse Floor (WEED)
Man to Man News (WBRC)
Man Under the Marquee (WTJS)
Man Under the Table (WSOC)
Man vs. Woman (WJSV)
Man Who Knows (KFWB)*
Man Who Laughs, The (KGO-KPO)
Man with the Cane, The (WCBS)
Man You Know, The (KCKN)
Mandoliers, The (CJRM)
Manhattan After Dark (NBC)
Manhattan Choir (CBS)
Manhattan Guardsmen (NBC)
Manhattan Male Chorus (CBS)
Manhattan Matinee (WRUF, WOR)
Manhattan Melodies (WROL)
Manhattan Merry-Go-Round (WBS)
Manhattan Moods (WNBC)
Manhattan Mother (WBBM)
Manhattan Serenade (KABC)
Manhattan Serenaders (KGO-KPO)
Manhunters (WXYZ)
Maniac Club (WSGN)
Maniacs, The (WHIS)
Manitou News Notes (WCAL)
Mannikin (KTHS)
Man's Best Friend (WCHS)
Man's Fight to Live (WSM, WLAC)
Man's Questions and God's Answers (KFUC)
Man's Songs, A (CFRN)
Man's Thoughts and a Pipe Organ, A (WELI)
Mansions of Dreams (WHO)
Manuel and his Rancheros (KIUL)
Manuel and Williamson Harpsichord Ensemble (NBC)
Manuscript Club (KGFJ)
Many Happy Returns (WNBH)
Many Happy Returns of the Day (WDAY, WRDO)
Many Voices (KSRO)
Marandy Program (WFLA)
March of Entertainment (KMED)
March of Events (WMCA)
March of Fashions (KOMA)
March of Feet, The (WMFF)
March of Food (WLNH)
March of Games (CBS)
March of Health, The (WEED)
March of Labor (WEVD)*
March of Minnesota, The (WCCO)
March of Movieland (KTKC)
March of Progress (KGO-KPO, WAIM)
March of Rhyme, The (CKBI)
March of Sports (KFNF)
March of Talent (KMTR)*
March of Tempo (KROY)
March of the News (KGFJ)
March of the States (KXBY)
March of Time (CBS)
March of Transportation (NBC)
March of Youth (WTMV)
March Parade (WISN)
March Review (WHDF)
March Through Life (NBC)
Marching Along (WBOW, WHB)
Marching Melodies (CKBI)
Marching Through (KGO-KPO)
Mardi Gras (CBS)
Marek Family (WGES)
Margaret Carpenters (KFIZ)
Margaret Kennedy Interviewers (CJRC)
Margaret Lawrence, The Life Story of (KMBC)
Margaret Livingstone at the Piano (WFAS)
Marge, the Shopper (WGAR)
Margie, the Steno (NBC)
Margot Manners (KSL)
Margot of Castlewood (WLS)*
Marguerite Menselle and Her Harp (KVOO)
Maria Tom Presents—— (WJDX)
Marie Davenport (WBT)
Marimba Melodies (KFRO)
Marimba Moods (WEAU)
Marimba Rhythms (WKST)
Marine Trio (WPG)
Marines Tell It to You (KHJ)*
Marion and Reggie (RRI)
Marion Talley, Ry-Krisp Presents (NBC)
Marionette Symphony (WWJ)
Marionettes (NBC)
Marionettes, The Fitzgerald (CJRC)
Maritime Parade, The (CFCY)
Maritimers, The (CKMO)
Marjorie Mills' New England Kitchen of the Air, (WEEI)
Mark Time (KIDW)
Market and Halsey St. Playhouse (WOR)
Market Basket, The (WGY, KANS)
Market Basket of the Air (WOMT)
Market Basket Program, The (KYOS)
Market Basket Review (WGY, KHUB, WICC, WMIN)
Market Men (WAAT)
Market Place of the Multitude (WTHT)
Market Review (KGNC)
Market Spotlight News (KTUL)
Market Square (WFLA)
Market with Mabel (KMPC)
Marketeers, The (NBC)
Markets (KGEZ)
Marking Your Ballot (WKBN)

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Marko (KIDW)
Marlowe and Lyon (WENR)
Marmalade (KGO-KPO)
Marriage Clinic (WOR)
Marriage, History of (NBC)
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)
Martie May (CBS)
Martin's Corner (WRTD)
Marvelous Melodies (KTUL)
Marvels of Eyesight (WHAM)
Marven'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)
Mary Ross' Kitchen (KLPM)
Mary Tucker's Smiles (WFAA)
Maryland Inter-Collegiate Debate (WCBM)
Maryland State News (WFBR)
Marylin and Her Merry Men (WBNS)
Masculine Modes (KTHS)
Masked Caballero (WJSV)
Mason and Dixon (WMCA)
Masquerade (WFAA)
Masquerader (CJRC)
Mass Singers (KSRO)
Massachusetts Federation of Music Clubs (WORL)
Massachusetts State Federation of Woman's Clubs (WORL)
Massachusetts There She Stands (WEEI)
Massie Ann, Sage of Sodtown (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 (WTMJ)
Masters of Literature (KDON)
Masters of Melody (WRUF, WAVE)
Masters of Rhythm (WTMJ)
Masters of Science (WGN)
Masterwork Hour (WNYC)
Matching Jobs and Men (KFEQ)
Matching Men and Jobs (WMBH)
Matching Minds (WBAL)
Maternity Discussions (KECA)
Matinade, 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, KGVO, WEBQ, WMBD, WELI, WJIM)
Matinee Memories (WHK, WRUF)
Matinee Musical (WCAZ)
Matinee Musicale (KSL, WRUF, WDBO, KRE, WIBC, WMEX)
Matinee Musicale Excel (CKAC)
Matinee of Modern Music Makers (WCAX)
Matinee of the Air (WTMV)
Matinee of the Air, The KCRJ (KCRJ)
Matinee of the Air, The WLNH (WLNH)
Matinee Promenade (WEEI)
Matinee Serenade (KTAT)
Matinee Swing (KPAB)
Matinee Varieties (WIRE, WFIL, 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)
Mattinta (NBC)
Maud & Cousin Bill (NBC)
Maureen of Merritt Crest (KFRU)
Mauri Hawaiians (WAPO)
Maurine, the Millinery Mannequin (WEEI)
Maverick Jim (WOR)*
Mawnin', Folks (WHBQ)
Maxine at the Orgatron (WFLA)
Maxine's Piano Sketches (WFLA)

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May I Have the Floor? (KFUO)
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)
Meddlers Club (WCSH)*
Medical Debunker, The (WCPO)
Medical Information (WGRC)
Medical Notes (WSYR)
Medicine Man (WEBC)
Medicine Show (KGO-KPO)
Meditation (KSAC, WCBS, (WWVA, WJR, CFAC, KMOX, WCKY, WWSW)
Meditation Hour (CJOC, WBT, WHK)
Meditation in Psalms (WMCA)
Meditation Moments (WQAM, WCBD)
Meditation Period (WMFD)
Meditations (KUOA, WJR, WOV, WSYR)
Meditations, Meadowbrook (WLAW)
Meditations in Melody (KTUL)
Mediterranean Hour (WGES)
Mediterraneans, The (KSD)
Meet Mr. Wise (WIBX)
Meet Mr. Wismer (WJR)
Meet Missus Janesville (WCLO)
Meet Our Guests (WCAP)
Meet My Musicians (WIP)
Meet Myrene (WCBS)
Meet the Bride (WMRO)
Meet Some People (KHJ)
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 Girl Friends (KGO-KPO)
Meet the Inventor (KFWB)
Meet the Ladies (WCLE)
Meet the Lady (KNOW)
Meet the Leader (WEED)
Meet the Maestro (WIBU, WRNL)
Meet the Merchant (WCBS)
Meet the Minnesota (WEBC)
Meet the Missus (WBBM, 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, KSAL)
Meet Your Announcer (KWKH)
Meet Your Favorites (WPHR)
Meet Your Neighbor (KGO, WFBC, KFPY, KOH, KQV, WDAY)
Meet Yourself (WIP, WPEN)
Meeting at the Crossroads (WSYR)
Meeting Comes to Order (WMIN)
Meeting of the Music Makers (WRDW, WRGA)
Meisinger Radio Club (KSLM)
Meistersingers, The (WLAW)
Melange in Melody (WBAP)
Meli-Melo (CJBR)
Meller Drammer (WGRC)
Meller Drammers (WHN)
Mello Cello (WTMJ)
Mello Melodies (WFBM)
Mellow Console Moments (WIL)
Mellow Mandoliers (WESG)
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 (WDAF)
Melodeers, The (KOL)
Melodeers, The Gulden (NBC)
Melo-Defrosters (WESG)
Melodettes, The (KRKO, WBRC, WHBF)
Melodi-Men (WOW)
Melodiana (KGO-KPO, WRUF)
Melodians (KALB)
Melodic Cameos (WRC)
Melodic Casements (WLAW)
Melodic Contrasts (WJZ)*
Melodic Echoes (WIP)
Melodic Ensemble (WBZ-A)
Melodic Fancies (WCAX)
Melodic Gems (WOMT)
Melodic Gold (KHQ)
Melodic Impromptu (CFCF)
Melodic Interlude (WDNC, WSVA)
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, WGAR)
Melodic Musings (KFXR, WEW)
Melodic Panorama, The Abrahamson-Bigelow (WJTN)
Melodic Rhythms (WSAI, WISN)
Melodic Serenade (WTAM)
Melodic Strings (CBL, KFH, WTIC)
Melodic Styles (CKCL)
Melodic Teasers (KVEC)
Melodic Time (WBBM)
Melodie Contrasts (KFRO)
Melodie Gems (KFRO)
Melodiers, The (WSAU)
Melodies, The Enna Jettick (NBC)
Melodies All for You (KDB)
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 (WHB)
Melodies for Moderns (KDON)

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Melodies for Two (WAAW)
Melodies from Aladdin's Magic Lamp (KGVO)
Melodies from Home (WHAS)
Melodies from Painterville (WHB)
Melodies from the Family Album (WHP)
Melodies from the Sky (WGN, WHJB, WROK, WGPC, WHBB)
Melodies in Song (WRUF)
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 (WGAR)
Melodies of Romance (WIND)
Melodies of the Moment (KRBC, WORL)
Melodies of the Music Masters (CFRN, CJRC)
Melodies of the Night (WIL)
Melodies of the South (KFIO)
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 (WKY)
Melodies Populaires (CJBR)
Melodies Soft and Sweet (WKBZ)
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)
Melodious Melodies (KGVO, CKCA)
Melodious Moments (KHQ)
Melodious Rhapsodies (CJRM)
Melodoscope (WMCA, WOR)
Melodreams (WHN)
Melody (KHJ)
Melody Album, The (KRE, WFTC, WLAC)
Melody and Harmony (CJRC)
Melody and Madness (CBS)
Melody and Mystery (WPTF)
Melody and Rhyme (WTAM)
Melody and Rhythm (WJR, KFVS)
Melody and Romance (WMBH)
Melody and Verse (CJRM, CKSO)
Melody at Bat (NBC)
Melody at Seven (CKCW)
Melody Bakers (KDYL)
Melody Bakers, The Buternut (KGNC)
Melody Boulevard (KGMB)
Melody Boys (WBZ-A, WCHV, WMBC, WPTF)
Melody Canary Concert (WMCA)
Melody Caravan (WROL)
Melody Carnival (WCBS)
Melody Cascade of Song (CJCA)
Melody Chest (CBS)
Melody Clinic (WSVA)
Melody Clock (WMBO)
Melody Cruise (WTAM, WBBM, KSFO, WGAR, KFEQ, WBZ-A, CKCD, CFRB, KTAR)
Melody Express (WIP, WMAS, WBRE)
Melody Factory (WCAX)
Melody Farm (WAGA)
Melody Favorites (WKZO)
Melody for Milady (KGW, KEX)
Melody for Readers (WLBC)
Melody for Two (WQAM)
Melody Garden (KDYL)
Melody Gift Shop (WEAN)
Melody Graphic (CBS)
Melody Grove (WLW)
Melody Harbor (WEBC)
Melody Headlines (WCLO)
Melody Highway (WXYZ)
Melody Home (KRSC, KMO)
Melody Hostess, Your (WHAI)
Melody Hour (NBC)
Melody Hour, The Zerbst (KFEQ)
Melody House, The (WSPR)
Melody in Rhyme (WTAM)
Melody in Song and Story (WRVA)
Melody in Spring (CJCA)
Melody in Three-Quarter Time (WBIL, KGW-KEX)
Melody Jamboree (WVFW)
Melody Kitchen (WDNC)
Melody Lady, The (WGRC)
Melody Land (WBZ-A)
Melody Lane (KGO-KPO, CBL, CJCA, KRNR, 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 Maids (KGNC, WMBC, KSAL)
Melody Maker, The (KMBC)
Melody Makers, The (WCHS)
Melody Makers with Bob Stacks, The (KGHI)
Melody Man (WFIL, KGW-KEX, WOR)
Melody Man, The O'Cedar (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-KEX)
Melody Memories (WIRE, WDZ)
Melody Memory Contest (WSAR)
Melody Men, The (CBW, KLZ, WJAY, WNOX)
Melody Merchandise Parade (KTUL)
Melody Merry-Go-Round (WJBO-WWSW)
Melody Mike and His Mountaineers (WHB)

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Melody Milkman, The (WGY)*
Melody Mill (KGMB)
Melody Miniature (WMBD)
Melody Mirror (WMEX)
Melody Mixers (KGO-KPO, WGST)
Melody Moderne (KVEC)
Melody Moments (WMBO, KPAB)
Melody Moods (WGAR, KSD, WTBO, CJCA)
Melody Mosaic (WHO, WTBO)
Melody Muse (KHJ)
Melody Musings (CBS)
Melody Musketeers (NBC)
Melody Night-Cap (WMCA)
Melody Notes (WCCO)
Melody of Romance (NBC)
Melody of the Morning, The (KFYO)
Melody of Words (KPDN)
Melody on Parade (WHEB, WBAP, WBEN)
Melody Palatte (WOR)
Melody Parade (KGKY, WIL, KMA, WSAY, WSUN, WDAF, KHSL, 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 (WOV)
Melody Salute, Pilley's (KTRI)
Melody Serenade (KALE, KHQ)
Melody Series (WLWL)*
Melody Shop, The (KGHI)
Melody Souvenirs (WFAA)
Melody Speaks (WMBC)
Melody Special (KTUL)
Melody Spinners (WOWO)
Melody Strings (WAAB)
Melody Sweethearts (WINS, WAAB, WNAC)
Melody Swingsters, The (CFLC)
Melody Theatre (KOIN)
Melody Three, The (WNAX)
Melody Thru the Ages—Roy Harris (WQXR)
Melody Time (WDAS, KGLO)
Melody Trail (WDAY)
Melody Train (KGO-KPO, WMCA, WGBI, WHB)
Melody Treasure Hunt (WOR)*
Melody Vignettes (KOB)
Melody Weavers (CBL, WCCO, WRJN, WBBM)
Melody Window (WTMJ)
Melody with Grace (WOV)
Melograin Orchestra (CKCD)
Melomanes, Les (CJBR)
Melomaniacs (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, WCFL)
Memories at Twilight (WBIG, WRUF)
Memories Bookshelf (WDEV)
Memories Garden (CBS)
Memories in Melody (CBS)
Memories in Miniature (KGO)
Memories in Music (WRR)
Memories of England (CJRC)
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, WEW, WFAS, WFBL, WKBO, WQDM, WRDW, WDAY, KGO-KPO, KVSO, WCBS, CJRN, WRNL, KFBB, KOIL, KSAI, WDAF, WKBN)
Memory Lane Trio (WFMD)
Memory Man, Johnson's (KGNC)
Memory Man, The (KGNC)
Memory Melodies (WJW, KSD, WAML, WABI, WAWZ, KABC, WWVA, WFMD, WLLH)
Memory Minstrel (WJIM)
Memory Music (KGNF)
Memory Music of the Aristocrats, The (WTJS)
Memory Pals (WJW)
Memory Parade (WESG)
Memory Room (KGMB)
Memory Singer (KLZ)
Memory Song Man (WICC)*
Memory Songs (WOR)*
Memory Teasers (KSLM)
Memory Tester, The (KMAC)
Memory Theatre (KALE)
Memory Time (KFRO, WLAC)
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 (WHBQ)
Men about Town (KRNR)
Men Against Death (KIRO)
Men and Manners on the Air (WDRC)
Men and Supermen (KWJJ)
Men and Their Messages (WACO)
Men and Women Who Made History (WBEN)
Men at Work—The Story of the PWA (NBC)
Men behind the Classics (KFIZ)
Men behind the Mike (NBC)
Men Behind the Stars (CBS)
Men in the News (WHA, WAPI)
Men in Uniform (KOIL)
Men of Art (WHN)
Men of Daring (NBC)
Men of Destiny (WGN)
Men of Manhattan (CBS)

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Men of Maryland (WFBR)
Men of Melody (WHJB)
Men of Music (WHB)
Men of Note, Culp's (WHIO)
Men of Notes (WEBC)
Men of the Skylanes (WBNS)
Men of the West (KOA, WMAQ)
Men of Tomorrow (WGBI, WCKY)
Men of WOR (WOR)
Men of Zest (WBBM)
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 (WWSW)
Men with Courage (WFBR)
Men, Women and Songs (KWOS)
Mend Your Speech (WBAX)
Mendelsohn's Organology (WBNX)
Mennen Men (NBC)
Men's Corner, The (KVOR)
Men's School for Fashion (WSPR)
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, Sniders' (NBC)
Merchandise Party (WBAX)
Merchandising Melodies (KGNO)
Merchant's Business Birthday Parties (KGNF)
Merchants' Calendar (WCAM)
Merchant's Clipper (WNLC)
Merchant's Express (WWL)
Merchant's Hour, The (WBAL)
Merchants in Melody (WMCA)
Merchants' Matinee Program (KFXR)
Merchants' News Review (KIUL)
Merchants on Parade (WAIM)
Merchant's Parade (KCRJ, WAYX, WMFJ)
Merchants' Review (KFIZ, WAGM)
Merchants Revue (KFIZ)
Merchants Service Bureau (WEBQ)
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 (WBRB)
Merrie Men of Windsor (WFMD)
Merrily Yours (WAAT)
Merrimaids (WWJ)
Merrimen, Antkow's (WHEB)
Merry Country Boys, The (CHNC)
Merry Gardens (WMAQ)
Merry Gentlemen (WMCA)
Merry-Go-Round, The (KGMB, KXRO, WCPO, WPHR, WJR, CFGP, CJOC, CJRC, WSPA)
Merry-Go-Round, The Bolmgren (WTCN)
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 (KCMO)
Merry Go Round of the Air (KOIN)
Merry-Go-Round-Up (WTMJ)
Merry Madcaps, The (WTIC)
Merry Makers (WFTC, KHJ, CJIC, WLW)
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 (WGAL)*
Merry Minstrels, The Molle (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 (WFMD)
Metropolis (RRI)
Metropolitan Echoes (NBC)
Metropolitan Matinee (KDAL)
Metropolitan Melodies (WJR)
Metropolitan on Parade (WRUF)
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 (WOAI)
Mexican Serenade (WOAI)
Meyer, the Buyer (CBS)
Miami Daily News of the Air (WIOD)*
Michael Strange, Diseuse (NBC)
Michigan Boulevardians (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)

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Microphonians (WBZ-A)
Micropinions (KRNT)
Mid-Afternoon Madness (KWK)
Mid-Afternoon Matinee (KVOO)
Mid-Afternoon Music (KVOR)
Midafternoon Musicale (KGO-KPO)
Mid-afternoon Variety (WDOD)
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, WDBO, WNOX, WATL, WCAE, CRS)
Midday Message (WMCA)
Midday Musical Notes (KGO-KPO)
Midday Musicale (KGO-KPO, WHB)
Mid-day News Roundup (WHLS)
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)
Midget Theatre of the Air (WCKY)
Midland Melodic Choir (KMBC)
Midmorning Danse (WGPC)
Mid-Morning Matinee (KFRO)
Mid-morning Melodies (WTMV, KGCX, WCAX, KFAM)
Mid-Morning Musical Revue (KFVS)
Mid-Morning Musicale (WRGA, WQXR)
Mid Morning News, The (KTFI)
Midnight Classics (WBNX)
Midnight Express (KRKD)
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 Reveries (KFOR)
Midnight Phantoms (WHEC)
Midnight Reflections (KGFJ)
Midnight Rendezvous, The (WWRL)
Midnight Reporter (WMIN)
Midnight Request Hour (KFPY)
Midnight Reverie (WVFW)
Midnight Reveries (WOW, KELA)
Midnight Review (KDON, CHAB)
Midnight Serenade (KOIN)
Midnight Vespers (WBEN)
Midnite Clambake (KRE)
Midnite Matinee (KOL)
Mid-Pacific Melody (KYOS)
Mid-South Dinner Time (WMPS)
Midstream (WLW)
Midway Melodies (KFAB)
Mid-Week Bible Stories (KTBS)
Mid-week Forum (WMCA)
Mid-week Jubilee (KOL)
Mid-Week Matinee (KGFJ)
Mid-Week Novelty (CBM)
Mid-week Vesper Service (KFUO)
Mid-Week Vespers (WBRB)
Midwest on Parade (WLS, WCFL)
Midwestern Stars (NBC)
Midwesterners, The (KMBC)
Mighty Oracle (WBT)
Mighty Show (CBS)
Mighty WCAZ Staff Artists Players (WCAZ)
Mike and Aireo (KSFO)
Mike Fright (KTHS)
Mike Goes to—(WSJS)
Mike Hanapi's Ilima Islanders (WTIC)
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)
Mildred Boyer's Program (KSFN)
Mile a Minute Revue, The (WMT)
Mile Hi Melodies (KVOD)
Miles Away (KWOS)
Miles of Smiles (KPDN, KTEM, 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 White Morning Matinee (KSL)
Milking Time (WCCO)
Milkman's Club (WTCN)
Milkman's Matinee (KWK, WIND, WMBH, KRE, WNEW, KCKN)
Milkman's Morning Matinee (KLO)
Mill Shavings (KYOS)
Miller of St. Lawrence, The (CHRC)
Miller's Melody Makers (WBIG)
Millie and Tillie (WOW)
Milligan and Mulligan (WGN)*
Million Dollar Smiles (KHJ)*
Million Dollar Thrills (WWSW)
Millwood Silver Cornet Band (WKZO)
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 (KTBS)
Miniature Minstrels (WHEC, WLAC)
Miniature Minstrels, The Rival (WMAQ)

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Miniature Monday Revue (KTUL)
Miniature Musicale (KOL)
Miniature Playhouse (KMPC)
Miniature School of the Air (CJBC)
Miniature Theatre (WJAY)
Minister of Song (KHQ)
Ministers' Question Box (WFDF)
Ministral Association, The Stafford County (KVGB)
Minit 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 (KFEQ)
Minstrel Show, The Ford (WDAF)
Minstrel Show, The NBC (NBC)
Minstrel Singer, The (WQDM)
Minstrels, Bill Barber's (WOKO)*
Minstrels, The Dutch Masters (NBC)
Minstrels, The KFBI (KFBI)
Minstrels, The Midland (KMBC)
Minute Interviews (WGAR)
Minute Man (KTUL, WSIX, WKRC)
Minute Man and Canaries (WSFA)
Minute Manners (WBS)
Minute Manners with Mrs. Riley (WGY)*
Minute Melodies (CRS)
Minute Men (KDYL, WEEI)
Minute Men of America (WCNW)
Minute Mysteries (WBBM, CFRB)
Minute Mysteries, The Colgate (WOR)*
Minute Parade, The A & P (WHB)
Minutes and Melodies (KGFF, CHWK)
Minutes on Mountain Peaks (WJIM)
Miracle Man (WJBC, CKCW)
Miracle Mirage (WOAI)
Miracles of Magnolia (NBC)
Miracles of Sport (TPC, KHSL)
Mirandy's Kitchen (KMBC)
Mirandy's Mixin's (WMC)
Mirror of Events (WGES)
Mirror of Fashion (WEBC)
Mirror of Life, The (WRAX-WPEN, WFAB)
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 (WHBF)
Miss King Presents (KFRU)
Miss Lizabeth (KSL)
Miss Mack (KCKN)
Miss Marion (WEBC)
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 (WSAI)
Missionary Letters (KFUO)
Mississippi Memories (WTMV)
Mississippi Minstrel (CBS)
Mississippi Minstrel, Dale Wimbrow (NBC)
Mississippi Syncopators (KMOX)
Missouri Amateur Night (KMOX)
Missouri Calendar (KFRU)
Missouri Slope Review (KFYR)
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 (KPDN)
Mr. and Mrs. Program (KELO)
Mr. and Mrs. Pumpernickle (WBBC)
Mr. and Mrs. Reader (WINS)
Mr. and Mrs. Shopper (WGRC)
Mr. and Mrs. Smith (KHJ)*
Mr. & Mrs. Swing (KONO)
Mr. & Mrs. Valspar (NBC)
Mr. & Mrs. Wisepenny (WBS)
Mr. B. and Harry G (WGAU)
Mr. Askem (WGIL)
Mr. Average Man (WTMV)
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 (WFBL, WIL, WOR)
Mr. Fox Hunter and Watson (WSVA)
Mr. Goldstein and Mr. Bernstein (WMCA)*
Mr. Hollywood Pops the Question (KFWB)
Mr. K. (KTSA)
Mr. Keene, Tracer of Lost Persons (NBC)
Mr. Matter O' Fact (KTEM)
Mr. Prosper (WTMV)
Mr. Right & Mr. Wrong (NBC)
Mr. Settle (NBC)
Mr. Sloughfoot (WTMV)
Mr. Sunshine (WEEI)
Mr. Wise (WIBX)
Mr. "T" (WKBO)
Mr. Thrifty Figures (WBAX)
Mr. Twister (WJZ)*
Mr. Van's Caravan Store Notes (WFIL)
Mr. Versus Mrs. (KLZ)
Mr. Wise Guy (WKY)
Mr. Yes 'n' No (KFOR, WJNO)
Mrs. A. M. Goudiss-Rumford (NBC)
Mrs. Bee Cheseborough (KFAB)*
Mrs. Blake's Radio Column (NBC)
Mrs. Cupid (WJW)
Mrs. Ely Culbertson (NBC)
Mrs. Emmons Blaine (NBC)
Mrs. Florabelle Brennan (KGDM)
Mrs. Haddocks' Family (WHBQ)
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 (WOPI)
Mrs. Thrifty Buyer (WHAM)

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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)
Mlle. Nadia 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, WEED)
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, WORC, KGO-KPO, KDKA, WGY, KORE, WCAE)
Modern Melody Masters, The (KSOO)
Modern Minstrels (CBS)
Modern Miracles (KOL)
Modern Modes (KPMC)
Modern Motor Marvels (KIEM)
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 (WNBZ)
Modern Musical (KSFO)
Modern Musical Treats (WFBM)
Modern Newsicale (WLAC)
Modern Parallels to Bible Parables (KFUO)
Modern Pianist, The (CHRC)
Modern Plainsmen (WLAC)
Modern Players (WORL)
Modern Rhythm (WSAU)
Modern Rhythms (KGKY)
Modern Romances (NBC)
Modern Science (KIRO)
Modern Serenade (KTUL)
Modern Song Stylists (WSUN)
Modern Songsters (WKBW)
Modern String Ensemble (WHN)
Modern Strings (KOIN, CJRC)
Modern Symphonies (CBS)
Modern Tempos (WRUF)
Modern Variations (WIND)
Modern Varieties (CHRC)
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 (KOIN)
Modernistic Melodies (WHLB)
Modernistic Piano Moods (KFH)
Modes and Moods (WTAM)
Modulations (CBS)
Moffit & Peipho Hour of Peace (WLBC)
Mohawk Powwow (WFBM)
Mohawk Treasures Chest (NBC)
Mohawk Valley Trails (WIBX)
Mollie Halstead's Home Forum (WSAI)
Molly Kennedy Mysteries (WOR)*
Mom and Lilly (WOAI)
Moment Musicale (WDAF)
Moment of Meditation (KABC)
Moment with the Moderns, A (KOL)
Moments in Dancetime (WHLB)
Moments Musical (WCAM)
Moments Musicale (WOV, WTAD)
Moments of Adventure (NBC)
Moments of Comfort (KFUO)
Moments of Life (WRJN)
Moments of Meditation (CKX, WGH)
Moments of Melody (WNOX, TH, WCHS, KVOO)
Moments of Music (WSAU)
Moments of Reverie (KDYL)
Moments of the Masters (CFCO)
Moments with the Masters (WPTF, WEW)
Moments with the Old Masters (KFUO)
Moments You Never Forget (WBS)
Moments You'll Never Forget (WRVA)*
Mon Oncle (CBF)
Monabits (KWBG)
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 (WJR)*
Monday Matinee (KGO-KPO, WAIM, WHN)
Monday Merrymakers (KYW)
Monday Minstrels (WMBC)
Monday Morning Revue (CBS)
Monday Night Show (CBS)
Monday Night Song Fest (WMSD)
Monday Parade (KFSD)

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Money for Words (WABY)
Money, Magic and Music (KMBC)
Money Talks (WBS, WMAQ)
Monitor Children's Program (KHSL)
Monitor Views the News, The (KIEM, WORL, WSAU, KHSL)
Monkey Business (KELD)
Monkey Cleaner's Program (WDAF)
Monkey Club (WKZO, WBOW)
Monogram Community Calendar (WRVA)
Monologs in Melody (KMO)
Monologues (KFUO)
Montague's Millions, Mrs. (NBC)
Montana Cowgirls (KRKD)
Montana Mountaineers, The (KGCX)
Montana Pete (WEBC)
Montana Radio Forum (KGIR)
Montana Wranglers (WELI)
Monte Magee-Voice of the Southland (WOAI)
Months in Review, The (KFPY)
Monticello Party Line (KHJ)
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, KGFJ)
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 (KFPY, 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 Console (WIBW)
Moods Musical (MacG, CFRN)
Moods Musicale (KTUL)
Moon Dial (WJSV)
Moon Magic (NBC)
Moon of Manakoora (WCFL)
Moon of My Delight (CJRM)
Moon Over Africa (RRI)
Moon Patterns (KFBB)
Moon Ripples (CJRM)
Moon River (WLW)
Moonbeams (WDBO, WDAF, WOR)
Moonbeams and Music (WFIL)
Moonettes, The (WBIG)
Moonglow (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 (KCMO)
Moonlight Reveries (WFTC)
Moonlight Rhapsodies (CHAB)
Moonlight Rhythms, Ray Sinatra's (WOR)
Moonlight Serenade (WWSW)
Moonlight Serenader (WEAU)
Moonlight Sonata (WIND)
Moonlight Stars (KVOL)
Moonshine & Honeysuckle (NBC)
Moonshine and Sawdust (WABC)*
Moore Dance Music (WEBQ)
Moorish Tales (NBC)
Moose Jaw Greets the Country (CHAB)
Morceaux de Salon (WJR)
More Power to You (WEBQ)
More Truth Than Poetry (NBC)
Morning-After (KWK, WHAM)
Morning Alarm Clock (WSPD)*
Morning Almanac (WHIO, WHDL)
Morning Almanac, The Grapico (WBRC)
Morning Altar (WTOL)
Morning Bible Lesson (WDAF)
Morning Bugle (KTHS)
Morning Bulletin (WCHS)
Morning Bulletin Board with Norman Rogers (KFXR)
Morning Chanticleer (KGO-KPO)
Morning Chatter (KAWM)
Morning Cheer (KDKA)
Morning Choreboy (KFOR)
Morning Choreboy, The (WJNO)
Morning Classics (WNBZ)
Morning Dance Musicale (WIND)
Morning Dance Parade (KPDN, CHAB)
Morning Devotion (KTUL, WSAU, WGRC)
Morning Devotional (KRGV, WBRC, WGTM, WSPA, WADC, WRUF)
Morning Devotional Service (KIDO, CJLS)
Morning Devotionals (KVOR, KTFI)
Morning Devotions (WCHV, WHO, WIBX, WLNH, WLS, WDBJ, WNOX, CHNC, CJRC)
Morning Devotions—Grady Cantrell (KWK)
Morning Devotions, The WHO (WHO)
Morning Dew Hour (WBBC)
Morning Edition (WJIM)
Morning Express (WCAE, WGAR)
Morning Eye Opener (KGO-KPO)
Morning Fellowship (WBBC)
Morning Glee Club (NBC)
Morning Glories (KHSL, WHB, KOBH)
Morning Glory Club (WCSC)
Morning Greetings, WEAF (NBC)
Morning Headlines (WAPI, WGAR, KELA)
Morning Health Class (KSAC)
Morning Herald of the Air (WCAU)
Morning Highlighters (KFAB)
Morning Highlights (KOIL)
Morning Hit Review (WGH)
Morning Hit Revue (WFAS, KFVS)
Morning Housewife (KORE)
Morning in May, A (CJCA)
Morning in Miami Police Court (WQAM)
Morning in Rocky Hollow (CBS)
Morning Inspirations (WXYZ)
Morning Interlude (WSAU)
Morning Jamboree (WLS, KFNF)
Morning Jubilee (WFTC)

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Morning Lyrics (WBT)
Morning Magazine (KSLM)
Morning Mail (WQAM)
Morning Mailbag (WPIC)
Morning March Time (WHLB)
Morning Market Basket (KGGM)
Morning Matinee (WAAT, WPG, WBIG, KFVS, KRNT, WSGN)
Morning Meditation (CHAB)
Morning Meditations (CJCA, KCMO, KFUO, WFBL, CKY, KDON, WNEW, KSLM, WAAT, CFGP, KQV, WBAL, WFAA)
Morning Meeting House (WNBX)
Morning Melodies (CKY, KRGV, KSUB, WFLA, WORC, WSAZ, KGHF, KOL, CJOC, KGHI, KWJB, WRNL)
Morning Melody Parade (WSJS)
Morning Memoranda (KIRO)
Morning Memories (KGFW)
Morning Merchants' Revue (WAGM)
Morning Merry-Go-Round (KICA, WSB, KSFO)
Morning Merrymakers (KFRC)
Morning Minstrels (CBS)
Morning Mirror (WJNO)
Morning Mixing Bowl (WJW)
Morning Moods (KONO, WQAM, WBZ-A, WMFD, WRDW, KGFJ, KPAB, WGY, WOPI)
Morning Music Box, The (WBIG)
Morning Music Hour (WDAS)
Morning Musical (WNLC)
Morning Musical Clock (WCAO)
Morning Musical Moods (WIP)
Morning Musical Revue (WTHT)
Morning Musical Varieties (WAPI)
Morning Musicale (WHB, WHLB, KFUO, WCKY, WOR)
Morning Musings (WWSW)
Morning News (WCAP)
Morning News, Jack Ingersoll (WINS)
Morning News Roundup (KGLO)
Morning News Wire (KMOX)
Morning Newscast (CJRC)
Morning Newspaper of the Air, The (KFYO)
Morning on Broadway (CBS)
Morning Parade (WTMJ, KDKA, WFDF, WTAG, CHRC)
Morning Patrol (NBC)
Morning Percolator (WMCA)
Morning Philosopher (KFXD)
Morning Pick-Up (WAVE, WIND)
Morning Prayer, The (CHRC)
Morning Program, The Hoffman (NBC)
Morning Radio Roundup (WAAT)
Morning Rendezvous (WOAI)
Morning Revelries (CHRC)
Morning Reveries (KFAB)
Morning Revue, The (WOV, WORC, WSAR)
Morning Round-Up (WCKY, WLS, WOWO-WGL, WWL, WDBO)
Morning Salute (WDEV, WHK)
Morning Serenade (CKAC, WHN, CHSJ, KRGV, KTUL, KANS)
Morning Serenade to a Housewife (WMMN)
Morning Serenaders (WTAM)
Morning Show, Your (KONO)
Morning Snatches (WDOD)
Morning Song (KFAB, WFAA)
Morning Star (WNEW)
Morning Stars (WBZ-A)
Morning Stroll (KDKA)
Morning Sun Dial (WSAI, WFBL)
Morning Symphony (WHBB)
Morning Symphony Program (WBTM)
Morning Tempos (WMBC)
Morning Thoughts (WVFW)
Morning Varieties (KFXJ, KRGV, WIL, KVI, CJCA, CKCL, WSAU, WESG, WLAC)
Morning Varieties, Chevrolet's (WBRC)
Morning Variety (CBS)
Morning Variety Show (WHB)
Morning Visitor, The (WIBM, KWYO)
Morning Watch (WAAB, WORC, KVOA)
Morning Watch, The WTIC (WTIC)
Morning Worship (KFNF, WRUF)
Morning's Biggest News Story (KICA)
Morris and Esther (WHN)*
Morris Chair of the Air (WNBH)
Morris L. Nelson's Variety Hour (WJBY)
Mortimer Gooch (WBBM)
Mortimer Marlowe (WKBW)
Morton Downey (NBC)
Morton Gould's Orchestra (WOR)
Mosaics (KFH)
Mose and Pete (CFLC)
Moses Cleaveland's Album (WGAR)
Most Popular Tunes-of-the-Week (WEBQ)
Most Unusual Thing in Town, The (KWG)
Mother and Dad (CJRC)
Mother and Son (WBNX)
Mother Hubbard (WHO)
Mother Hubbard's Melody Cupboard (KDAL)
Mother Machree (WTMV)
Mother Randall's Open House (WHO)
Mothers' Album (WJR)
Mother's Music Album (CFRN, WQDM)
Mother's Program, The Walker Gordon (NBC)
Mothers Radio Round Table (NBC)
Mother's Sacrifice (WEVD)
Motion Picture Monitor (CFAC)
Motor Bee, The (WFBR)
Motor City (CBS)
Motor City Chorus (WJR)
Motor City Melodies (WJR)
Motor Drama (WBBM)
Motor Forum (CJOC)
Motor Parade (KTUL)
Motor Tips (WOR)
Motorcade of Melody (WNOX)
Motorin' Jimmy (WBT)
Motoring Mike, The (WATL)
Motoring Thru Europe (KGO-KPO)
Mountain-airs (WAPI)
Mountain Kid (WCHV)
Mountain Melodies (KSL, WDOD)
Mountain Moments (WOR)
Mountain Music (KFXJ, KAST, KGDM)
Mountain Music Hour (WRGA)
Mountain Music Time (WWNC)
Mountain Pete and His Mountaineers (WHO)
Mountain Rhythms (WMSD)
Mountain William Revue (WSJS)
Mountain Williams (WDOD)
Mountaineers (WDRC, KMA)
Mountaineers, The CFLC (CFLC)
Mountaineers, The Rex Cole (NBC)

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Mournful Minstrel, The (CFLC)
Mouth Health (NBC)
Movie Art (WCLE)
Movie Boner Detective (WLTH)
Movie Chat (WISN)
Movie Commentator—Dot Meyberg (KRKD)
Movie Council (WWRL)
Movie Fan Speaks, The (KSTP)
Movie Fanfare (WKY)
Movie Game (CJLS)
Movie Go-Round (WCOP)
Movie Gossip (WJBY)
Movie Man (WCHV, WDBO, NYBS)
Movie Musicale, The (KSD)
Movie Mutterings (CKCL)
Movie Notebook, Lorna Lord's (WROL)
Movie Notes (WLAC)
Movie Odds and Ends (WMBO)
Movie Parade (WEBC, CJRC)
Movie Review (WLVA)
Movie Review, The International (WBNX)
Movie Shots—Betty Addison (WORL)
Movie Star Review (KMBC)
Movie Starr Dust (WMCA)
Movie Swingtime (WDZ)
Movieland (WSAU)
Movieland Glances (KELO)
Movieland on Parade (KIEM)
Movies' Magic Carpet (WCAO)
Movies Man, The (WINS)
Movies on Parade (KABC)
Movietime, Bob Edwards' (KSL)
Moving Stories of Life (MacG. RRI)
Mozart Quartet (WAPI)
Much Ado About Nothing (CFRN)
Mud Caves, The (KGO-KPO)
Mueller Warmsters (WTMJ)
Mugford Again (WSPA)
Mugwumps (KPQ)
Mummers, The (WJR)
Muni Sports (WCKY)
Municipal Court (WHIO)
Municipal Courts at Work (WPEN)
Municipal Government Activities (KGO-KPO)
Murder on Schedule (KOIL)
Murder on the Highways (WGRC)
Murmuring Melodies (WNLC)
Muscle Man (WJJD)
Muse and Music (WAAT)
Muse-Art String Quartet (KHJ)
Museum Club, The (WBT)
Museum of Melody (WFBC)
Museum of Music (WELI)
Museum of the Air (WDRC)
Music a la Carte (WAAW, KPDN)
Music a la Mode (KYOS)
Music After Midnight (NBC)
Music Album (WJNO)
Music All Our Own (NBC)
Music and American Youth (NBC)
Music and Ballet (WQXR)
Music and Banter (WJJD)
Music and Beauty (WBRE)
Music and Blab (KFVD)
Music and Charm (WHK)
Music and Fashions (KONO)
Music and Flowers (CKCL, WCBD)
Music and Kind Thoughts (WRDW)
Music and Marriage (WJJD)
Music and Mirth (CKCD)
Music and Musicians (CFRN, KFPY)
Music and Musings (KTUL, WHEC)
Music and Mystery (KANS)
Music and Poetry (WCBD)
Music & Romance (WSAR)
Music and Song (WACO, CFGP)
Music and Steel (WOAI)
Music and Stuff (CFRN)
Music and the Friendly Arts (CBS)
Music and the Muse (WMC, WMCA)
Music and You (WOR)
Music Appreciation (KFUO, KSAC, WRUF)
Music Appreciation Hour, The NBC (NBC)
Music Appreciation Hour for Adults (WCAD)
Music Appreciation Hour for Rural School Children (WCAD)
Music Appreciation Program (WSVA)
Music Around the World (WBIL)
Music as an International Language (WORL)
Music as You Like It (WLAW)
Music at Eight (CJCA)
Music at Midnight (KGB, WCAE, KMTR)
Music at Nine (FTRD)
Music at Noon (WLTH)
Music at 12:30 (WRJN)
Music at Twilight (WQXR)
Music Box (KLPM, WAVE, KGO-KPO, KVI, KMBC, KLZ, KTUL, CKNX, KCRJ, KHUB, WHN, WHBF, WJR, WRUF)
Music Box, Bostwick's (WCLO)
Music Box Concert (KGO-KPO)
Music Box Melodies (WLNH, WHIO)
Music Box Memories (WRJN, WMCA)
Music Box Parade (WLNH)
Music Box Review (WMSD)
Music Box Revue (KFVS, WFIL, WDAF)
Music Boxers (WGRC)
Music Brings Happiness (KWLK)
Music By . . . (WOR)
Music By—(name of composer) (CJCA)
Music By and With the Masters (KSRO)
Music by Candle Light (WOV)
Music by Erdody (CFAC)
Music by Faith (CBL, CBY)
Music by Jerome Kern (NBC)
Music by Moonlight (KSL)
Music by Request (WCAP, WQXR)
Music Cabs (WMCA)
Music Cavalcade (KELO)
Music Chest (WRJN, WSAU)
Music Choir, WFLA (WFLA)
Music Counter, The (WGN, WTBO)
Music Debonair (WBRY)
Music Doctor (KGO-KPO)
Music Everlasting (KONO)
Music Festival (NBC)
Music Festival Association Presents, The Pasadena (KPPC)
Music for a Mood (WBIG)
Music for an Hour (WKBW)*
Music for Cocktails (WSTP)
Music for Dancing (WOR)
Music for Everybody (WBNX, WPTF, CFRN)
Music for Everyone (WTIC)
Music for Fun (CBS)
Music for "Hims" (KTUL)
Music for Listening (KYOS)
Music for Madam (WCLE)
Music for Madame (KMBC, KSL, KLZ, KTUL, CFRN, WHIO)
Music for Maryland (WFBR)
Music for Men (KTUL, KVOO, WCFL, WEEI)
Music for Miladi (CJOC)
Music for Moderns (KYW, CHML, KELD)

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Music for Monday Afternoon (NBC)*
Music for Motoring (WFAS)
Music for Music Lovers (CFAR)
Music for Reading (WDBJ)
Music for the Family (WLW)
Music for the Morning (WIND)
Music for Today (WOR)
Music for Two Pianos (WRUF)
Music for You (WATR, WLAW, CBL, KTAT, WGY, WSUN)
Music for Younger Children (WHA)
Music for Your Home (KABR)
Music for Your Morning Moods (WEAN)
Music from a Woman's Heart (WFLA)
Music from Budapest (WJAY)
Music from Buffalo (CBS)*
Music from Eiselstein's (WDBO)
Music from Paradise (CFJC, KGU)
Music from the Blue Room (WCAU)
Music from the Blues (KOVC)
Music from the Gold Coast (WBBM)
Music from the Movies (KTUL, CKCK)
Music from the Shores of Sunny Italy (WGES)
Music Garden (KGO-KPO)
Music Goes 'Round (WHIO, WHBC)
Music Goes Round and Round, The (WHBC)
Music Graphs (WKY)
Music Guild, The NBC (NBC)
Music Hall (WNEW)
Music Hall, The Kraft (NBC)
Music Hall, The WQDM (WQDM)
Music Hall Memories (KVSO)
Music Hall of Fame (WCFL)
Music Hath Charms—Ferinand Strack (WORL)
Music Hour, The CBC (CBL)
Music Hour, The College (WHDF)
Music Hour, The Evening Ledger (WDAS)
Music in a Sentimental Mood (WBS, KFRO)
Music in Gotham (WQXR)
Music in Many Moods (WOV)
Music in Mosaic (WOR)
Music in Pastel Shades (KTUL)
Music in Review (KWBG)
Music in Song (KFOR)
Music in the Air (WHB, WPTF, KOL, WHA, KUOA, WCFL)
Music in the English Manner (KMTR)
Music in the Mayfair Manner (WRUF)
Music in the Modern Manner (KABC, WCFL, WMEX)
Music in the Modern Manner, with Little Miss Modern (WGPC)
Music in the Modern Mood (WKBN)
Music in the Morning (WXYZ, WJIM)
Music in the Night (KTUL, WROL)
Music in the Peggy Morgan Manner (WPEN)
Music in the Tempo of Today (WEED)
Music in the Trend of the Times (KTAR)
Music in the Waldorf Way (WMBO)
Music in the World Around Us (WLW)
Music in Three-Quarter Time (WJBY)
Music in Waltz Time (CFJC)
Music Internationale (NBC)
Music Intime (WTIC)
Music Is Magic (WRNL)
Music Is My Handicap (NBC)
Music Is My Hobby (NBC)
Music Lady, The (WSYB)
Music Lectures, The University (CFQC)
Music Lovers (WBZ-A)
Music Lovers' Club (WRGA)
Music Lovers' Corner (CFAC, CKCK, CKX, CJRC)
Music Maestro Please (WTHT, WWSW, WHDL)
Music Magazine (WCBS)
Music Magic (KFAM)
Music Magic Auditorium (WAAT)
Music Magnificent (KYOS)
Music Maker, The (KLO)
Music Makers (NBC)
Music Makers, McKenzie's (WWVA)
Music Marches On (CJRC)
Music Mart, The (WRR)
Music Master (KWKH, WHDL)
Music Masters (WHK, CJAT, KGVO)
Music Master's Matinee (KABR)
Music Mellowed by Time (KYOS)
Music Memory Contest (KFOR)
Music Mirror (WBRY)
Music Mixer, The (KXBY)
Music Mixers (KWOS)
Music Moderne (KFXJ)
Music Moods (WDAE)
Music of America (CBS)
Music of Many Lands (WDBJ)
Music of Memory (CFAC)
Music of Paradise (WNBZ)
Music of the Ages (WFTC, WSB)
Music of the Americas (KABC)
Music of the Day (WSUN)
Music of the Gridiron (WFAA)
Music of the Masters (WCOP, WDAS, WKBO, WSAY, WHB, KGO-KPO, WRR, WJJD, KRE, WIS)
Music of the Moment (WTAM, WIP, WNBZ, WQXR)
Music of the Nations (CJIC)
Music of the Night (KTUL)
Music of the Old Southwest (KOB)
Music of the Opera (WHK)
Music of the Restoration (CBS)
Music of the South (KGO-KPO)
Music of the Spheres (WQXR)
Music of the Theatre (CBS)
Music of Today (KDYL, WWSW)
Music of Tomorrow (WMEX)
Music of Words and Melody (WMAS)
Music of Yesterday (WCFL)
Music on El Rancho (KYOS)
Music on Parade (WGH, WEED)
Music on the Air (NBC)
Music on the Sentimental Side (KABR)
Music Parade, The (WFAA)
Music Period (KFUO)
Music, Please (KDKA, WLW)
Music Room (KGO-KPO, KDLR, WHLB, CKCW)
Music Series, The Chasins (NBC)
Music Shop (WOI)
Music Shop, The C.B.C. (CBL, CBY)
Music Smooth as Velvet (WCAX)
Music Soft and Sweet (KFRO)
Music Styled for You (WFBR)
Music Styles (WFDF)
Music Sweet and Swing (WBEN)

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Music Teasers (WNEW)
Music That Endures (KSL, WTOC)
Music That Lives (CJRC)
Music That Makes America Dance (KGMB)
Music That Pleases (WSUN)
Music That Satisfies (WCLS)
Music That Shook the World (KGW-KEX)
Music That Warms the Heart (KTAR)
Music That Words Make (WSGN)
Music—Then and Now (KDON)
Music Time (CBL)
Music to Read By (WHN, WJNO, WMAS)
Music to Your Taste (WHAS)
Music Treasure Box (NBC)
Music Under the Elms (WBRY)
Music Weavers (WGY)
Music with a Song and a Smile (WMFF)
Music with Masters (KRSC)
Music with Our Compliments (CFCF)
Music with the Masters (WGH)
Music with the Stars (WHBB)
Music with Time (KTOK)
Music with Vitality (CFAC)
Music Without End (CBS)
Music without Words (KIRO, KMOX, WNYC)
Music You Know (WTBO)
Music You Like (WSGN)
Music You Like to Hear (WAVE, CHSJ)
Music You Love (WBS)
Music You Remember (WBS)
Music You Want (KCMO, KLS)
Musical Adventures (NBC)
Musical Air Pictures (KOMA)
Musical Album (WLNH)
Musical Album, Krueger's (NBC)
Musical Album of Sacred Songs (WDBJ)
Musical Almanac (KWTN, KSD, WBS, WLW)
Musical Alphabet (CBS)
Musical America (WWNC)
Musical Americana (CBS)
Musical Answer Man (WTMJ)
Musical Antique Shop (WMBH)
Musical Appetizers (KYOS, WGH)
Musical Appetizers, Gulden's (WEEI)
Musical Appreciation (CFLC)
Musical Art Quartet (NBC)
Musical Auction (WOR)
Musical Auctioneer, The (KUJ)
Musical Bakers, The (KGNC)
Musical Barbers (KMBC)
Musical Barometer (CJCA)
Musical Bazaar (WESG)
Musical Biographies (KOL)
Musical Blossoms (WWVA)
Musical Bouquet (WAAT, KROC)
Musical Boys (WCHV)
Musical Brevities (WDAE, KTUL, KGNC, KABC)
Musical Brevities, with Footnotes on Safety (KTAT)
Musical Briefs (WRGA)
Musical Brownies, The (KTAT, KWKH)
Musical Buds (WLTH)
Musical Building Blocks (WKST)
Musical Calendar (KFVS, WHAS)
Musical Cameos (KHSL)
Musical Camera (NBC)
Musical Camera, Josef Cherniavsky's (WAAB)
Musical Cameraman (NBC)
Musical Capers (KGO-KPO)
Musical Caravan (CFRB, WWL, CRS, CHRC)
Musical Cartoons, Victor Erwin's (WOR)
Musical Cavalcade, The Philco (KMOX)
Musical Chatterbox (KVI)
Musical Chef, The (WWVA)
Musical Chefs (KROC)
Musical Christmas Card (KUJ)
Musical Christmas Tree (KTUL)
Musical Chronometer, The (KHUB)
Musical Chuckwagon (WLW)
Musical Classroom (WRAX-WPEN)
Musical Clinic (KCRJ)
Musical Clock (WLVA, KOMA, KTRH, KGO-KPO, WIBM, KFOR, WJAX, KDFN, WDAF, WJAG, WMFJ, WTO, WINS, WBBM, WBIX, WEBC, WDBJ, WSAU, CHSJ, KLZ, NYBS)
Musical Clock, The KSAL (KSAL)
Musical Clock, The WHBB (WHBB)
Musical Clock Hour (KVOA, CKPR, KGAR)
Musical Clock Review (WDAF)
Musical Clowns (KOVC)
Musical Cocktail (KONO, CBL, CBY, WNBZ)
Musical Cocktails (WCAX, WMBH)
Musical Color Schemes (WRGA)
Musical Comedy Echoes (WIP)
Musical Comedy Excerpts (WQXR)
Musical Comedy Gems (CJRC)
Musical Comedy Hits (WGY)
Musical Comedy Memories (CFRC, WDBO)
Musical Comedy Moments (KMTR)
Musical Comedy Playhouse (KGMB)
Musical Comedy Review (NBC)
Musical Comedy Time (CFJC, KGMB)
Musical Commemorations to the Masters (KXBY)
Musical Contrasts (WINS)
Musical Corner (KIUL)
Musical Corral (KABC)
Musical Crackers (WWVA)
Musical Cruise with Spearmint Crew (NBC)
Musical Crumbles (WADC)
Musical Crusaders, The Canadian Pacific (NBC)
Musical Day Dreams (WHO)
Musical Diary (NBC)
Musical Discoveries (WOAI)
Musical Doctors, The Vapex (NBC)
Musical Dreams, The Tangee (NBC)
Musical Echoes (KGO-KPO, CKLW, WRNL)
Musical Encores (KDAL)
Musical Episodes (CBS)
Musical Esquire (KGO-KPO)
Musical Essays (WNYC)
Musical Etchings (WIL, WNBF, WJR)
Musical Events—Ann Truesdale (WQXR)
Musical Excellence (WJJD)
Musical Explorer (CKWX)
Musical Fantasy (CFCF, KPDN)
Musical Fashionplates (WMCA)
Musical Favorites (KSD)
Musical Filling Station (WMCA)
Musical Findings (KSRO)
Musical Fingers (WHDF)
Musical Fishermen, Bob and Art, The (WBAP)
Musical Footnotes (WDAS, WIP, WWVA, KDAL)
Musical Footnotes with Joe Breen (WDAS)
Musical Forget-Me-Nots (KFRC)*

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Musical Foursome (CBS)
Musical Gazette (CBS)
Musical Gems (CKBI, CKMO, KTUL, KGVO, WINS, WDGY, WJAG, KSD, KGFJ, WHK)
Musical Gems, Koppe's (KGHL)
Musical Geography (WHB)
Musical Gestures (KSD)
Musical Globe Trotters (WIL, KSO)
Musical Gondolier (WAAB)
Musical Grab Bag (KGO-KPO, WRR, KHSL, KALB, WRGA, WDBJ, WKOK, KOBH, KPAB)
Musical Grand Slam (WMCA)
Musical Greeting Club (WFBL)
Musical Greetings (KLZ, WHBC)
Musical Greetings Club (WSPA)
Musical Gridiron (KDKA)
Musical Grocers (KMBC)
Musical Grocery Home (NBC)
Musical Guild, The (CFCO)
Musical Half-Hour (KWOS)
Musical Hall of Fame (WCAX)
Musical Headlines (WELL, KTUL, KWK, WCAE)
Musical Highlights (KGO-KPO, KFYO)
Musical History (WKY, WDWS)
Musical Hodge Podge (CHNS, KSRO)
Musical Homemakers (WGR)
Musical Horizons (CBL)
Musical Horoscope (KFI, KTAT)
Musical Hotel (WPRO)
Musical House-Keepers Chat (WEST)
Musical House Party (WEBC)
Musical Importations (KGB)
Musical Impressions (WOR)
Musical Interludes (KHSL, KRKO)
Musical Intonations (KVOO)
Musical Jamboree (KPDN, WHB)
Musical Jamboree at the Palomar (NBC)
Musical Jaunt Around the Town (WGPC)
Musical Jewel Box (KLO)
Musical Jewelers (WAAT)
Musical Kaleidoscope (WGY, WWSW)
Musical Kitchen, Dishman's (WGH)
Musical Kitchen with Janie and Weston (WMFD)
Musical Librarian, The (KXBY)
Musical Love Letters (WSYR)
Musical Mac (WNBF)
Musical Magazine, The McKesson (NBC)
Musical Magic (KRBC)
Musical Mailbag (KYOS)
Musical Mailbox, The (WMT, WMEX)
Musical Mailman (WDAE)
Musical Maniacs, The (WTAD)
Musical Manners (KTOK)
Musical Map (WFMD)
Musical March Past (CHNS)
Musical Mardi Gras (CBL)
Musical Market Basket, The (KTUL, WIBU, WTBO)
Musical Marmalade (KTEM)
Musical Masterpieces (WJAG)
Musical Masterworks (KLO)
Musical Matinee (KVI, WDAF, WJBY, KMOX, CKWX, KGLO, WRDW, WSGN)
Musical Matinee, Mathewes (KIEM)
Musical Mechanics (KERN)
Musical Meditations (CFCO, KGBX)
Musical Melange (WHAS, WTBO, KTAT, KGCX)
Musical Melting Pot (WDAF)
Musical Memoirs (WGL)
Musical Memories (KGHF, WOPI, KGLO, KRGV, KGW-KEX, WMIN, WSGN, WOPI, KVI, KGKB, IBS, KEHE)
Musical Memories Revue (WNAX)
Musical Memory Book (WPHR, WKRC)
Musical Memory Box (CKPR)
Musical Memory Contest (WCBD, WQXR)
Musical Memory Game (WAVE)
Musical Memory Program (WFLA)
Musical Memory Time (WLAC)
Musical Menu (WCPO, WJBK, WEXL, KIEV, KOVC)
Musical Menu, James Cafe (WEBQ)
Musical Merry Go Round (KGO-KPO, WRGA, WSUN, WGH, WIS)
Musical Mildredettes (WDGY)
Musical Milestones (KFWB)
Musical Milkman (KGA)
Musical Millers of Hearts Delight (WOAI)
Musical Miniatures (KGLO, WJMS)
Musical Mirage (KSL)
Musical Mirror (WTMV, KCMO, WEW)
Musical Misbehavin' (KYA)
Musical Missionaries of Goodwill (WOAI)
Musical Mix-Up (KRBC)
Musical Modes (KARK)
Musical Moments (WBS)
Musical Moments with the Music Masters (KRKD)
Musical Moods (KLO, KSL, KALE)
Musical Mountaineers, Clem Perkins' (WFBR)
Musical Mysteries (CFCO, WMFG, CFRB)
Musical News (WKBW)
Musical News Reel (KROC, WQXR)
Musical Newsettes (WDGY)
Musical Newsy (KFWB, KFI)
Musical Nick Nacks (KMOX)
Musical Nightcap (WIL)
Musical Notebook (WDAF, KSOO, WCLO)
Musical Notes (WJAX, KFVS)
Musical Notes, McKesson's (KFVS)
Musical Novelties (NBC)
Musical Numerology (WORL)
Musical Oddities (WQXR)
Musical Open House, The (KRE)
Musical Parade (WBZ-A, KGNC)
Musical Pastels (WOV, KDYL, WOR)
Musical Personalities (KOB)
Musical Pictures of the Nations (WSTP)
Musical Pilgrimage (KECA)
Musical Portfolio (WAAT)
Musical Portraits (WBZ-A, KHSL, WMBH, KOH, KMPC)
Musical Postman (CBS)
Musical Potpourri (KGVO, WCBD, WATL, WJBK, WOV)
Musical Powder Box (WABC)*
Musical Preferences (WHEB)
Musical Premieres (NBC)
Musical Prescription (CJCA)
Musical Prevues (WDNC)
Musical Queries (CFAR)
Musical Quiz (WJNO)
Musical Rainbow (WBS. WMFF)

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Musical Rainbows (KFIZ)
Musical Reflections (KFVD)
Musical Reveries (CBS)
Musical Review, The Charis (NBC)
Musical Road Map (KYSM)
Musical Rogues (WNAC)
Musical Romance (WKY, CFRB, WDBO)
Musical Roulette (WJAG)
Musical Roundup (KMA, WLS, WNAC, WOPI)
Musical Salesmen (KMBC)
Musical Scales (KYA)
Musical School, Warney Ruhl's (WHDF)
Musical Scrapbook (KFVS, WHBB. KHSL, KMTR, WCAZ, WJAG)
Musical Scrapbook, Pete Smythe's (KLZ)
Musical Service Station (WJMS)
Musical Shopping Guide (KMTR, KHSL, WLNH, WHLS)
Musical Show, The Royal Yeast (CHNS)
Musical Silhouette (WMCA)
Musical Silhouettes (CKOC, KMOX, WMCA)
Musical Sketchbook (WAVE)
Musical Sketches (KGO-KPO)
Musical Sleigh Ride (KTUL)
Musical Smoothies (KHBC)
Musical Snapshots (WHEB, WMCA, WCCO)
Musical Snuff Box (CKAC, WOV)
Musical Speedway (KGNF)
Musical Spell-Down, The (WTMJ)
Musical Spelling Bee (WIRE)
Musical Sport Page (WTBO)
Musical Sports Review (KQV)
Musical Steeplechase (WLW)
Musical Story (KGW-KEX)
Musical Story Lady, The (WOC)
Musical Sunbeams (WDRC)
Musical Sundial (WGST)
Musical Surprises (WBZ-A)
Musical Sweethearts (WKBW)
Musical Tailors (KMBC)
Musical Tete a Tete (WGY)
Musical Tidbits (CFCO. WAAT, KONO, WWNC)
Musical Time Clock (KRSC)
Musical Tintypes (WENR)*
Musical Toast (CBS)
Musical Tours (CBL)
Musical Trails, The Keystone (WJTN)
Musical Train (KLO)
Musical Travelogue (WBZ-A, WHN)
Musical Travelogues (KGFJ)
Musical Treasure Chest (KGO-KPO, KFAB, WOV)
Musical Treasures (WRNL)
Musical Tricks and Treats (WEAF)*
Musical Trip-Ups (CJRM)
Musical Vagabonds (WBZ-A, WCCO)
Musical Valentines (WMBH)
Musical Variations (KCRJ)
Musical Varieties (KFPY, CKWX, KGKY, WGY, WFIL)
Musical Varieties, The Gulf (WSUN)
Musical Vespers (CBS)
Musical Vignettes (KSL)
Musical Vox Pop (KXRO)
Musical Voyage (To the Dominion of Candy) (CBL, CBY)
Musical Watchman, The (NBC)
Musical Weather Man (WBBM)
Musical Weekly (CBS)
Musical Wheel (WSGN)
Musical Wizards, The (WTJS)
Musical Workbench (CJOC)
Musicale, The Findlay College (WJAY)
Musicale, The Jayaness (KWKH)
Musicale, The Southerncal (KGB)
Musicale Billboard (WDBO)
Musicale Impromptu (KGVO)
Musicale Moderne (WAAF, WTAG)
Musicale Portraits (KGDM)
Musicale Romance (CFRB)
Musicalettes (CKCW)
Musicalities (KGO-KPO)
Musically Speaking (CBL, CBY)
Musicana, St. Joseph's (WOV)
Musicians Workshop (WEVD)
Musicology (WSM)
Musicomedy Special (WTMV)
Musing Time (WKY)
Musing with Music (WDAS)
Musings (CJRM)
Musings, The Morris Plan (WOAI)
Musique Tzigane, La (CJBR)
Musiquiz (WHP)
Musketeers, The Royal Dutch (WFAS)
Muted Music (WCAE)
Muted Music, Merle Pitt's (WNEW)*
Muted Strings (WGY)
Mutual Moments (WICC)
My Battle with Life (NBC)
My Boy (WEVD)
My Boy Matt (WSAI)
My Brother's Keeper (KMOX)
My Childhood Scrapbook (KFUO)
My Dear Public (WLTH)
My Diary (WBBM)
My Error (WEVD)*
My Escape from Devils Island (KWK)*
My Hobby Is (WSOC)
My Job (WFIL)
My Los Angeles (KECA)
My Lucky Break (WLW)
My Message to You (KFUO)
My Mother's Scrapbook (CKX)
My Mother's Songs (KOL)
My Oklahoma (WKY)
My Piano and Me (KHQ)
My Portrait Gallery of Famous Britons (NBC)
My Secret Ambition (KFBB)
My Time and Your Time (WHJB)
Myriad Voices (WRC)
Myrt and Marge (CBS)
Mysteries in Paris (CBS)
Mysteries of Chemistry (WCAU)
Mysterioso (KRGV)
Mysterious Dr. Mikalin (WMAQ)*
Mysterious Island (NBC)
Mysterious Mr. Mac (WMCA)
Mystery Chef (NBC)
Mystery Chief (CBS)
Mystery Cowboy, The (KMBC)
Mystery Dramas (KGEZ)
Mystery Girl (KMJ)
Mystery Girl, The Gobel (NBC)
Mystery Hour, The (KFSO)
Mystery House (WSPD)
Mystery Maestro's (WWSW)
Mystery Melodeers (WMBR)
Mystery Melodies (KMJ, KTUL, WDBJ, WCBA)
Mystery Melody Parade (KVOR)

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Mystery Melody Program (KOY, WALR, WCOL, KGAR)
Mystery Melody Time (WKY, CJLS, KFAM)
Mystery Organist (KDYL)
Mystery Poet (WCBS)
Mystery Quiz (WWSW)
Mystery Shopper, The (KDYL)
Mystery Singers (WBZ-A, WSAN)
Mystery Voice (WAAT, KVOL)
Mystery with Music (WPTF)
Mystery's Mansion (CBS)
Mystic Melodies (KVI, KSLM, KANS)
Mythical Airplane Salute (KWKH)
Mythical Ballroom (WJBY, WDGY)
Mythical Horse Race (WAVE)
Mythical Man on the Street (KABR)
Mythical Night Club (KTUL)
Mythical Race Track (WJNO)
Mythical Symphony Hall of the Air (WCAZ)
Mythical Theatre, The WALR (WALR)

Mc

McAleer Twins, Mac and Al, The (WOAI)
McDonald Trio (WMBG)
McEntee Time (WKY)

N

N-Peeking (KVOX)
NEC Reports (WCFL)
Name-A-Song (WIS)
Name It Game, The (KGW-KEX)
Name That Song (WTOL)
Name the Band (KFOR, WJNO)
Name the Melody (WPIC)
Name the Place (NBC)
Name the Tune (WOWO)
Name Three (Mutual)*
Name Your Mood (WAIM)
Name Your Number (WGY)
Names and Faces (KPO)
Names in the News (KSL, WDAY, WNAC)
Names Make News (WEBR)
Names That Live Forever (CJOR)
Nancy and Ned (KCKN)
Nancy Clancy (NYBS)
Nancy Clancy, Piano Patter (WINS)
Nancy Dennis (NYBS)
Nancy Dennis, Piano Patter (WINS)
Nancy Lee's Shopping Tour (WFOY)
Nancy Nash (WAPI)
Nappanee Hour (WTRC)
Narratives on Bible Truths (KFUO)
Nat Brusiloff Presents (WMCA)
Nation Dances, The (KPDN)
National Affairs (KSAC)
National Amateur Night (CBS)
National Barn Dance (WLS)
National Catholic Radio Hour (WOL)
National Concert (KGO-KPO)
National Dairy Productions (NBC)
National Dairy Virtuosos (NBC)
National Democratic Club Forum (CBS)
National Editor (KFI)
National Farm & Home Hour (NBC)
National Folk Music Festival (NBC)
National Home Hour (NBC)
National Labor Scene, The (WEVD)
National Music Camp (NBC)
National Notes (WTMV)
National Players (KGO-KPO)
National Public Housing Conference Series (FTRD)
National Radio Forum (NBC)
National Security League (CBS)
National Spelling Bee (WMCA)
National Sports Parade (WBAL)
National Student Federation of America (CBS)
National Sunday Forum (NBC)
National Vespers (WENR)
National Vespers—Dr. Fosdick (NBC)
National Youth Administration (WBT)
Nationality Melody Hour (WAAW)*
Nation's Playhouse (WLW)
Nativity Play, The Kentucky (WHAS)
Natrona County High School Program (KDFN)
Natural Bridge Musicmakers (NBC)
Natural Singers, The (KFEQ)
Naturals (CBS)
Nature Lore Program (WDRC)
Nature Studies (WJNO)
Nature Study Programs (NBC)
Nature Tales (WHA)
Nature Trails (KGW-KEX)
Nature's Noble Naturalist (WWVA)
Navy Flashes (KFOX)
Navy in Review (KGB)
Nazaire et Barnabe (CKAC)
Neapolitan Echoes (KGO-KPO, WWSW)
Neapolitan Melodies (WSAY)
Neapolitan Nights (WGES)
Neapolitan Serenade (WIBX, WSAY)
Neapolitans (CBS)
Near-to-Midnight Gospel Hour (KFUO)
'Neath Western Skies (KFH)
Ned Jordan, Secret Agent (WXYZ)
Needlepoint Revue (WAAT)
Negro Achievement Hour (CBS)
Negro Art Singers (FTRD)

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Negro Church (WCNW)
Negro Melody Singers (FTRD)
Negro Spiritual Hour (KBIX)
Negro Spirituals (WDRC, CJRC)
Neighbor Ann (KVGB)
Neighbor Bill (KVGB)
Neighbor Irene, Your (WINS)
Neighbor Lane (WNAX)
Neighbor Ned (KYW)
Neighbor Nell (WGY)*
Neighborhood Hostess (WCAP)
Neighborhood Hour (WIL)
Neighborhood Hour (WIL)
Neighborhood News (WCOL)
Neighborhood Press, The (WJBK)
Neighborhood Program (WIL)
Neighboring Cities (WJAX)
Neighborly Visit (WSAY)
Neighbors (WCKY, WCLE, KVOO)
Neighbor's Children (WKZO)
Neighbors in the News, Your (WHIN)
Neighbors, Incorporated (KWKH)
Neighbors' Noon Hour (WHKC)
Nell and Don (KRBC)
Nell Vinick (WBS)
Nellie Revell (NBC)
Nellie Revell at Large (NBC)
Nellie Revell Interviews (NBC)
Nemesis, Inc. (RRI)
Nero and Rome (WRDW)
Nertsy Rhymes (CKY)
Nerves of Steel (KFOR)
Nest Egg (KIDO)
Nettie Needle-Nert (RRI)
Nevada Nightherders, Dude Martins (KLX)
Never a Dull Moment (WSPA)
New Angles in the News (KELD)
New Baby of 1939 (WTMJ)
New Bedford Speaks (WNBH)
New Brunswick Lumberjacks, The (CHSJ)
New Brunswick (N. J.) Public Schools (WAWZ)
New Business World (NBC)
New Deal for Artists (NBC)
New Deal on Main Street (WOR)*
New Education, The (WCAU)
New England Agriculture (WBZ-A)
New England Authors (WBZ-A)
New England Hillbillies, Pappy Howard's (WBRY)
New England in the News (WMEX)
New England Talks It Over (WBZ-WBZA)
New English Singers (CBS)
New Friends on the Bookshelf (WDBO)
New Horizons (KNX, CFRN)
New Ideas (WINS)
New Kitchen Secrets (KGO-KPO)
New Leadership (WORL)
New Mexico Home and Farm Hour (KOB)
New Moods in Music (WAIR)
New Mother Hubbard (CBS)
New Names (WHK)
New Past (CBS)
New Plays & Players (NBC)
New Songs and New Composers (WCFL)
New Start in Life, A (WBS)
New Sunshine Swing Club (WAPI)
New Talent Scout, The Emerson (WFAS)
New Tunes (WHO)
New Voices (WEEI, WGR)
New Voices of 1938 (KMOX)*
New Voices on Parade (WEVD)
New World (KGO-KPO)
New World Symphony (CBS)
New York American Comics (WINS)
New York Goes to the Auto Show (CBS)
New York Hour (WINS)
New York in Review (WWRL)
New York on Parade (NBC)
N. Y.-Pa. Express (WESG)
New York Philharmonic Symphony Concerts (CBS)
New York Reporter (WINS)
New York State Police Co. (WGY)*
New York State the Beautiful (WGY)*
New York Symphonic Choir (NYBS)
New York Town (WHN)
New York University Debates (WHN)
New Yorkers, The (CBS)
Newcomers' Club, The (WOPI)
Newlyweds, The (WCBS)
Newlyweds of the Air (KDKA)
News—Al Grobe (NYBS)
News, The Sterling Super Bru (WGRC)
News and Interviews (KGKO)
News and Views (KGGF)
News and Views by the Breakfast Table Reporters (WMFJ)
News and Views of Labor (WCFL)
News and Views of South America (NBC)
News and Views of Sports (KTAT)
News As a Woman Sees It (WCSC)
News at Noon (KIRO)
News Behind the Headlines (KTSM)
News Behind the News (KFWB)
News—Bob McIntosh (WGRC)
News Bureau (WJAG)
News Butcher, The (CKCK)
News by Air (CRS)
News by Hughes (KMTR)
News Capt. Herne's (WGN)
News Chuckles (WOWO)
News Comes to Life (WINS, WJR)
News Direct from Washington (KFUO)
News Distorter (WIOD)
News Dramas (KHJ)*
News Editor (KTHS)
News Events in Social Work (WIL)
News-Fax (WMBC)
News Flashes (KGEZ)
News Flashes, The Fire Chief (KGHL)
News for Breakfast (KUOA, WHIO)
News for Everyone (WNEW)
News for Executives (WCKY)
News for the Ladies (KARK)
News for the Missus (WBBM)
News for Women (KPMC, WCFL)
News for Women Only (WMBG)
News from Capitol Hill (KFYR)
News from Life (WIND)
News from the Churches (WDAF)
News from the Weeklies (KWSC)
News from the Woman's Point of View (WIBU)
News from the World's Fair (WOV)
News from the 'Y' (WGPC)
News Highlights and Sports (KARK)
News Hits Home, The (WMCA)
News Hunters (WMBC)

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News in a Nutshell (WKRC)
News in Religion (WTAG)
News in Review (WHEB, WREN, WHP)
News in Rhyme, The (NYBS)
News in Spanish (WLW)
News in the Making (KFRC)
News Index (WTAR)
News Is on Parade (WJRD)
News—Jack Ingersoll (NYBS)
News Jester, The (KMBC)
News Leader Current Events (WRVA)
News Leader History of Old Virginia (WRVA)
News Magazine of the Air (WBS)
News Mrs., The (WBRB)
News, Music, Interviews (KTUL)
News 'n' Notes (KYOS)
News Oddities (KFIZ, WBT, CJCA, WLNH)
News Oddities of the World (KONO)
News of Our Neighbors (KMOX, WBT, WGAR)
News of Spring (WHO)
News of the Air, The Alka Selzer (KNX)*
News-of-the-Day-in-Italian (WHOM)
News of the G-Men (KFEQ)
News of the Hour (WDEV, CJRC)
News of the Hour on the Hour (WCBS)
News of the Hour, on the Hour, Every Hour (WORL)
News of the Mississippi Valley (WHBF)
News of the Moment (CFAC)
News of the Road (WCAE)
News of the Veterans (WBRC)
News of the Week (KABC, WCMI)
News of the Week in Review (WSBT-WFAM, KVOR, WBT)
News of the Week on Parade (WIS)
News of the World (WJAS, WLTH, WRVF)
News of Today the History of Tomorrow (KTBS)
News of Women for Women (WDGY)
News of Yester Year (WJRD)
News of Yesteryear (WDNC)
News of Your Neighbor (WDZ)
News of Youth (CBS)
News on Parade (WFBC)
News on the Nose (WKY)
News Paper of the Air (WLAC)
News Parade (KGIW, WCAE, WDGY, WJJD)
News Parade, Al Grobe (WINS)
News Parade, Your (WBTM)
News—Paul Sullivan (WLW, WSAI)
News—Peter Grant (WLW)
News Quiz, The (WMIN)
News Quiz, The Birmingham (WSGN)
News Reel, The (WHDL)
News Reel, The WABI (WABI)
News Reporter—Charles Woods (WSAI)
News Reporter, The Arrow (WCAU)
News Reporter, The Calumet (WIND)
News Reporter, The Esso (NBC)
News Reporter, The Phillips (KGNC)
News Review (KSLM)
News Review, The Duke (WDNC)
News Review, The Seafood (WPTF)
News: Review and Preview (WSM)
New Reviewers, The (WQXR)
News Revue (WLBZ)
News Room (WSAU, WAPI, WJR)
News Room, The WHBB (WHBB)
News Room Tours the World, The WBTM (WBTM)
News Scoops and Melodies (WLAC)
News Show (WJAS)
News Summary, The KDFN (KDFN)
News Tester, The (KMBC)
News That's News (WAPI)
News Thru a Woman's Eyes (KMOX)
News to You (WMAQ)
News Today—History Tomorrow (WHAM)
News Tower, The WOW (WOW)
News under Today's Headlines (WSFA)
News, Views and Sports Reviews by Hughes (CBS)
News Voices of 1938 (CFCO)
News While It's News (WKY, WHIO)
News with a Kick (WIP)*
News With Ford Bond (NBC)
News with Music (WBBM)
News X-Ray (WCCO)
Newsagrams (KROY)
Newscaster, The Gulf (WDAE)
Newscaster, The KOB (KOB)
Newscaster, The Sunoco (WGY)
Newscasts (KVSO, WOAI)
Newsical Sunshine (KGO-KPO)
Newsings with Hy Fox (WFAS)
Newsman, The CKY (CKY)
Newsman Reviews the News, A (WPTF)
Newspaper Adventures (WMCA)*
Newspaper Fund, The (CJRC)
Newspaper of the Air (KABR, KPQ, WCLO, WELI, WHIO)
Newspaper of the Air, The KGEZ (KGEZ)
Newsreel (KIRO)
Newsreel, The Energine (NBC)
Newsreel of the Air with with your Word-Picture Camerman, The (WALR)
Newsstand Novelties (CJCA)
Newstime (IBS, KTHS)
Newsy Jigsaw, The (CKX)
Newsy News (KMA)
Newsy News from Jefferson City (KMOX)
Newsy Notes (WCBA-WSAN)
Newsy Notes from Hollywood (WBTM)
Newt's Gang (KFEQ)
Niblick Club, The (WGES)
Nice Work if You Can Get It (KFYO)
Nick and His Cornhuskers (WFDF)
Nickel Belt Birthdays (CKSO)
Nickel Club (CJOR)
Nickel Harness Makers (WNAX)
Nickel in the Slot (KONO)
Nickelodeon (NBC)
Nickie Norge (WOAI)
Niela Goodelle. Cutex Presents (NBC)
Nifty Novelties (CJCA)
Night at the Club, A (KMBC)
Night at the Inn (WCAE)
Night at the Opera, A (WRJN)
Night at the Theatre, A (WINS)*
Night Boat, The (KSL)
Night-Cap Newsreel (WKRC)
Night Carpet Capers (KTOK)
Night Club, The KRSC (KRSC)
Night Club, The NBC (NBC)
Night Club Extravaganzas (KMBC)

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Night Club of the Air (WHB, WCAE, WSGN, WPEN)
Night Club Parade (WFBL)
Night Club Romance (CBS)
Night Court (KGO-KPO, WHBQ, KUJ, WHO)
Night Desk News (WMCA)*
Night Dream Hour, The (NBC)
Night Editor (KGO-KPO)
Night Extra (KIRO, KSTP)
Night Hawk Fiddlers (WPHR)
Night Hawks' Club (KYA)
Night Herders (KFIZ)
Night in Manhattan (WHN)
Night in Venice (KOIN)
Night on the Prairie (KGNC)
Night Owl (KFBR)
Night-Owl News (WIRE)
Night Owl Radio News (KTAR)
Night Owls (WEBC)
Night Patrol (WHK)
Night Pilot, The (WRC)
Night Rider (KOIN)
Night Riders, George B. German's (WNAX)
Night Riders, The (CJRC)
Night School (WTMJ)
Night Shades (CJOR)
Night Singer (CBS)
Night Swing Court (WMSD)
Night Time on the Trail (KMBC)
Night Watch (WIND, CKWX, WGH)
Night Watchman, The (KGW-KEX)
Night Winds (KMBC)
Nightcap Newscast (WROL)
Nighthawk Frolic (WDAF)
Nighthawks (WDAF)
Nighttime in Old Samoa (KGU)
Nill and Null (RRI)
Nimble Fingers (WAIM)
Nine-Forty-Five Editor (WIND)
Nine O'Clock Family (KTBS)
Nine O'Clock Headlines (WBRC)
Nine O'Clockers, The (WRAK)
Nine-Thirty Club, The (WDBJ)
Nine to Five (NBC)
1938 Mobolization for Human Needs (NBC)
1938 Ohio Review (WTAM)
1938 Prosperity Program (KMTR)
19th Hole Golf News (KRE)
920 Club, The (WPEN)
92 Dance Party (WRDW)
92 News (WBRC)
90 Days of Time (KOL)*
Ninety Days of Time (KRSC)
Ninety-Nine Men and A Girl (CBS)
Nini and Lee (WRTD)
Nip and Tuck (KFWB)
Nit Wit Hour (CBS)
Nite Club, The Silvertown (WBRC)*
Nite on the Prairie (KGNC)
Nite Owl Club, The (WHK)
Nite Owls, The (WBNS)
Nite-Watch (WIND)
Nitwit Serenade (WRUF)
Nitwits (WPAY)
Nixson Denton in Second Thoughts (WSAI)
No Mournful Numbers (CKY)
No School Today (WEAF)*
No Talent Wanted (NBC)
Noble Barbee, Pianist (KRMD)
Noble Cain and A-Capella Choir (WENR)
Noble Romans (WIBX)
Nobody Home (KGO-KPO)
Nobody's Sweetheart (WICA)
Nocturnal Fantasy (WBLK)
Nocturnal Melodies (KABR)
Nocturnal Serenade (WHP)
Nocturnal Singers (WSYR)
Nocturnal Soliloquy (KARK)
Nocturnal Vespers (KTAT)
Nocturne (CKWX, WBBM, WCAO, KMBC, KRBC, WHEC, WGAR)
Nocturne in Music (WFAS)
Nogalitas Heights Serenaders (WOAI)
Nomads (KGO-KPO)
Non-Sectarian Morning Devotional Program (KDFN)
Nonsense and Notes (KGFJ)
Nonsense and Notes to You (KTUL)
None of Your Business (WAIM)
Noon-Day Dance Revue (WAGM)
Noonday Dinner Concert (KFNF)
Noon Day Forum (WORL)
Noon-Day Melodies (KMMJ)
Noon Day Serenade (WELI)
Noon Day Tunes (KAWM)
Noon Day Variety (WFLA)
Noon Extra (KRNT)
Noon Highlights (KGCX)
Noon Hi-Lites (WCCO)
Noon Hour Clock (KCKN)
Noon-Hour Clock, The KANS (KANS)
Noon Hour Novelties (KGHF)
Noon Hour Potpourri (CFJC)
Noon Hour Varieties (WRR)
Noon News, Al Grobe (WINS)
Noon News, The Nutrena (KUOA)
Noon News Edition (WIBA)
Noon Revue, The (WJAY)
Noon Time Melodies (WTMV)
Noon Time Memories in Words and Music (WNEW)
Noon Time Variety Show, The (WCAX)
Noon-Timers Revue, The (KSD)
Noonday Classified Program (WBCM)
Noonday Frolic (KCRC)
Noon-day Headlines (WIRE)
Noonday Musicale (WSAU)
Noonday News (WFAA)
Noonday News Roundup (WJBK)
Noonday Nocturne (WGH)
Noonday Novelties (KGVO)
Noonday Organ Melodies (KFRO)
Noonday Program of Popular Recordings (KRE)
Noonday Revue (WTAG)
Noonday Rhythm (WSAI)
Noonday Rhythms (WIBC)
Noonday Roundup (WADC)
Noonday Serenade (WELI)
Noonday Talks (KFUO)
Noonday Tune Parade (KDON)
Noonday Varieties (WMBO, WEAU, WTJS)
Noontime Memories in Words and Music (KORE)
Noontime Nonsense (KGFJ)
Noontime Parade (CFAC)
Noontime Tydings (KANS)
Noontime Varieties (KRMC, WTIC)
Noontime Variety (WGPC)
Noontimers (WCAO)
Norma Alaj (WPHR)
Norma and Her Violin (KVOO)
Norman Cloutier Presents (NBC)
Norman Smith and Orchestra (KGFF)
Normandie Ball Room (NYBS)
Normandie Time (WORL)
Norsanna Chorus (WEBC)
North Iowa Public Forum (KGLO)
North Lansing against the World (WJIM)
North River Docks (NBC)

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Northern Lighters, The (KFQD)
Northern Lights (WTAM, KOIN)
Northern Naturals (WOW)
Northern Ramblers, The (CKSO)
Northernaires (CJIC, CKCL)
Northland Herald (WTCN)
Northside Municipal Court (WHB)
Northwest Artists (WEBC)
Northwest Builders' Program (WEBC)
Northwest on Parade (KGA, KHQ)
Northwest Top Tunes (KSOO)
Northwest Tribute (KGVO)
Northwestern Neighbors (KOIN)
Norway (NBC)
Nosey News (KFRU)
Nosey Reporter (KVSO)
Not a Word (WNBH)
Not for Ladies (NBC)
Not So Long Ago (WBBM)
Not So New, Not So Old (WQDM)
Not 'Who's Who'—But 'Who's Now' (WACO)
Notables in the News (KVOD)
Note Book (WOR)
Note Book, Art Baker's (KFI)
Notebook of Song (KYOS)
Notebusters (WFMD)
Notes (WSBT)
Notes and Lyrics (WKBO)
Notes and News (WKRC)
Notes and Nonsense (KFRU, KGVO)
Notes and Notes (WNBH)
Notes for Flower Lovers (KTSA)
Notes from My Little Red Book (WLOK)
Notes from Neighborhood Nook (WJNO)
Notes in Rhythm (WJAY, KDYL)
Notes of Harmony (WHBF)
Notes to You (KXBY, KOH, WINS)
Nothin' Special (WFBC)
Nothing but the Truth (WCFL, WMAQ, WHB)
Nothing Today (KYA)
Nourishine Varieties (KGO-KPO)
Nouvelles a la Loupe, Les (CKAC)
Novel Half Hour (WTMJ)
Novel in Review (WHA)
Novel Nuggets (WHEB)
Noveleers (WFAA)
Novelesque (WSIX)
Novelette (WTAM, WFAA)
Novelettes (KGO-KPO, KFOR, WAIR, WIBA, WRVA)
Novelodians (WHAM)
Novelteers (CBS)
Novelteers, The (WBT)
Novelties (WRUF)
Novelty Boys (KMOX)
Novelty Boys, Jimmie and Dick, The (WEEI)
Novelty Broadcasts (NBC)
Novelty Choir (WOR)*
Novelty Grab Bag (CJCA)
Novelty Hour (WADC)
Novelty Noodlers (WWSW)
Novelty Notes (WESG)
Novelty Quartet Hour (WTBO)
Novelty Revue (WHB)
Novelty Rhythms (CBS)
Novelty Time (CFAC)
Now and Then (CKX, WHEB, CJRC)
Now It's My Turn (KVOO)
Now You Decide (WHN)
Nuggets of Gold (KROC)
Number, Please (KCKN, WRJN, WDAN, WFMD, WJR)
Numbers (WCBS)
Numerology (WSGN)
Nursery Rhymes (WEAF)*
Nut Factory, The (WMFJ)
Nut Farm, The (WFBM)
Nut Meets (KMBC)
Nutmeggers, The (WDRC)
Nuts and Bolts (KGO-KPO)
Nutty Club, The WBBM (WBBM)
Nutty News (WMCA, WAPI)

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O-Susannah (KGW-KEX)
Oatville Barbershop (WJJD)*
Obediah Simpkins (CJRC)
Obit of Swing (WGAR)
Obituary Column of the Air (WAIM)
Object Matrimony (NBC)
Obligato (WBBM)
O'Brien's Ghosts (CJOR)
Observations (KSAC)
Observatory Hour (KSL)
Occidental Duo (WJEJ)
Ocean Steamship (NBC)
Octane Entertainers, Slim's (KGKL)
Octopus, The (WABC)*
Odd & Ends (KELO)
Odd But True (WHBQ)
Odd Facts About Alabama (WAPI, WSAI, KABR, KSFO, WHBB)
Odd Job Interviews (NBC)
Odd Quirks in the News (KWKH)
Oddities from the Scrapbook of Life (KGB)
Oddities in Rhythm (KFYO, KMTR)
Oddities in the News (WAPI, WSAI, KABR)
Oddities in the News Reporter, Burnette's (KNOW)
Oddities of the World (KTUL)
Oddles of Oddities (KGVO)
Odds and Ends (WJW, KROC, KRNR, KORE, KFOX, KGCX, WEXL, KFBC, WADC)
Odds and Ends of Music (KRMC)
Odds and Ends of the Day (CBS)
Odyssey of Youth, The (WWSW)
Oedipus Rex (NBC)
O'er the Radio Sports Desk (WIOD)
Of All Things (KSTP, KYA, WIND)
Of Interest to Women (WOV)
Of Interest to You (WOC)
Of Lasting Beauty (CJRC)

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Of Life and Death (KFRC)
Of Men and Books (WBBM)
Of Mutual Interest—C. J. Ingram (WOR)
Of the People, By the People, For the People (CBS)
Off the Beaten Track (CJIC)
Off the Magazine Rack (WSYR)
Off the Record (KARK, WAAT, KFI)
Office Workers on the Air (WEVD)*
Officer of the Day, The (WSAR)
O'Flynn, The (CBS)
Og, Son of Fire (CBS)
Oh! Ya! Ya! (KGO-KPO)
Ohio Composers (WTAM)
Ohio Farmer (WCLE)
Ohio River Showboat (WCOL)
Ohio School of the Air (WLW)
Ohio Valley News (WCMI)
Oil News of the Illinois Oil Basin (WDZ)
O. K. for Sound! (CJCA)
O. K. Presby and His Novelties (CFCY)
O. K. Presby at the Steinway (CFCY)
Oklahoma and the Cultural Arts (WKY)
Oklahoma Cotton Pickers (KFBI)
Oklahoma Gassers (KVSO)
Oklahoma Pioneers (KBIX)
Oklahoma Slicers (WMCA)*
Oklahomans, The (WKY)
Old and the New, The (WHO)
Old Anthology, The (WALR)
Old Bachelor, The (KGER)
Old Baker Bill (WHEB)
Old Barn Theatre (KTUL)
Old Bookworm (KFBB)
Old Bugler, The (WBNS)
Old Camp Meeting (WRR, KRE)
Old Captain, The (WDRC)
Old Chestnuts (WDAY)
Old Circuit Rider, The (KQV)
Old Citizen, The (KGBX, KWTO)
Old Clipping Chest, The (KOY)
Old Colonel and his Friends (KHQ)
Old Colonel and His Saddle Pals (KMTR)
Old Colonel South (WSB)
Old Counselor, The (WBRY)
Old Country Store, The (CHRC)
Old Cracker Barrel, The (WGAR)
Old Craftsman, The (KFRC)
Old Cronies (WCAM)
Old Curiosity Shop, The (WQAM, WFAA)
Old Cynic, The (WPCH)*
Old Dirt Dauber (WLAC)
Old Dixie School (WLAC)
Old Doc Easy (KWK)*
Old Doc Peeve (KIT)
Old Doc Pleezem (WQAM)
Old Doc Pleezem and His Medicine Show (WQAM)
Old Doc Rhythm (KYOS)
Old Doc Sunshine (CKCW)
Old Doctor Jim (NBC)
Old Dodge Dramas (KGNO)
Old Dreamer, The (WHO)
Old Eavesdropper, The (KGVO)
Old Familiar Tunes (CBS)
Old Family Album (KANS)
Old Family Almanac, The (KFOX)
Old Farm Hour (WCHS)
Old-Fashioned Barn Dance, The Greater (KMOX)
Old Fashioned Dance Band (NBC)
Old Fashioned Garden (WKRC)
Old Fashioned Girl (WLW)
Old Fashioned Githerin' (WNBX)
Old Fashioned Songman (CKTB)
Old Fashioned Spelling Bee (WMMN)
Old Fashioned Sweethearts (KWTO)
Old Favorite Tunes (WBS)
Old Favorites (WAAW, WAPI, WLNH, WLAC)
Old Fiddle Face (KMMJ)
Old Fiddler, The (CHRC)
Old Fire Chief, The (WDRC)
Old Frougie (KTUL)
Old Game Warden, The (WSPD)
Old Gardener (KHJ, MWR, KFEQ, WOAI)
Old Gentleman from the Sand Hills at the Baldwin Grand, The (KGNF)
Old Gondolier (KMPC)
Old Governor (WOAI)
Old Habitant, The (CKSO)
Old Hayride, The (KFVS)
Old Hayride in the Morning (WKBZ)
Old Heidelberg (KMBC)
Old Hired Hand, The (WHMA)
Old Home, The (CHRC)
Old Home Quartet (KHQ)
Old Home Town, The (WPTF)
Old Home Safety Patrol (WCBM)
Old Home Singers (WSVA)
Old Homestead (WENR)
Old Hometown, The (KMBC)
Old Hymn Sing (WHEB)
Old Hymnal Revived (WTMV)
Old Hymns & Hearts Talks (KGDM)
Old Jim Bridger (NBC)
Old King Jamboree (WKY)
Old Kitchen Kettle (WLS)
Old King Cole (NBC)
Old Lamplighter, The (WDGY)
Old Left-Hander (WDNC)
Old Love Letters (WHAS)
Old Man Box Score (WAVE)
Old Man from the Sandhills (KGNF)
Old Man Muthurin's Store (CHRC)*
Old Man of the Mountain (NBC)
Old Man Ohio (WHKC)
Old Man Sunshine (KGNC, WGY, WALA, CKOC, WSAY)
Old Masters Live Again (WDRC)
Old Meetin' House, The (WIBM)
Old Memory Box (KGO-KPO)
Old Music Book, The (WCBM)
Old Music Box (WHBL)
Old Music Cabinet, The (KFVS)
Old Music Chest (WLS)
Old Music Master, The (KMBC)
Old Narrator (WALA)
Old Neighbor (KOMA)
Old Neighborhood, The (WOR)*
Old Night Watchman, The (WFDF, WJR, WPTF)
Old Opera House, The (KROC)
Old Opery House, The (WMBC, KMBC)
Old Opry House (KDYL)
Old Opry House Days (KPDN)
Old Organ Doctor, The (WKOK, WPEN)
Old Painter, The (WMAQ)
Old Pedagog, The (WSB)
Old Philosopher, The (KHSL, WSGN, KWK, WCBS, KWSC)
Old Philosopher and His Scrap Book, The (KPLT)
Old Pine Trio, The (KFVS)
Old Pioneer, The (WHO)
Old Pop (WJAY)
Old Prairie Schooner, The (KGNO)
Old Professor, The (KMBC)
Old Proofreader's Hour (KFUO)
Old Prospector (KHQ)
Old Puppet Maker, The (NBC)

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Old Range Round Up (WDRC)
Old Ranger, The (WLBC)
Old Red Hill of Georgia (WSB)
Old Refrains (WBOW, WTAM)
Old Reporter, The (WBNS)
Old St. Louis (KSD)
Old Salt, The (WFIL)*
Old Scrap Book, The (KOBH)
Old Sea Captain, The (KLZ)
Old Sergeant, The (WBZ-A)
Old Settler, The (KMOX)
Old Settlers, The (KGNO)
Old Shepherd and Jane (WBT)
Old Singing Master, The (NBC)
Old Skipper, The (WOKO)
Old Skipper and His Radio Gang, The (NBC)
Old Song Book, The (WDRC, WHO)
Old Song Contest (WDEL)
Old Song Shop, The (WTMJ, WROK)
Old Song Shoppe, The (WHBQ)
Old Songs, The (KSUB, WWSW)
Old Songs at Twilight (KGNC)
Old Songs for New (KDYL, WEED)
Old Songs of the Church (WDBJ, WCBD)
Old South, The (KTAT)
Old South Narrative (NBC)
Old Spinning Wheel (WKBZ, KLO)
Old Sportsman, The (WTAD)
Old Stager's Memories (NBC)
Old Stanbacker, The (WBRC)
Old Stock Mysteries (WDEV)
Old Storekeeper, The (KFEQ, KFVS)
Old Talking Machine (WKOK)
Old Testament Hour (KFUO)
Old Theatre (WMCA, WOR)
Old Time Camp Meeting (CKCL)
Old Time Fiddles (WDBO)
Old Time Gospel Hour (KTOK)
Old Time Hayshakers (WCOL)
Old Time Hits (WWRL)
Old Time Hymns, Chappell's (WJMS)
Old Time Jamboree, The (CKCW)
Old Time Melodramas (WBBM)
Old Time Music Makers, The (CHNC)
Old Time Party (KHQ)
Old Time Religion (WNOX)
Old Time Roundup (WSPD)
Old Time Songs (WCHS)
Old Time Spelling Bee (KTAT, WOR)
Old Time Tunes (KGVO)
Old Timer, The (WCAP, MWR, KXRO, KCMO, WJW, WIOD, KPMC)
Old Timers (KOY, WLS, KFIO, KFAB, WHLB)
Old Timers, The (KGW-KEX)
Old Timers' Convention (KWTO)
Old Timers' Drive (WBS)
Old Timers' Frolic (WHBQ)
Old Timers' Midnight Jollification (WRVA)
Old Timers' Night (WEEI)
Old Timers' Trio, The (CFCY)
Old Times Are New Times (KGEZ)
Old Topper, The (NBC)
Old Town Drama (WEDC)
Old Trader, The (KFH)
Old Trading Post (CKLW WMMN, WMBS)
Old Trapper, The (WHAM, WDZ)
Old Traveler, The (WHK, WXYZ)
Old Travelers Tales (WMAQ)
Old Treasure Chest (KWBG)
Old Trusty (WEEI)
Old Tyme Barn Dance (CJCO)
Old Union Sports Review (KGHI)
Old Vienna, From (CBS)
Old Village Choir, The (WWSW)
Old Violin Shop (WBZ-A)
Old Virtuoso and the Ten Digits, The (KELD)
Old Wagon Tongue (KOA)
Old Wayside (WSOC)
Old Witches (NBC)
Old Words to New Music (NBC)
Old World Backgrounds (CBS)
Old World Music (KGO-KPO)
Old World Musicians (CFRB)
Old World Serenaders (KGO-KPO)
Olde Booke Shoppe, Ye (WFIL)
Olde Playpiano, Ye (KONO)
Ole and Marge (KFAB)
Ole King Cole (WFIL)
Ole King Cole's Ork (WAAT)
Ole Tar Speaks (WCOA)
Ole Timers, The (WAIM)
Oleanders, The (CBS)
Ole's Paul Bunyon Stories (WEBC)
Olio, The (WHLB)
Oliver Towne (KSL)
Oliver's Ensemble (CBS)
Olson Oddities (WBT, WHO)
Olympians (KGO, KPO)
Olympics of the Air (KMBC)
Omar Khayyam (CBS)
Omar's Basket of Melody (WTMJ)
On a Sunday Afternoon (WHN)
On Broadway (NBC)
On Matters Musical (CBL, CBY)
On Parade (CBO, WHEB, WIP, KGO, KPO, KOL, WINS)
On Pins and Needles (NBC)
On Review (CKLW)
On Southwestern College Campus (WFAA)
On Strings of Song (KFPY)
On the Air (KNX, WBAL)
On the Air Today (WSAL)
On the Air with Lud Gluskin (KNX)
On the Avenue (KMO, WCAU)
On the Bandstand (WCPO)
On the Campus (KSAC)
On the Continent (WATR)
On the Down Beat (WGPC, KSRO, WIP)
On the Farm (KMMJ)
On the Farm Front (WBT)
On the 5:15 (WKBO)
On the Front Porch (CBS)
On the Mall (KGHI, KGEZ)
On the March (CKCK, WIND)
On the Midway (WTJS)
On the Mississippi (WHBF)
On the 9:15 (WISN)
On the Outside Looking In (WIRE)
On the Record (WHP)
On the Road to Romance (WRUF)
On the Set (KFVD)
On the Shores of the Danube (CHRC)
On the Sidelines (WMIN)
On the Sidewalks of Five Points (KLZ)
On the Sunset Trail (NBC)
On the Trail (KOB)
On the Trail of Captain Kid (KNX)
On the Trail to Albuquerque (KOB)
On the Trail With the Minnesota 400 (KROC)
On the Trap Line (CKY)
On the Village Green (CBS)
On the Volga (CBW)

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On Time with the News (WDRC)
On to Adventure (WBBM)
On Twelfth Street (KMBC)
On Wings of Melody (CJRM, KGO)
On Wings of Music (KGO-KPO, WBZ-A)
On Wings of Song (KANS, WNAC, KRQA, WHAM, CJOC, CKX, WDBJ, WMBG, WDRJ, CJAT, KGGM, KWOS, KOME, WBAP, WDRC, WTOL)
On Wisconsin (WBBM)
On With the Show (KYA)
On Your Dial (KELO)
Once over Lightly (CKOC)
Once Upon a Time (KGO-KPO, SR, KOA, KSAI, KGVO)
Oncle Jean, Le (CKCV)
One Day Painters (WBS)
One Every Minute (KMOX)
One Fifteen Airmail (CFRN)
One Girl in a Million (WBS)
One Happy Family, Herrington Quartette (KNOW)
One Hour with You (CJCA, CFRN)
100 Will Die (WHK)
120 Minutes of Sunshine (KMPC)
One Little Girl in Blue (WGRC)
One Man Accordion Band (WDRC)
One Man Band, The (WCLE)
One Man Minstrel (WMCA)
One Man Minstrel Show (CBS)
One Man Show, The (WHBQ)
One Man's America (KGW-KEX)
One Man's Family (KGO-KPO)
One Man's Opinion (WMBO, WMCA, WOR)
One Minute Sermons (KDKA)
One-Night Stand (CKCK, WBRY)
One o'Clock Revue, The (KJBS)
One on the Aisle (WSBT-WFAM)
One Person to Another (KGA)
¼ Hour in ¾ Time (KFXD, KABR, WHN, KPAB, KSOO)
One Quarter Hour of Romance (WBBM)
¼ of ¾ (waltz time) (WGPC)
One Question Queries (WMBR)
1,001 Vacations (WENR)*
One Thousand Men and a Girl (WWVA)
One-Two-Three Trio, The (CJRC)
One Woman's Opinion (KMOX)
O'Neills, The (WBS)
Only Yesterday (KMTR)
Onward Road (KMOX)
Open Air Kitchen (KSTP)*
Open Air Theatre (KTAT)
Open Bible Hour (KGNC)
Open Book, The (WGY)*
Open Club Meetings of the Air (WNEW)
Open Door, The (WISN, KWLK)
Open Forum (KMOX)
Open Forum of the Air (KGNC)
Open House (WQAM, WDBO)
Open House, Drewry's (WJIM)
Open House, The WSAI (WSAI)
Open Mike, The (WBAL)
Open Road, The (NBC)
Open Road Cowboys (WOAI)
Open Road Navigator (WORL)
Open Road to Success (WAPI)
Open Window, The (WFBR)
Opening the Mail (WGAU)
Opera Airs (WSAU)
Opera Aires (WSAU)
Opera Briefs (WQXR)
Opera Encores (WSM)
Opera Gems (WQXR)
Opera Hours (WPHR)
Opera House, The (CKBI)
Opera House of the Air, The (CFRB, WCNW)
Opera House Tonight (WTAM)
Opera in Miniature (KTUL)
Opera Mirror (CRS, KYA)
Operas, Great Moments from Great (NBC)
Operatic Echoes (KFPY)
Operatic Fantasia (CBL)
Operatic Gems (WBIL, WRDW)
Operative Steele (WMBC)*
Operative 13-13 (WPCH)*
Operator K-9 (WCKY)
Operators Opry, The (WIBU)
Operetta (WLW)
Operetta in Miniature (CBS)
Operetta Memories (FTRD, WMCA)
Operetta Music Series (CBS)
Operetta Snapshots (KDKA)
Operette (CFRN)
Operettes (WQXR)
Opery House, The (KOA, WBNX)
Opinions (WQXR)
Opportunities (WXYZ)
Opportunity Hour (WIL, KTUL, WRDW)
Opportunity House, The (KDYL)
Opportunity Kitchen (NBC)
Opportunity Knocks (WRJN)
Opportunity Lane (CFRB)
Opportunity Matinee (WFMD)
Opportunity Night (WBIG, KGNC, WMBG, WRVA)
Opportunity Parade (KGO, KPO)
Opportunity Program (WIL, WOPI)
Opportunity Road (WJZ)
Opportunity Time (CJIC, WMC, WHLS)
Opry House (NBC)
Opry House, The WBRY (WBRY)
Opry House Tonight (WCAE)
Opry Tonight (WRC)
Optical Question Box, The (CJRC)
Optimism of an Optometrist (KFI)
Optimistic Mrs. Jones, The (NBC)
Oral Lorgnettes (KMPC)
Orange County Medical Association (WDBO)
Orange Grove String Band (WRUF)
Orange Lantern (NBC)
Orchestra, The (KGO-KPO)
Orchestra Pit, The (WAAF)
Orchestral Echoes (KWOS)
Orchestral Hall, The Radio (KABC)
Orchid to You, An (KARK, KFH)
Orchids to You (WCOP, KGNC, KTBS)
Oregon Crosscuts (KWJJ)
Oregon Oddities (KWJJ)
Oregon on Parade (KOIN)
Oregon Rangers (WHEB)
Organ Aires (KBIX)
Organ All Request Program (WSPA)
Organ and Cello (CJRC)
Organ and Xylophone Recital (NBC)
Organ Chats (WFAA)
Organ Chimes (WRUF)
Organ Echoes (KOY, KRSC)
Organ Encores (WESG)
Organ Fancies (KGDM)

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Organ Fantasy (CJAT)
Organ Grinder (KGHI, KTAT)
Organ Grinder's Swing (KYOS)
Organ Hour, The (WKBO)
Organ Interlude (CHSJ, KONO, CJRC)
Organ Luncheon Music (CBS)
Organ Lyrics (CHNS)
Organ Magic (WHAS)
Organ Meditations (WHJB)
Organ Melodies (WJEJ, KDB, KFBI, WSAU)
Organ Melodies with Harmonettes (KMOX)
Organ Memories (KDB, WTJS)
Organ Midnight Symphony (KRE)
Organ Moments (KVOO)
Organ Moods (KBTM, WAAW, WCLE, WRUF)
Organ Musings (WHLB)
Organ Novelties (KERN, KPDN)
Organ Odes (KFIO)
Organ of Dreams, The (CHRC)
Organ Overtones (CJRC)
Organ Poems (WMFG)
Organ Poetry (WTOC)
Organ Postlude (WAGM)
Organ Reflections (KOL, KGNC)
Organ Reveille (WMBH, KFPY)
Organ Reveille, KFBB's (KFBB)
Organ Reverie (WOR)
Organ Reveries (WBZ-A, WCHV, KMPC, KFVS, KPDN, WCLO, WCOU)
Organ Reville (WKY)
Organ Rhapsody (KXBY, WFBM)
Organ Round Up (WFLA)
Organ Serenade (WPHR)
Organ Sketches (WFAA)
Organ Solos (NYBS)
Organ Souvenirs (KFRO, KFPY)
Organ Speaks, The (WRJN)
Organ Swing (KIUL, WINS, CJRC)
Organ Swing with Happy and Hank (NYBS)
Organ Symphony (KGO-KPO)
Organ Time (KPMC, WCOU)
Organ Tones (WRDW)
Organ Treasures (SR, KHSL)
Organ Varieties (KGDM)
Organ Vespers (KROY)
Organ, Voice and Viola (CJRC)
Organade (KFIZ, WSGN)
Organaires (WBRY, WPTF)
Organalities (KIUL, KVSO, WHP, WIL, KMBC, KOVC, CFAC, KVGB, KFAM)
Organantics (CKY)
Organesque (WIND, WHAS, KRGV)
Organettes (WDZ)
Organiste, Les (CJBR)
Organ-Izing (KMO)
Organocturne (KFRO, KWTO-KGBX)
Organology (KFRO, WCLO)
Organtide (KABR)
Orgets in the Air (NBC)
Oriental (WIL)
Oriental Interlude (WAIR)
Oriental Musings (KFWB)
Oriental Wise Man (WAAT)
Orientale (CKCD)
Origin of Jazz (NBC)*
Origin of Names (WHB)
Origin of Strange Superstitions (WHB)
Original Amateur Hour, The WHN (WHN)
Original Bavarians, The (KMOX)
Original Childrens Hour, The R. H. White (WEEI)
Original Chippewas, The (WHO)
Original Early Birds (WFAA)
Original Microphone Plays (NBC)
Original Nut Club (WAAT)
Original Script Shows (WWRL)
Original Song Book, The (KGFJ)
Originalities (WEW)
Orlando High School Dramatizations (WDBO)
Ormsby's Race Program (WOAI)
Orphan Annie (WGN)
Orphans of Divorce (NBC)*
Orphans of the Ether (WSYR)
Orville Foster's Holy Week Programs (IBS)
Oscar and Elmer (SR)
Oscar and the Old Timers (KVGB)
Oscar's Country Villagers (KRKD)
Other Americas, The (NBC)
Other Day, The (KHQ)
Other Fellow, The (KGO-KPO)
Other Fellow's Job, The (KGA, WAPI)
Other Fellow's Viewpoint, The (WBRY)
Other Man, The (KFRC)
Other Man's Job, The (KDAL, KFJB)
Other Men's Jobs (WDAY)
Other Side of the World, The (KXBY)
Otto Gray and His Oklahoma Cowboys (NBC)
Ould Scotch Melody Hour (CJRM)
Our America (WSM)
Our American Music (WSPR)
Our American Neighbors (CBS)
Our American Schools (NBC)
Our Baltimore (WBAL)
Our Baltimore Schools (WBAL)
Our Barn (WMAQ)
Our Book (WOAI)
Our Book Shelf (CBS)
Our Changing World (CBS)
Our Children (WMCA, WHP)
Our Cincinnati Schools (WSAI)
Our City Beautiful (WHBQ)
Our Community (WDGY)
Our Composers (WILL)
Our Cozy Corner with Buddy Krause (WFAS)
Our Daily Bread (KGVO, CFCH, CFRB)
Our Daily Food (NBC)
Our Family (WCAE)
Our Famous Contemporaries (WBZ-A)
Our Father's Hour (CJRM)
Our Federal Government—How It Works (WOL)
Our Friends (WINS)
Our Gal Sunday (CBS)
Our Gang (CFQC)
Our Gardens (CFGP)
Our Gentlemen of Rhythm (WHBQ)
Our Government (NBC)
Our Government, Sen. Arthur Capper (CBS)
Our Great State (Come on Down South) (WWL)
Our Hobbies (WBNS)
Our Hobby (WCPO)
Our Hollywood Gossip (CKMO)
Our Home Town (WBBC)
Our House (KGO)
Our Legal Profession (WDBO)
Our Little Playhouse (CBS)
Our Lives (WHOM)
Our Local Government (WAVE)
Our Neighborhood (FTRD, WLW)
Our Neighbors (WBIG, WGTM, WENR, WLVA)

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Our Neighbors Speak (KHQ)
Our Next Door Neighbors (WICC)
Our Own Birthday Train (CJIC)
Our Poet's Corner (KHSL)
Our Private Lives (WHP)
Our Public Schools (WCAU)
Our Quarter Hour (KUOA)
Our Radio Columnist (CKMO)
Our Rochester (WHEC)
Our Romantic Ancestors (CBS)
Our Sam (CKCL)
Our San Antonio (KTSA)
Our Shut-in Friends (WIBC)
Our South American Neighbors (CBS)*
Our Speech (WHA)
Ourselves and the World We Live In (CFCF)
Our Town (WGAR)
Our Young Friends (WHB)
Out for an Airing (KOVC)
Out of Space (WTJS)
Out of the Blue (WFMD)
Out of the Dusk (WRJN, WMMN)
Out of the Dusk to You (WEBC)
Out of the East (KGO-KPO)
Out of the Hall of Records (FTRD)
Out of the Night (KFI)
Out of the Nite to You (WOW)
Out of the Past (WBZ-A, MacG)
Out of the Rough (WDWS)
Out of the West (NBC)
Out Today! (CKCL)
Out Where the West Begins (KMBC)
Outaouais Little Theatre, The (CKCH)
Outdoor Guide, The (KTFI)
Outdoor Hour, The (WICA)
Outdoor Reporter (KFWB)
Outdoor Review (WMBH)
Outdoor Wisconsin (WIBA)
Outlaws, The (KFJZ)
Outports Hour, The (CFCY)
Outstanding Musical Program, The NBC (NBC)
Outstanding Women (WHAS)
Outwitting the Pianist (CKPR)
Over a Cup of Tea (NBC)
Over at Hal's House (KFOX)
Over at Our House (WHA)
Over Jordan (NBC)
Over the Back Fence (KGVO, KPAB)
Over the Ball (WHJB)
Over the Breakfast Table (KEX)
Over the Coffee (WHBF)
Over the Coffee Cup (WAIM, WEST)
Over the Coffee Cups (KDKA, WDAF, WDWS, WJNO, WHK, WIBC)
Over the Footlights (KRE, WTIC)
Over the Garden Gate (KGB)
Over the Heather (NBC)
Over the Kitchen Fence (KFAM)
Over the Tea Cups (WJNO, WBRB)
Over the Transom (WMT)
Over the Waves (CKY)
Overnite News Review (WJNO)
Overtime Period (WTCN)
Overtones of the News (WQXR)
Overtures and Preludes (WQXR)
Owatonna Radio Hour (KROC)
Owl, The (KJBS)
Owl Car (WEMP)
Own Ma Perkins, Oxydol's (NBC)
Own Meteorologist, WEEI's (WEEI)
Oxford String Quartet (WQXR)
Ozark Carnival (KMOX)
Ozark Matinee (KMOX)
Ozark Melodies (CBS)
Ozark Mountaineers (KMOX, KWJJ)
Ozark Open House (KFRU)
Ozark Opera (KXBY)
Ozark Varieties (KMOX)
Ozarkana Corners (KWTO)

P

P. D. Q. Railroad (KFWB)
P. Hans Flath Entertains (KMBC)
P.S.A. Time (CFJC)
P-T-A Newscast (KFPY)
PTA on the Air (WBT)
Pa and Ma McCormick (WLW)
Pa and Ma Smithers (WLS)
Pa Perkins and His Boys (KFBI)
Pacemakers (WADC)
Pacific Conference Football Seasons (KFI)
Pacific Echoes (KSOO)
Pacific Feature Hour (KGO-KPO, KFI)
Pacific on Parade (KGO-KPO)
Pacific Paradise (KGHI, WJIM, CJRC, WNOX)
Pacific Poems (CJRM)
Pacific Serenaders (KGO-KPO)
Pacific Vagabonds (NBC)
Pack of Nonsense, A (WTMJ)
Packwood Joe (KELA)
Padded Cell, The (KWLK)
Padded Fists (KYW)*
Paddock Flashes (KRKD)
Padres, Gringos and Gold (KYA)
Padre's Vespers (KXRO)
Page from Harriett's Diary, A (KSL)
Page from Life, A (WHBQ)
Page One—News of the Day (WAAW)
Page One Pageant (UP)
Page One Personalities (KMBC)
Page Turner, The (WSM)
Pageant of Industry (KIRO)
Pageant of Melody (CHAB, WGN)
Pageant of Youth, The (KPPC)
Pageants of History (KECA)

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Pages from Life (KFI)
Pages from Life's Sketch-book (WFAS)
Pages from My Scrap Book (KASA)
Pages from the Press (WHEB)
Pages of History (KSTP, KMOX)
Pages of Life from Life (KNX)
Paging Madame (KRKD)
Paging Mr. Traveler (WMCA)
Paging Mrs. Memphis (WHBQ)
Paint Parade (WBS, KFVS)
Paint Parade, The duPont (KWTN)
Paint Splashes, The Glid-den (KGMB)
Paint Spotlight (KARK)
Painted Dreams (WGN)
Painted Rock (NBC)
Painting the Clouds (KLO)
Pair of Jacks, A (CBL)
Pair of Pianos (KGO-KPO)
Palace of Swing (WCAZ)
Palm Beach Jubilee Singers (WJNO)
Palm Beach Radio Program (CBS)
Palm Beaches Speak (WJNO)
Palmetto Ensemble (WIS)
Palmetto Kwiz-Nite (WIS)
Pal-O-Verde Songs (KOY)
Pals (WBNX)
Pals Incorporated (WAPI)
Pals of the P.A.L. (FTRD)
Pampa Personalities (KPDN)
Pan America Calling (KECA)
Pan American (KGO-KPO, WRUF, KFXJ)
Pan American Melodies (KFRO)
Pan American Panorama (WOR)
Pan American Programs (NBC)
Pan American Serenade, The (KONO)
Pan-Americana (KSRO)
Pan and Buck (WOWO-WGL)
Panacea Pat (KMO)
Pancake Parade (WEMP)
Pancake Puzzles (WIBU)
Pancho Villa Passes (KPDN)
Pandoleers (KGNC)
Pandora's Box (CJIC)
Pandora's Music Box (WHN)
Panhandle Cowboy (KGNC)
Panhandle Highways (KGNC)
Panhandle Historical Society (KGNC)
Panhandle Salute (KGNC)
Panorama, The (CFRB, WINS)
Pansy Family Party, The (WBRC)
Pantage Party, The (WSGN)
Pantry News (WEBC)
Pantry of the Air (WMCA)
Pantry Party (WBBM)
Pantry Party Preview (WBBM)
Paper Moon (MacG)
Pappy and His Washboard Band (KMMJ)
Pappy Chizzlefinger and His Bohemian Band (WIBW)
Pappy, Ezra and Zeke (WMCA)*
Pappy Linn's Lyin' Den (KTUL)
Pappy Meter-Miser and the Ice Cube Boys (WIOD)
Pappy Pinson (WCMI)
Pappy's Barn Dance Jamboree (KMOX)
Pappy's Matinee (WHO)
Pappy's Pepper Box Revue (KFEL)
Parade, The (KRMC)
Parade, The Grunow (WDEV)
Parade, The Independent Merchants (CFCO)
Parade, The Nash (WLS)*
Parade, The Norman (KMPC)
Parade du Matin, La (CKAC)
Parade of Advertisers (WEAU)
Parade of Bands, The (KGLO, WJBC, WOMT, WSGN)
Parade of Business (WMBS)
Parade of Choirs (WHAM)
Parade of Churches, Enid's (KCRC)
Parade of Columnists (WOR)
Parade of Dance Bands (CFRN)
Parade of Dance Melodies (KGCX)
Parade of Events (WOKO)
Parade of Famous Detectives (WDAF)
Parade of Famous Names (CFRN)
Parade of Features (IBS)
Parade of Hits (WPHR)
Parade of Hits, Old and New, The Shell (WEBQ)
Parade of Life, The (WBT)
Parade of Melodies (KHQ, WDEL, KOA)
Parade of Melody (KHQ)
Parade of Motordom (CBS)
Parade of Music (WAVE)
Parade of Odd Facts (WVFW)
Parade of Orchestras (WHLS)
Parade of Popular Hits (KTAR)
Parade of Popular Melody (KVOL)
Parade of Presidents (WHN)
Parade of Progress (KFXR, KTUL, WJW, WPG, WROL)
Parade of Schools (WCKY)
Parade of Science (KSLM)
Parade of Song (WQDM)
Parade of Stars (WMBC, KTUL, WRGA, WOR)
Parade of Talent (KGGM)
Parade of the Air (KFVS)
Parade of the Bands (KGVO)
Parade of the Dance Bands (KALB)
Parade of the Hits (WEBQ)
Parade of the Maestros (CBS)
Parade of the Masters (WHDL)
Parade of the Orchestras (WGBI)
Parade of the Pioneers (KGGM)
Parade of the Sponsors (KGVO, KGFW)
Parade of the Stars (WWVA, WIL, KFOR, WJNO)
Parade of the Talent (KMMJ)
Parade of Trade (WEBQ)
Parade of Values (KGKB, KFVS, WGPC)
Paradise Islanders (WMBG)
Paradise Isle (KMTR)*
Paradise Tonight (KFVD)
Paragraphs on Parade (WTCN)
Paramount on Parade (NBC)
Pardners of the Trail (KIDO)
Parent Education Study Group (KRBC)
Parent-Teacher Forum (WILL)
Parent Teachers Association (WOI)
Parent Teachers Council Program (WSOC)
Parent Teachers Forum (WILL, WSYB)
Parent-Teachers Radio Forum (KRBC)
Parents and Teachers (WWVA)
Parents and Teachers Speak! (WBOW)
Parents Club of the Air (WOR)*
Parents' Forum (KLZ, WMBC, WIND)

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Parent's Magazine, The (WPHR)
Parent's Magazine of the Air (WOR)
Parents on Trial (KECA, KFI)
Parent's Question Box (WHA)
Parents Should Know (KSL)
Parents' Workshop (WJJD)
Paris Night Life (NBC)
Parish Hall Tonight (CKAC)
Parish Players (WJMS)
Parisian Echoes (NBC)
Parisian Parade (WBNX)
Parisian Potpourri (WTMV)
Park Avenue Boys (KHQ)
Park Avenue Hill-Billies (WTMJ)
Park Avenue Promenade (WHN)
Park Bench Philosopher (WWSW)
Park Central Homeseekers (NBC)
Park Concert (CRS)
Park Your Car Here (WLVA)
Parker Family (WBBM)
Parkinson Presents (WBNS)
Parmi Nos Souvenirs (CKCV)
Parnassus Trio (NBC)
Parties Around Town (WGH)
Parties at Pickfair (CBS)
Party, The Philco (KGNC)
Party Bureau (KSFO)
Party Hour, The (WSGN)
Party House (CBS)
Party Issues (CBS)
Party Lady, The (WCCO)
Party Line, The (WMT, KAWM)
Party Night (CHAB, CFQC)
Party Time (KSL)
Party Time, The Mellowmaid (KANS)
Pass of the North, The (KTSM)
Passerby, The (KGFJ)
Passing Automobile Parade, The (KIEM)
Passing By—With Emerton Court (CKWX)
Passing Parade, The (KGO-KPO)
Passing Review (KWSC)
Passing Show (KSOO, WIND)
Passing Strange (KXBY)
Passing Your Way (KHQ)
Past Dance Hits (KELD)
Past Masters (CBS)
Paste and Shears (KUJ)
Pastel Harmonies (KMBC)
Pastels (KGO-KPO)
Pastorole (NBC)
Pastor's Call, The (KSLM)
Pastor's Scrap-Book, The (WHEB)
Pat and Boy Friends (WGN)*
Pat and Hank (WMAQ, WENR)
Pat and Mike (CFAC)
Pat Barnes and His Barnstormers (WOR)
Pat Barnes and Orchestra (NYBS)
Pat Barnes in Person (NBC)
Pat Barnes' Opera House (WOR)
Pat Barnes Variety Show (WINS)
Pat Dunn, Baritone (WDAF)
Pat Haley's Party (KDKA)
Pat Pending (WMCA)
Pat Stanton Looks at the Movies (WDAS)
Pat, the Song Man (WWVA)
Patchwork Pageant of Melody (WCAZ)
Patchwork Quilt (CBS)
Patent Pending (WKY)
Path to Their Doors, A (KVOR)
Pathfinder, The (CJRC)
Pathfinders of Medicine (KTSM)
Paths of Memory (WHBQ)
Paths to Prosperity (NBC)
Pathways to Power (WGAR)
Patsy at the Piano (KOH)
Patsy Kent on Market Square (WFLA)
Patter (KWYO)
Patter and Verse (KELD)
Pattern of the Stars (KMPC)
Patterns in Harmony (CBS)
Patterns in Organdy (WWVA)
Patterns in Prints (CBS)
Patterns in Rhythm (WAAT)
Patterns in Song (WOMT)
Patti Chapin Sings For Your Supper (WTIC)
Patty's Patter (WMBG)
Paul and Arkie (KVGB)
Paul & Gayle—Piano and Songs (WFLA)
Paul and His Piano (KNOW)
Paul Carson (KGO-KPO)
Paul Martin and His Music (WENR)
Paul Pendarvis (CRS)
Paul Pry, Bargain Detective (KIDO)
Paul Sabin's Orchestra (NBC)
Paul Whiteman's Dance Party (NBC)
Paul Whiteman's Musical Varieties (NBC)
Paul Whiteman's Orchestra (NBC)
Paul Whiteman's Painters (NBC)
Paul Wing, The Story Man (TH)
Paul Wing's Spelling Bee (NBC)
Paula Plans (KPDN)
Paulette and Renne (KSD)
Pauline's Pantry (KEHE)
Paul's Piano Improvizations (KWTO)
Pause That Refreshes on the Air, The (WEAF)*
Pause with the Poets (WCAL)
Pauvre Papa (CKAC)
Paw and His Son (KMTR)
Pay Day Review (WJBC)
Paychecks Preferred (KGO)
Peables Takes Charge (NBC)
Peace Action (KFOR)
Peace Action Council (CKTB)
Peace Counsel, Newburyport (WHEB)
Peace in the News (WGAR)
Peaceful Haven (WHDH)*
Peaceful Valley (WJR, WKY, WFIL)
Peaceful Valley Choir (WHAM)
Peachtree Parade, The (WSB)
Peacock Ball (NBC)
Peacock Court (KGEZ, MacG)
Pearl of the Purple Sage (KIUL)
Pearls by the Way (WDWS)
Pearls on Velvet (KALE)
Peck's Bad Boy (WHB)
Peck's on the Air (WDAF)
Pecora Blue Mountain, Songs (WINS)
Pecos Slim, Cowboy Singer (KIUN)
Pedigreed Parade (KHQ)
Pedro Tavora and His Serenaders (KSAL)
Pedro Tovaro and His Spanish Serenaders (KFNF)
Pee Gee Varieties (WBS)
Peekers in the Pantry (WCFL)
Peekin' in the Pantry (WIP)
Peepin' Tom and George (WGY)
Peerless Dance Program, The (KGEZ)
Peerless Millers (KGNC)
Peewee and Windy—The Hickok Program (NBC)
Peg and Her Pals (KMTR)
Peg and Reg (WFBL)
Peg Longon's Orchestra (KONO)
Peggy and Bill (KSL)
Peggy and Bill at the Zoo (WLW)

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Peggy and Buddy (WMCA)*
Peggy and Her Pals (KSL)
Peggy and Pat (WFMD)
Peggy Penn's Radio Column (KHSL)
Peggy Wood Calling (NBC)
Peggy's Doctor (NBC)
Peggy's Point of View (CJRC)
Pelican Club (CJOR, CFRN)
Pen in Your Hand (KGLU)
Pencil Club (KMBC)
Pendulum, The (CKLW)
Peninsula Panorama (KDON)
Penitentiary Broadcasts (WLAC)
Penitentiary Interview (WLAC)
Pennsylvania News (WHP)
Pennsylvania State Motor Police Salute You (WPEN)
Penny for Your Thoughts, A (KTAT)
Penny Pinchers (KCKN, KDYL)
Penny Wise (WWVA)
Penrod (NBC)
Pentecostal Church of God (WCAO)
Pentecostal Singers (KFNF)
Penthouse Party (CBS)
Penthouse Serenade (WMCA, WRUF, WWVA, KOMA)
Penwomen's Program (WFLA)
People and Places (WFAA, KFPY)
People I Have Known (NBC)
People in the Headlines (WOW)
People in the News (WOW)
People Make News (KCMO)
People vs. Murder (KSFO)
People You Know (WMC)
People's Business (WBOW, WJR)
People's Choice, The (WJBC, WMBH, WIBM, WHB, KNX, WIBG)
People's Counsel (WHEB)
People's Forum (WCLO, WHN)
People's Forum of the Air (WNYC)
People's Lobby (NBC)
People's Medical League (WOV)
People's Panel (WMCA)
People's Platform (CBS)
People's Pulpit, The (WHEC)
People's Quiz Club (WAAB)
People's Rally Fun Quiz (Mutual)*
People's Theatre (FTRD)
People's Voice, The (WADC)
People's Vote, The (CBS)
Pep Parade (WLVA)
Pep Parade, Pure Oil (WCCO)
Pep Unlimited Club (WFBM, WNBR, KDB, WCPO)
Pep Up Parade (KWK)
Pepper Box (KMBC)
Pepper Cadets (WFAA)
Pepper Pot, The (KXBY)
Pepper Rhymes the News (WCAU)
Pepper-Uppers, The (WFAA)
Pepper Upper's Dance Parade (WDAF)
Pepper Young's Family (NBC)
Pepperettes, The (WOAI)
Pepsters, The Purol (WEED)
Perchance to Dream (WGAR)
Periscope of the News (WSBT)
Perk-Uppers, The (WLW)
Perkins Boys, The (WBZ-A)
Perole String Quartet (WOR)
Person to Person (NBC)
Personal Adviser (WFAA)
Personal Closeups (KGO-KPO)
Personal Column (KSL)
Personal Column of the Air (NBC)
Personal Development (WSAI)
Personal Interviews (WAIM, WTMJ)
Personal Problem Clinic (WNEW)
Personal Service Club, Your (WNEW)
Personal Shopper (KVOR, WGBI)
Personal Shopper—Florence Chamberlain (KVOR)
Personalities (KMOX)
Personalities and Problems in the World of Work (CBS)
Personalities Behind the Mike (WAPI)
Personalities in Melody (KTUL)
Personalities in the News (NBC)
Personalities of a Half Century (WAPI)
Personalities on Parade (WKRC)
Personality Doctor (KTSA)
Personality Parade (KTUL, KFPY, WVFW)
Personality Plus (CBS)
Personality Quest (KGVO)
Personality Revue (WCCO)
Personality Sketches (KQV)
Pertinent Paragraphs (CRS)
Peru Barn Dance (WMFF)
Pessimist's Club (WOW)
Pest, The (KROC)
Pet Clinic of the Air (WOR)*
Pet Club, The (WOR)
Pet Club, The KCKN (KCKN)
Pet Column (KIEV)
Pet Corner (WMBD)
Pet Lovers Program (WMBH)
Pet Pals Club (WLS)
Pet Peeve Club (WSGN)
Pet Peeves (CPRC, CKY, WMCA)
Pete and Repeat (WTAG)
Pete Mack's Moosickers (NBC)
Pete, Peg and Piffle (KPDN)
Pete Whiting Views the Sporting News (WGPC)
Peter Absolute (NBC)
Peter and Lulu Belle (KHJ)*
Peter Frant, News (WLW)
Peter Quince Book Review (WRVA)
Peter the Great (CBS)
Peterkins, The (CKY)
Petit Musicale (KPDN)
Petite Bourgeois, Les (CKCV)
Petite Ensemble, La (WBZ-A)
Petite Musicale (WFIL)
Petite Symphonie de Radio-Canada, La (CRCK)
Petroleum Reporter (WOAI)
Petticoat Ghost (WJZ)*
Petticoat on the Air (WFIL)
Petticoat Parade (WMBD)
Petticoat Patter (WJNO)
Petticoat Philosopher (WFIL)
Petticoat Vagabond (WELI)
Petunia and Theodore (KMBC)
Phantom, The (WMBC, WHP)
Phantom and the Shadow (WBZ-A)
Phantom Announcer, The (WJR)
Phantom Ballroom (KDAL)
Phantom Caravan (NBC)
Phantom Dancer, The (WNEW)
Phantom Fingers (WJSV)
Phantom Interlude (WOR)
Phantom of Crestwood, The (NBC)
Phantom Organist (WMCA)

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Phantom Pianist, The (WHBQ)
Phantom Pilot (KFRC, KHJ)
Phantom Rhapsodists (WHBQ)
Phantom Shopper (KIDW)
Phantom Strings (WRUF)
Phantom Theatre (KFH)
Phantom Violin (KOIN, WTMV)
Phenomenon—Electrifying History (KMBC)
Phil and Ed—Gentlemen from the South (WOAI)
Phil Cook—Quaker Oats Man (NBC)
Phil Cook's Show Shop Revue (NBC)
Philadelphia Orchestra (NBC)
Philadelphia Parade of Events (WIP)
Philadelphians at Home (WIP)
Philatelia (WHK)
Phil-Harmonia (KECA)
Philharmonic Notes (WHIO)
Philharmonic Symphony Society of New York (CBS)
Philistine, The (KGO-KPO, WNAC)
Phillip Courtnedge Mysteries (KOBH)
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 (KGKB)
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 (WDRC)
Piano & Organ Interpretations (WDOD)
Piano and Poetry (CFAC)
Piano Antics (WBRY)
Piano Business (WAVE)
Piano by Request (WMFG)
Piano Capers (KGO-KPO)
Piano Carnival (KTUL)
Piano Club (WCAP)
Piano Club of the Air, Phil Saltman's (WEEI)
Piano Contrasts (KGO-KPO, KMBC)
Piano Encores (WQXR)
Piano Etchings (WBZ-A)
Piano Fantasies (WDAF)
Piano Gadgets (KFBB)
Piano Hints (KWBG)
Piano Impressions (KBST, KOVC)
Piano Keys (KHJ)
Piano Man and His Pal (KTUL)
Piano Melodies (WTJS)
Piano Memories (KOVC)
Piano Minuet (KTUL)
Piano Moderne (KCMO, WJBK)
Piano Modernistic (WKBO)
Piano Moods (KUOA, WEBQ, WGRC, WKY, KOOS, KLZ, KTUL, WSAU, WBZ-A, WPHR, KROC, KGCX, KOL, KGFJ, KOB, KUOA, WRNL, WTOL)
Piano Moods of Harry Grimes (WGAU)
Piano Notes (KTUL)
Piano Paintings (KFWB)
Piano Pal (WMSD)
Piano Pals (KSLM, WGY, WRR, KGO-KPO, WISN)
Piano Pals and Lang Sisters (NBC)
Piano Pals—Paul and Charlotte (KWTO)
Piano Party (KYOS)
Piano Patchwork (CKBI)
Piano Patter (KGVO, KNOW)
Piano Patterns (CFAC, KYSM)
Piano Pettin' (KVOO)
Piano Pictures (KVOR, KGO-KPO, KABR)
Piano Pleasantries (KFPY)
Piano Poetry (WPAY)
Piano Pointers (CBS)
Piano Populaire (CJBR)
Piano Portraits (KWK)
Piano Prattle (KTUC)
Piano Quartette, The California (KSFO)
Piano Ramblings (CKMO, WDBO, WIBW, KCKN, WMFD, WCOU)
Piano Recital Period (NBC)
Piano Reflections (WJJD, WSGN)
Piano Request (WAAW)
Piano Request Program (WQDM)
Piano Reveries (KGVO)
Piano Rhapsody (WKBO)
Piano Shorts (KGEZ)
Piano Soliloquies (KGVO)
Piano Specials (WHB)
Piano Styles of the Future (WBRY)
Piano Stylist, The (WCKY)
Piano Stylist—Rosa Linda (NBC)
Piano Surprises (KGW-KEX)
Piano Symphonic (WIBG)
Piano Talks (KTHS)
Piano Thoughts (KSLM)
Piano Time (KOB)
Piano Twins (KOA, WGY, WFBM, KLO)
Piano Varieties (WOPI)
Piano Vignettes (KGO-KPO)
Pianoettes (CJRM, CKSO, WHBF)
Pianofare (WKBN)
Pianograms (WSFA)
Pianola (CKX)
Pianoland (WIBU, KFIZ)
Pianoland, with Dr. Rudolph (WCBD)
Pianologue (WFTC, KFXJ, CKAC, CFRN)
Pianology (WATR, WHB)
Pianorama (WIBC)
Pianos Three (WRC)
Pianotone (KOL)
Piccadilly Music Hall (WENR)*
Pick a Number (WHBC)
Pick a Winner (WOAI)
Pick and Pat (CBS)
Pick of the Hits (KABC)
Pick of the Pictures (CRS)
Pick the Hit (CKCL)
Pickard Family (NBC)
Picked Favorite (WHEB)
Pickin' the Winners (WBIG)
Pickwick Papers (NBC)
Pickwick Travelers, The (KMBC)
Pictorial, The Primo (KGMB)
Pictorial Cameos (WLVA)
Pictorial Parade (KMTR)
Pictorials, The Pickmoor (KTUL)
Picture Frame, The (WTAG)
Picture Parade (KGMB)
Picture Time (WLW)
Pictures in Melody (CJRM)
Pictures of Yesterday (KMO)
Pieces of Eight (KNX, WCFL)
Pieces You Like to Hear (NBC)
Pied Piper (WOL)
Pied Piper Club (KTUL)

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Pied Piper of Storyland, The (WLAW)
Pied Piper Show Club (WKY)
Pied Pipers, The (WTMJ)
Piedmont Personalities (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 (WBTM)
Pigskin Post-Mortems (WPTF)
Pigskin Preview (WPTF)
Pigskin Prophet (KIDO)
Pigskin Romances (KGO-KPO)
Pilgrim, The (NBC)
Pilgrim Broadcast, The (WIP)
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 (WBTM)
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 Prevues (KIDW)
Pioneer Stories (WBS)
Pioneer Theatre Program (KIDW)
Pioneer Trails (KSL)
Pioneer Voice of Kansas, The (KFBI)
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)
Pittsburghesque of the Air (WCAE)
Pittston on Parade (WGBI)
Pix and Things (WSGN)
Placement Service of the Air (WEBC)
Places to Go (KGHL)
Plain Jane Looks Around (CKWX)
Plain People (KFWB)*
Plain Talk (WDRC)
Plainsmen, The (WFAA, WJIM)
Plane-Saide Interviews (KIRO)
Plane Talks (WOWO)
Planned Recovery (NBC)
Planning a Career (WESG)
Planning Your Career (WWSW)
Plantation (KGO-KPO)
Plantation Boys (KONO)
Plantation Days (KWBG, 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 (WDAS)
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 (WAAW)
Play's the Thing, The (WDAF, WMIN)
Playshop of the Air (WSBT-WFAM)
Playtime Lady (KFWB)
Plaza 4900 (WBAL)
Plaza Quizzer (KVGB)
Pleasant Valley Frolics (WLW)
Pleasant Valley Trio (WKY)
Please Tell Me (NBC)
Pleases to Pass It On (WEDC)
Pleasure Bound (KGO-KPO, KDYL, WWSW)
Pleasure Cruise, The Socony (WHAM)
Pleasure Hour, The Camel (NBC)
Pleasure Party (KTHS)

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Pleasures of the Table (KSL)
Plenty for All (WEDC)
Plough Jockeys, The (WDZ)
Pluckett Family (KSLM)
Plus Beaux Disques, Les (CJBR)
Plus Beaux Poemes du Monde, Les (CKCV)
Poacher, The (WJZ)*
Pocket Minstrels, The (WRJN)
Poe'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 Musicale (WSOC)
Poetic Musings (WBTM, WPIC)
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 (WNBZ)
Poetry with Pauses (WHDL)
Poet's Armchair (CKTB, WMMN)
Poet's Corner (WJEJ, KFUO, WPHR, KELD, WEMP. WHBB, KVSO, KWTO. WGPC. 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 Nook, 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-Lola (WGES)
Poland 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 Pretends (WOWO)
Polly the Shopper (KSTP)*
Pollyanna (CHNS)
Pollyanna Club (WJAG)
Polo Park Results (CJRC)
Poly Follies, The Phillips (KMOX)
Polyphonic Singers, The (WORL)
Polytechnic Parade, The (KTAT)
Pony Boy (WPAY)
Bony Boys, The (WDEV)
Pony Express Boys (KWK)
Pony Express Round-Up (KFEQ)
Poosh-em-up Tony Cabooch (WHO)
Pop Concert (WHLB, WINS, WQXR, WRUF)
Pop Concert of the Air (KOB)
Pop Concerts (KHJ, WBS, WQXR)
Pop Dayton Community Program (WHIO)
Pop Martin and the Coys (WEBR)
Pop McDonald and the Silver Sage Boys With Sunrise Twins (KWK)
Pop Moore's Oklahomans (KOMA)
Pop Tunes (WAAW)
"Pop" Wilson's Crossroads Store (WKY)
Pop Wise and Filbert (KWK)
Pop Your Pet Peeve (WWSW)
Popeye Club (CFRN, WSGN. KLUP. WDNC)
Popeye Club, The Paramount (WLAC)
Popeye Program (WAML)
Popeye, The Sailor (NBC)
Popeye, The Sailor Man (CBS)
Pop's Pirate Club (NBC)
Populaires (WAVE)
Popular Bits (NBC)
Popular Classics (NBC)
Popular Concert Gems (WHB)
Popular Concert Hour (KGO-KPO)
Popular Concert Time (WHB)
Popular Echoes (KSOO)
Popular Ho-Dee-Ho (KGVO)
Popular Law Series (WAAB)*
Popular Melodies Program (KABR)
Popular Melody Time (WMBC)
Popular Opera House (WWSW)
Popular Opinions (CHRC)
Popular Parade (WSAU)
Popular Song Revue (KPDN)

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Popular Tunes of By Gone Days (WJNO)
Popular Varieties (KGNC)
Popularity Parade (KVOD)
Popularity Program, The WHEB (WHEB)
Port of Dreams (WKY)
Port of Melody (WEBC)
Port of Missing Hits (NBC)
Port of Poets (KVOO)
Porter Lorains (WOAI)
Portrait Miniatures (KRE, WATL)
Portrait 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 (FTRD)
Portraits in Rhythm (WKBZ)
Portraits in Song (WRVA, CKCW)
Portraits of Beauty (KRMC)
Portraits of Great Characters (WMCA)*
Portraits of Thinkers (WCAD)
Portraits Pianistic (WHEC)
Ports of Call (RRI)
Ports of Romance (WMCA)
Posey Playlets (KGW-KEX)
Post Luncheon Re-Former (WHBF)
Post Office, The Pinex (WLW)
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)*
Potpourri (CKCK, KIDW, WFAM. WKOK)
Poultry and Garden Club (KFRU)
Poultry Chats (KVGB)
Poultryman's Serenade (WRNL)
Poultrymen Take the Air (WSNJ)
Poultry-Parley (KWTO)
Poultry Service Time (WLS)
Poultry Shop Talks (KFAB)
Powder Puff Review (KGO-KPO)
Power of the Word of God in the Lives of Eminent Men of God (KFUO)
Power Parade (WHB, WBRC)
Practical Economies (WHA)
Practical Philosopher (CKCD)
Prairie Birthday Party (CJRM)
Prairie Cities Parade (CJRC)
Prairie Lullabye (KGMB)
Prairie Melodies (KFXD)
Prairie Nocturne (WFAA)
Prairie Pals (WCMI)
Prairie Parade (CJRM)
Prairie Pioneers (KMBC)
Prairie Playhouse, The (KOMA)
Prairie President, The (WLS)
Prairie Ramblers (WQAM)
Prairie Riders (WAVE)
Prairie Rose (KRMC)
Prairie Schooner, The (KFEQ)
Prairie Show Wagon (WLW)*
Prairie Stomp (WFAA)
Pratt & McNeill Unlimited (NBC)
Prayer Meeting Time (WSBT-WFAM)
Prayer of Today (WGAR)
Precision in Industry (KROY)
Prehistoric Game Trails (NBC)
Prelude to Dreams (WBNY)
Prelude to Midnight (CJRC, KNX, CJCA)
Prelude to Peace (WHN)
Prelude to Summer (CBL)
Prelude to the Mass (WGES)
Premier (KGW-KEX)
Premier Performances (WJBO)
Premiere of a Premiere (WCSC)
Prep School Follies (WMBC)
Prep Sports (WBBM)
Preparedness for Peace (WHA)
Pres de l'atre (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 (WKY)
Presenting Virginia Dare (WHO)
Presidential Forum of the Air (WNEW)
President's Party (CFAR)
Press Agents' Paradise (WDAS. WNEW)
Press Club of the Air, Nissen's (WKY)
Press Passes (WESG)
Press Room Echoes (WHBF)
Press Time (KFJZ)
Preston Trio (WFAA)
Pretty as a Picture (WCBS)
Pretty Kitty Kelly (CBS)
Preview Hour, The (KFSO)
Preview Tonight (KECA)
Previews and Encores (KSRO)
Previews and Premieres (NBC)
Prevue (KGW-KEX)
Prevue Moderne (WIOD)
Price Talker, The (KFYO)
Primitive Rhythm (KOIN)
Prince and Princess of Song, The (WTMJ)
Prince of Song (WSYR)
Prince of the Ivories (CKTB)
Princess Begonia (KFEQ)
Princess Charming (KFYO)
Princess Obolensky Youth Matinee (NBC)
Princess Peggy (WELL)
Princess Shu Shu (WKY)
Principles of Economies (WILL)
Principles of Singing (WBNX)
Printer's Plums (CJGX)
Priscilla and Her Piano (WJJD)
Priscilla Wayne (IBS)
Prissey and Pat (WJNO)
Private Affairs of the Jones Family (KYW)*
Private Detectives Incorporated (WHBF)
Private Lives (KSRO)
Private Moments in Public Lives (KNX)
Prize Bag (WPG)
Prize Songs (WIBX)
Prize Takers, The (KTUL)
Pro Bono Publico (WWL)
Problem Clinic (KSFO)
Problemaire Sketch (WMCA)*
Problems Clinic, South Carolina (WIS)
Problems of Peace (KERN)
Production Hits (KVEC)
Productive Years, Edison's (WOR)
Professional Parade (FTRD. WENR)
Professionals on Parade (WINS)*
Professor, The (CBS)
Professor and His Quiz, The (KFVS)
Professor Aski (KFSD)
Professor Beetlebrow (KFWB)

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Professor Camp and His Swing School (WDEV)
Professor Crankcase (CFRN)
Prof. Curio (WLAC)
Professor Elmer J. Crankcase (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 Minnovitch (KVOD)
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)
Programbles (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)
Pruitt's Country Boys (KBIX)
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)
Psychopathetic Hour (KFXJ)
Public Affairs Council (NBC)
Public Calendar (KVOO)
Public Education Forum (WILL)
Public Forum (KFH)
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 (KMBC)
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, WFRC, WSAI)
Pumpkin Hollow Gang (WDAS)
Punkin Center Revel (KMJ)
Punkin Valley (KFNF)
Pupils on Parade (WMCA)
Purchases Make Jobs (WEAN)
Pure Food Forum (WGAR)
Purely Curious (KWJJ)
Purple Ray, The (KJR)*
Putting Out the Lights (WCAP)
Puzzle Man, The Colonial (KTUL)
Puzzle Tunes, Purity (WAIM)
Puzzlers (WWSW)
Puzzlers, The Pepsodent (WHAM)

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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 Originalities (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, WHIO, WJAS, CJCS, KGMB, WHP, WTAG, WWNC, WPHR, WALA, WDBJ, WFAA, WMEX)
Question Box, Biltmore College (WWNC)
Question Box, The Listerine (KGMB)
Question Man, The (KROY, WBAA, WPHR, WALA)
Question Man, The Kolynos (KGMB)
Question Mark (WAAT, KBIX)
Question Master, The (WMCA)
Question Night (WNBR)
Question Wheel, The (WAAB)
Questionmark Hittenmark (WRC)
Questionnaire, Rhodes' (WRDW)
Questionnaire, The (WBBC, WBOW)
Questions and Answers (CHNC, WLAC, WSMB)
Questions in the Air (WLTH)
Questions That Should Be Answered (WLBC)
Quick-Ad Service (WIS)
Quickies, The (WJR, WEBC)
Quiet Harmonies (CBS)
Quiet Hour, The (KGW-KEX. KROY, WFAS, KGMB, WBRC)
Quiet Moments (WCLS)
Quiet Reveries (KALB)
Quiet Sanctuary (CKLW)
Quiet Thoughts and Music (CFRN)
Quiet Time (WGBF)
Quik Quiz (WESG, WOKO, WNBF)
Quincy Marches On (WTAD)
Quips and Quizzes (WFAS)
Quite By Accident (NBC)
Quiz, The Orange County (KVOE)
Quiz, The Victor Coffee (WORL)
Quiz Bee (WHK)
Quiz of Two Cities, The (WFBR, WMAL)
Quizcasters (WAAT)
Quizdom Court (WMCA)
Quizzer Baseball (KFH)
Quizzer Bee (KOIL)
Quizzer Court (KCKN)
Quizzer on Stilts (WABY)*
Quizzer Twins, The (KSL)
Quizzers (WTMJ)
Quizzical Quiz (WHB)
Quizzing Bee (WAVE)
Quizzo (WWSW)
Quizzology (CKCO)
Quizzy Questions (WEAN)
Quotation Location (WBT)
Quote-A-Day (WDEV)
Quote-a-Day, National Life (WDEV)

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R

R. & R. Entertainers (NBC)
R. F. D. Hour (WLW)
R.F.D. No. 1 (CBS)
R. F. D. Programs (WHB)
R. S. V. P. (CBS)
Race for Ice Cream, The (CJLS)
Racing Matinee (WAAB)
Racket by the Racketeers (KFXR)
Racket Chasers (WKBW)
Racket Crackers (WGRC)
Racket Spotlight (WFBL)
Racketeers, The (KFXR, KMBC)
Rackets (WBNX)
Rackets of Today (KECA)
Rackets Through the Ages (NBC)
Radio Aces (CHNC)
Radio Almanac (FTRD, WEEI)
Radio and School Series (WAAB)
Radio at Random (WFIL)
Radio Auction (WHIO, KFJZ)
Radio Audition, The WDRC (WDRC)
Radio Baby Clinic (KFSO)
Radio Band Wagon (WBRB)
Radio Ballroom (WIBG)
Radio Bandwagon (KWTO)
Radio Bank, WBTM's (WBTM)
Radio Beam, The (WMCA)
Radio Bible Class (KTAT)
Radio Bible School (KRE)
Radio Billboard (WBZ-A)
Radio Billboards (MWR)
Radio-Bingo (CKAC)
Radio Boners, The (WHBQ)
Radio Book Review (WBBC)
Radio Bugs Frolic (KOL)
Radio Bureau of Missing Persons (KMTR)
Radio Cabaret (KABC)
Radio Cadets (KGFJ)
Radio Calendar (KFUO)
Radio Calendar, The KFAB (KFAB)
Radio Camera Club (WFDF)
Radio Campus (KHJ)
Radio-Canada Symphony Hour (CBM)
Radio Chapel (KGLO)
Radio Charades (KXRO)
Radio Chatter (KOVC)
Radio Church of America (KLS)
Radio Church of God (KORE)
Radio Church Services (WIL)
Radio Cinema Review (CKAC)
Radio Circus (KDYL)
Radio City Matinee (NBC)
Radio City Music Hall Program (NBC)
Radio City Party (NBC)
Radio Classroom (KGKO)
Radio Clinic (WBNX)
Radio Club, The Louisiana Ave. School (KRMD)
Radio Column of the Air (CHNS, CFRN)
Radio Column, Florence Hale's (NBC)
Radio Comments (WCFL)
Radio Community Gospel Hour (KGKB)
Radio Concert Hall Sunday Pops (WFAS)
Radio Concert, Rimouski (CJBR)
Radio Cooking School (CKCL)
Radio Counsel of Women's Clubs (WIBX)
Radio Court (KFOX)
Radio Cowboys (WSGN)
Radio Daily Newspaper (CKCL)
Radio Dancing Class (WHAI)
Radio Debates (WCAD)
Radio Debuts (WCAU)
Radio Detective (WJAG)
Radio Devotional Hour (KHSL)
Radio Dividends (CFAC)
Radio Doctor (WESG)
Radio Doghouse Club (WCOP)
Radio Drama Guild Presents, The (WCHS)
Radio Encyclopedia (CFCF, CKAC)
Radio Explorers Club (NBC)
Radio Extra, The Detroit News (WWJ)
Radio Family (WJAG)
Radio Fanfare (KFYR, WENR)
Radio Farm Bulletins (WAIR)
Radio Farmer, The (KIDO)
Radio-Film (WCAU)
Radio Flirtations (KGO-KPO)
Radio Floor Show (WIL)
Radio Footlights (WWNC)
Radio Forum (WISN)
Radio Forum, The Baltimore (WBAL)
Radio Forum, The Portland (KGW-KEX)
Radio Forum Hour KDFN, WAWZ)
Radio Four (WGY)
Radio Fun (WSJS)
Radio Fun Club (KROC)
Radio Game (CJRC)
Radio Gang, Dailey's (WLAC)
Radio Garden Club (WSGN, WOR)
Radio Gazette, Neal O'Hara's (WEEI, WDRC)
Radio Gems of Twenty Guesses (KFUO)
Radio Goes to College (WBIG)
Radio Goes to Press (WFAA)
Radio Goes to School (WEED)
Radio Gossip Club, The (WBBM, KMBC, WCFL)
Radio Gossiper, The (WWVA)
Radio Guest (CJRM)
Radio Guild (WESG)
Radio Headlines (KTSM, WBBM)
Radio Health Club (WAVE)
Radio Health Education Dramas (WAPI)
Radio Hi Lites (KMJ)
Radio Home of the Opera (KWSC)
Radio Hour, Colliers' (NBC)
Radio Hour, The Armsyr (WORL)
Radio Hour of Famous Composers (CBS)
Radio Household Institute (NBC)
Radio John's Stores (KSOO)
Radio Journal (WTAG)
Radio Kiddies (WCAP)
Radio Kitchen, The Besterveit (WKZO)
Radio Lane (WCAU)

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Radio Little Theatre (WAIR)
Radio Log (KSFO)
Radio Lost and Found Bureau (WMCA)
Radio Luminaries (WJZ)*
Radio Marathon (CKAC)
Radio Market Basket (WELL)
Radio Matinee, Fred Heywood's (CJRC)
Radio Matinee, The Bon Ami (NBC)
Radio Matinee, The Detroit News (WWJ)
Radio-Melomanie (CKAC)
Radio Morning Glory, The (WNBH)
Radio Mots Croises (CKCV)
Radio Movie Club (WHN)
Radio Music Hall (WCAE)
Radio Nature League (WBZ-A)
Radio News (KFUO)
Radio News Almanac, The (WGES)
Radio News Extra (WHP)
Radio News Service, The Aroostook (WAGM)
Radio Newsreel, The (NBC)
Radio Newsreel Highlights (KRSC)
Radio Night Club (WEBQ)
Radio Night Club of the Air (KDKA)
Radio Nursery School (WFBR)
Radio on Review (KFI)
Radio Optimist, The (KRE)
Radio Oracle (WBT)*
Radio Orchestral Hall (WCOP)
Radio Page Femine (CKAC)
Radio Parade (CJCA, WOPI)
Radio Parade, Woody Woods' (WHO)
Radio Parties, The George W. Loft (WFAS)
Radio Party, The Rexall (NBC)
Radio Personality Contest (WEBC)
Radio Petit Monde (CJBR)
Radio Play Bill (NBC)
Radio Players, The WPA (WOR)*
Radio Playhouse (KSL, WNYC)
Radio Poets Club (KFVD)
Radio Press and What's News (WENR)
Radio Press Bureau, The Philco (WAPI)
Radio Prince (WAAT)
Radio Program Perfect (WSAI)
Radio Pulpit (NBC)
Radio-Puzzle (CKAC)
Radio Question Box (WBNX, WDAF, WBT, WOR)
Radio QuestionAIRE (KFPW)
Radio Quiz (KLZ)
Radio Ramblers (WFLA)
Radio Ranch (KQV, WHJB)
Radio Rascals (CJOR)
Radio Readings (CKY)
Radio Realities (WJR)
Radio Referendum (KGB)
Radio Religious Forum (WBRY)
Radio Rendezvous (KGEZ)
Radio Repairmen (WAAT)
Radio Reporter (CKAC, KGB, KGO-KPO, WNBH, WROL)
Radio Reporter, Your (WHN)*
Radio Revellers (WSAR)
Radio Revelries (WRUF)
Radio Revels (WNOX)
Radio Revels of 1938 (WFBL)
Radio Review of the Month (WOAI)
Radio Review (WRDW)
Radio Review, The WGY (WGY)
Radio Revival (WBRC, WRGA, KRLD)
Radio Revival, The WNOX (WNOX)
Radio Revue (WTMV)
Radio Rhythmeeting (WATR)
Radio Rhythms (WAVE)
Radio Riddles (KLZ)
Radio Rides the Range (KTAR)
Radio Rodeo (WLAK)
Radio Rooftop (WGH)
Radio Rose (WICC)
Radio Round-a-Bouter (WKBO)
Radio Round Table, Dr. Clausen's (WWSW)
Radio Round Table Group (CHNS)
Radio Roundup (KSFO, WJBY, KPDN)
Radio Roundup, Bill Boyd's (KONO)
Radio Row (WDSU)
Radio Salutes (WTMV)
Radio Sandman Organ (KYA)
Radio School, The University of Dayton (WHIO)
Radio School of the Air (CKY)
Radio School of the Bible (WMFO)
Radio Scoops (KSFO)
Radio Scrap Book (WWNC)
Radio Services (WEBC)
Radio Sing Song (KVOO)
Radio Short Stories (WHB)
Radio Show Window (WAVE, WEBC, KGW-KEX)
Radio Slanguage (CJCA)
Radio Sleuth (WSAI)
Radio Soap Box (WMBH, WJR)
Radio Souvenirs (KWJJ)
Radio Speakers' Club (WSPR)
Radio Spotlights (WWVA)
Radio Stage, The (WBAA)
Radio Stamp Club (CJRM)
Radio Stars of Tomorrow (WBRY)
Radio Stars of the Future (KWKH)
Radio Stars on Parade (WWSW)
Radio Stars Revue (KTUL)
Radio Students (WDGY)
Radio Success Story (KPDN)
Radio Swaps (WWSW)
Radio Sweethearts (WGY)
Radio Synagogue of America (WFAS)
Radio Talent Shop (KOH)
Radio Talks (NBC)
Radio Tattler (WMAQ)
Radio Temple (KWKH)
Radio Theatre (CKAC, CBF)
Radio Theatre of the Air (CBS)
Radio Theatre of Youth (KPPC)
Radio Tidbits (WMCA)*
Radio Tips (WSYR)
Radio Town Meeting (KDKA)
Radio Traffic Court (KOY)
Radio Traffic Forum (KFOR)
Radio Train, The (CKX)
Radio Twins Revue (WSPA)
Radio University (KFRC, KHJ)
Radio Varieties (WBZ-A)
Radio Variety Show (WGBF)
Radio Vaudeville Time (CFAC)
Radio Voice of Religion (WDRC)
Radio Workshop (WCLE)
Radio Workshop, The Mundelein College (WCFL)
Radio World Events (WHEB)
Radiobits (KWTO)
Radioddities (KRE)
Radiograms (KMPC, WHAM)
Radiographies (KTSA)
Radiolia (KFI)
Radiolites (WDAS)
Radiologic (KECA)
Radiophone Reporter (WHIO)
Radio's Best Seller (KOL)
Radio's Experimental Theatre (KFWB)
Radio's Future Stars (KANS)
Radio's Rolling Stone (WHO)
Radiotorials (KGVO, KFXJ)

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Radiowens (WGY)
Raffles—Sherlock Holmes (CBS)
Raffles, The Amateur Cracksman (CBS)
Rafter Lafter (KARM)
Rag Darling Parade (KFJZ)
Ragamuffins (CJRC)
Ragdoll at the Organ (WAPI)
Ragtime Opera (CHAB)
Ragtime Rhythm (KFWB, KPAB)
Railroad Stories (CJOR)
Rails of the Air (WTMV)
Rain and Sunshine (NBC)
Rainbo Rhythm Rogues (KFH)
Rainbow Court (WMAQ)*
Rainbow Harmony (KGO-KPO)
Rainbow House (WOR)
Rainbow of the Air (KMPC)
Rainbow Rhythm (CJRC)
Rainbow Rhythms (CKCK)
Rainbow Ridge (WSAI, WSAZ)
Rainbow Road (KOL)
Rainbow Room, The (WIL)
Rainbow Singer, The (WABI)
Rainbow Varieties (WTOL)
Rainbow's End (WICC, KOIN)
Raising Junior (NBC)
Raising Your Parents (NBC)
Raleigh Review (NBC)
Ralph Hubbell's Sport-O-Scope (WBNY)
Ralph Nyland (WLW)
Ramble in Rhythm (WATL)
Ramble in Rhythm with Earl Pudney (WATL)
Rambler, The (WHAM, WBZ-A)
Rambler and His Scrapbook, The (WHBB)
Ramblers (KGO-KPO, KMOX)
Ramblers, The (WBAP, CHNS)
Ramblers, The Blueridge (WELL)
Ramblers, The Dakota (KOVC)
Ramblers, Dr. Scholl's Foot Comfort (NBC)
Rambles in Britain (CFPL)
Rambles in Erin (WOR)
Rambles in Rhythm (WAIM, WCPO, KALE)
Rambles in Romance (WICC)
Ramblin' Cowboys (WOAI)
Ramblin' Round (WOR)
Rambling Accordionist, The (CHRC)
Rambling at Random (WSGN)
Rambling Bob's Yodeling Hour (KDFN)
Rambling in Black and White (KRKO, WOPI)
Rambling Melody Man, The (WEEI)
Rambling Rangers (WHEB)
Rambling Reporter (KCKN)
Rambling Reporter, The Rialto (KDFN)
Rambling Rhythm (KTAR)
Rambling 'Round the Dial (CFAC)
Rambling Through the Night Club of N. Y. (CBS)
Rambling with Rogers (WCOA)
Rameses Program (NBC)
Ramona (KGO-KPO)
Ranch Boys (KRKD)
Ranch Boys, Sickle's (WCAP)
Ranch Boys and Their Cross Country Ride, The (NBC)
Ranch House Round-Up, Silver Spur Boys (WESG)
Ranch Melodies (KOB)
Ranch Riders, The (WLAC)
Ranch Time (KRSC)
Rancheros (WOR)
Ranchers and Rancherettes, The (WRAK)
Random Rhapsody (KGHF)
Randy at the Organ (WGPC)
Range Revels (WMFG)
Range Riders (KWK, KWKH, WIBW, WREN, WSGN)
Range Round-Up (KFRO)
Ranger Reminiscences (CBL)
Ranger Revue, The Ford (KOA)
Rangers (WBT)
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Ranger's Scrapbook (WGCM)
Rangers, The KIUL (KIUL)
Ranson Sherman Presents (WENR)
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Raspberry College (WCFL)
Ray and Geer, The Sundown Serenade (WBNS)
Ray Knight's Cuckoo Clock (NBC)
Raybestos Twins (NBC)
Raymond Bonnell & His Songs (WCHV)
Rayne-Bo Ramblers (KVOL)
Rays of Hope (WMC)
Rays of Sunshine (KFUO, WHJB)
Razzing the News (WAAT)
Razzle Jazzle (KRSC)
Read and Head, The Want Ads (WDAF)
Reader, The (KFUO)
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Reader's Guide (KGO-KPO)
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Readers' Spotlight, The (WHA)
Readin' and Writin' (WDRC)
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Reading Between the Lines (WRVA)
Reading Circle (KFUO)
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Reading Room, The (WSYR)
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Real Estate Counsellor (WWRL)
Real Folks (NBC)
Real George Washington, The (NBC)
Real Honest to Goodness for True Santa Claus (WWL)
Real Life Dramas (WMBD, WINS)
Real Life Problems (WVFW)
Real Mucoy, The (KGHL)
Realities of Romans (NBC)
Realm of Reminiscence (CJRC)
Realm of Terpsichore (KGO-KPO)
Realm of Terpsichorie (KORE)
Realty House (WHAM)
Reason Why, The (WTJS)
Recess (KMBC)
Recess, The WHO (WHO)
Recess Club, The (WIBX)
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Recipes from Mother's Old Cook Book (KLPM)
Recipes of the Nations (WGAR)
Recital de Chant (CJBR)
Recital de Piano (CJBR)
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Recital Hall (WOR)
Recital with Cyrana Van Gordon, The Djer Kiss (NBC)
Recitalists, The (NBC)
Recollections (KGO-KPO, WSBT)

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Recollections of Yesteryear (CBL)
Record Breaker (KCKN)
Record Funny Paper Party (WFOY)
Record Premieres (WQXR)
Record Shop, The (KFYR)
Recorded Encores (WHB)
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Red Aasen Devotional Service (KGDE)
Red and Black Revue (WOR)*
Red and Tag (KOA)
Red and White Kitchen (CJRC)
Red and White Social Calendar (KGNC)
Red Barn, Murphy's (CKPR)
Red Davis (NBC)
Red Empire Trio (KSRO)
Red Gap Social (CKCK)
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Red Hawks, The (WBAP)
Red Head Club, The (WSB)
Red Head Frolic (CJOC)
Red Hill Hillbillies (KCRC)
Red Hoover's Orchestra (WFLA)
Red Horse Ranch (WBS)
Red Horse Ranch, Life on (KMBC)
Red Hot and Blue (KYOS, WCAU)
Red Hot and Happy (WPTF)
Red, Hot and Low Down (WAAF)
Red Hot and Rhythmic (KFXR)
Red Hot Stove League (WGAR)
Red Hunters of the Snows (CJRC)
Red Lacquer and Jade (WOR)
Red Ledger, The (CFCF)
Red Letter Days (KHJ)*
Red Lights in the Forties (WSPR)
Red Man's Trail, The (WHAM)
Red Pepper Melodies (WBNS)
Red Poppy (NBC)
Red River Boys (WKY)
Red Robin Boys (WCBD)
Red Shield Program (KLZ)
Red Steele (WTMV)
Red Steers, Swift's (WBTM)
Red Top Dancing Party (WATL, WSOC)
Red Trails (NBC)
Red Warriors (KVSO)
Reddy Kilowatt Presents the Devano Trio (WKY)
Reddy Kilowatt Quarter Hour (KPQ)
Reddy Kilowatts, with Russell McIntyre (WBT)
Redhot and Lowdown (KFOR)
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Redwood Reveries (KGO-KPO)
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Reeds and Brass (WCLE)
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Reefer's No-Moth (NBC)
Reel Hi-Lites (WHB)
Referee's Review (KEHE)
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Relax with Rhythm (WHOM)
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Relaxation Time (WEAF)
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Religion in Life (WAVE, WMCA)
Religion in the Headlines (KSAL)
Religion in the News (NBC)
Religion Is News (WMAS)
Religious Essays (KFUO)
Religious Hour, The (WMBH)
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Religious Program, Wofford College's (WBT)
Religious Round-a-Bouter (WKBO)
Religious Side of the News, The (KRBC)
Rembrandt Trio (KGO-KPO)
Remember? (CJRC, KOY)
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Remember This One? (WTJS)
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Reminiscing with George Sisler (KWK)
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Rendezvous Rhythms (WIP)
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Reporter of Odd Facts, The (WEAN)
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Roads in the Dawn (NBC)
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Roadways of Pleasure (CBS)
Roadways to Romance (CBS)
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Robinhood Rangers (CFCO)
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Rod and His News Reel (WDAE)
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Rodeo Recess (WNAX)
Rodgers Sunshine Boys (WBTM)
Roemer's Homers (WMCA)
Rogers Majestic (CHNS)
Rogers Musical Trio (NBC)
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Rollin' Home (CKCL)
Rolling Along (WIBC)
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Romance in Melody (KFWB, WSUN)
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Romance in Riting (WICC)
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Romance Melodies (NBC)
Romance of Achievement (KHQ)
Romance of American Industry (CBS)
Romance of Coal (WSYR)
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Romance of Dan and Sylvia (NBC)
Romance of Helen Trent (CBS)
Romance of Hot Springs (NBC)
Romance of Hymns (WICA)
Romance of Manhattan (WYNC)
Romance of Meat (NBC)*
Romance of Merchandise, The (WAPI)
Romance of Mining (KWSC)
Romance of Money (KMOX)
Romance of Music Featuring Donald Novis (WENR)
Romance of Old Indian Days (WHAM)
Romance of Rubber (WRVA)
Romance of '75 (WENR)
Romance of Song (KMPC, WOR)
Romance of Sonoma Valley (KYA)
Romance of the Flowers (WJJD)*
Romance of the Highways (KGO-KPO)
Romance of the Thoroughbred (WGY)
Romance of Transportation (KFI)
Romance of Youth (WORL)
Romance Singer (WPAY)
Romance Time (WHAS, KOMO-KJR)
Romance vs. Rhythm (WDOD)
Romancer, The (KTUL)
Romancers, The (KGO-KPO, WKY, WHB, WMCA, WRAK)
Romances, The (CBS)
Romances, The Fitch (NBC)
Romancing with Rosa Lee (WWVA)
Romantic Bachelor (WSAI, WTIC)
Romantic Caballero (WHN)
Romantic Cycles (KLZ, WHN)
Romantic History of Our Presidents (KMTR)*
Romantic Interlude (KTAT)
Romantic Melodies (KANS)
Romantic Mexico (KOY)
Romantic Music (CBS)
Romantic Musing (IBS)
Romantic Rhythm (KTEM)
Romantic Serenader, The (WORL)
Romantic Singer, The (CHRC)
Romantic Strings (KVOO)
Romantic Troubadour, The (WFBR, WIP)
Romantique (WOR)
Romany Harmony (WHP)
Romany Minstrels (KFNF)
Romany Moods (WESG)
Romany Patter (CBS)
Romany Road (WCPO)
Romany Tales (WRUF)
Romany Trails (KGO-KPO, WEMP, WGL,
Romayne at the Organ (WHDL)
Ronde Des Archets, La (CKCV)
Room Over the Gate (WGAR)
Room Recipes (KDYL)
Room with a View (WWSW)
Roomates and Co. (WESG)
Rooster Crows, The (WRTD)
Rooster Gazette (NBC)
Rooster Roster (KDAL)
Rosa Program, La (WINS)
Rose Ann Carr (WDAF)
Rose Bowl and Tournament of Roses (KFI)
Rose Petals (WJAX)
Rose Room Melodies (WTMV)
Rose Talks (NBC)
Rosemary's Trading Post (WCFL)
Roses and Drums (CBS)
Roses to a Lady (WOWO-WGL, WWL)
Rosewood and Ivory (WBT, WBNS)
Rosey Bits (KDKA)
Rosie and Her Guitar (KGO-KPO)
Rotary Ramblers (WKY)
Rough and Reddy (KSTP)*
Rough Riders, The (CFCY)
Rough Riders, The Benthall (WEED)
Roulette Wheel, The (CKWX)
'Round and About the Old Pueblo (KVOA)
Round and Round Society (WGAR)
'Round Copley Square (WORL)
Round Our Town (CBS)
Round Robin Review (WBNS)
Round Rochester with Roberta (WSAY)
Round Table (WFAA, KXBY)
Round Table, The Nebraska Highway Patrol (WJAG)
Round Table, The Omaha University (WOW)
Round Table Conference (KRKD)
Round the Breakfast Table (WFLA)
Round the Chuck Wagon (CFGP)
Round the Loop (KFXD)
Round the Town (WSGN, WAVE, KFAM, WMCA)
Round the Town Dancing Party (WRGA)
Round the Town Parade (WMCA)
Round the Town Review (WOR)*
Round the Town with Nancy Turner (WFBR)*
Round the Town with the WBBM Air Theatre (WBBM)
Round the Town with Virginia Rounds (WEEI)
'Round the World (WJW)
Round the World Cooking School (WBS)
'Round the World in Five Minutes (WAPI)
Round the World in New York (WNEW)*
Round Towners and Their Men of Melody (CBS)
Round Towners Quartet (CBS)
Rounders, The (KTOK)
Roundsman's Hour (WOWO-WGL)
Roundtable, The Drake (WHO)
Roundtable of Discussion (WHBC)
Roundtowners, The (WEED)
Roundup (KGEZ, KABC, KSLM, WODM)
Roundup, The Barbasol (WEAF)*
Roundup, The Dakota (WNAX)
Round-up, The Reno (KOH)
Round-Up, The Kelo (KELO)
Roundup, The KVSO (KVSO)
Roundup Ranch (WFAS)
Round-Up Rangers, Charlie Herald's (CJRC)
Round-up Strollers, The (WIS)
Round-Up Time (KPDN)

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Roundup Trail (KFWB)*
Roustabouts, The (CBS)
Rovin' Cowboys (KOB)
Roving Cowboy, The (KGDE)
Roving Cowboys, The (WTAD)
Roving Hill Billie & Slim (KFBB)
Roving Neighbor, Gerke's (WDZ)
Roving Prof, The (NBC)
Roving Ranger, The (KOA)
Roving Reporter (WGAR, WSAI)
Roving Reporters (WMCA)
Row Along, The Rialto (CBS)
Roxy and His Gang (NBC)
Roy Campbell's Royalists (NBC)
Roy Shield Revue (WENR)
Roy Weiss of Paris Store (WTMV)
Roy White's Piano Meditations (KDFN)
Royal Alexandrians, Harold Green's (CJRC)
Royal Anniversary Chords (WGRC)
Royal Echoes (KWK)
Royal Hillbillies (WSFA)
Royal Masters of Melody (CFCF)
Royal Ramblings (WEAU)
Royal Rhythm Club, The (KSD)
Royal Road to Adventure (KGMB)
Royal Road to Happiness, The (CKX)
Royal Rogues (CJRC)
Royal Scot (NBC)
Royal Vagabonds (NBC)
Royal York Dance Orchestra (NBC)
Royalists, Roy Campbell's (WOR)*
Royalty of Rhythm, The (KOHB)
Roy's Radio Column of the Air (WOPI)
Rubberneck, The (WJAX)
Rubberneck Tour (WRC)
Rubbertown Revue (CBS)
Rudolph Bocheo (NBC)
Rudy Kilian's Kadets (WCAO)
Rufus and Rastus (WRR)*
Rug Rollers (WTBO)
Rumba Hour, The (WFLA)
Rumba Rhythms and Tango Tunes (RRI)
Rhumbas et Paso-Doble (CJBR)
Rumpus Room (KFI)
Run of '89, The (WKY)
Runnin' Wild (KFJZ)
Rural Crime Reporter (WLS)
Rural Jamboree (WMSD)
Rural Life Review (WILL)
Rural Mail (WFAA)
Rural Music Makers, Sherman's (CFCO)
Rural Ramblers (WBNS)
Rural Rhythm (WHP, WSVA, WHLB)
Rural Rhythm Boys, Rootin', Tootin' Singers of Sunny Songs (KNOW)
Rural Rhythm Revue (KOMA)
Rural Rhythms (WRUF)
Rural Roundtable, The (KGLO)
Rural Roundup (WLW, WMBD)
Rural Roustabouts (WAPI)
Rural Salute (WSAI)
Rural School Music Program (WDZ)
Ruraltown (WBZ-A)
Rush Amateur Hour (KALB)
Russ, The Old Cowhand (KRMC)
Russ Chuckles (KFAB)
Russ Columbo and Orchestra (NBC)
Russ Morgan's Melodies (WXYZ)
Russell School Orchestra (WDBO)
Russia of Yesterday and Today (NBC)
Russian Choir (CHRC)
Russian Rhapsody (KGO-KPO)
Russian Village, In a (CBS)
Rustic Reelers, The (CKBI)
Rustic Rhapsodies (WRUF)
Rustic Rhythmic Trio (CBS)
Rustin Stickler Men (WAIM)
Rut Farm Bureau Forum (WSYB)
Ruth and Jack (KOMA)
Ruth Goes Shopping (WADC)
Ruth Nagle at the Organ (WSUN)
Ruthie's Birthday Party (WDZ)
Rutland City Board (WSYB)
Rutland School Series (WSYB)
Rutledge Reveries (KTRI)

S

S.R.O. (Standing Room Only) (WBNX)
S. S. All in Fun (WPEN)*
S. S. Fun for All (WDAS)
S. S. Novelette (KDYL)
S. S. Santa (KDYL)
S. and W. Junior News (KGO-KPO)
Sabbath Message (WTIC)
Sabbath Pastorale (CFAC)
Sabbath Reveries (NBC)
Sabbath Symphonies (KROC)
Sacred and Secular (CFRN)
Sacred Flame, The (WCAU)
Sacred Hour (KFUO, CFCY, WDBJ)
Sacred Melodies (CFJC)
Sacred Singer, The (KPDN, WFTC)
Sacred Songster (CKCR)
Sacred Waters (KFUO)
Saddle Mountain Roundup (KVOO)
Saddle Pals, Jimmie's (KRKD)
Safe at Home (KCKN)
Safeguardians (WJAX)
Safeguarding Investments (WMCA)
Safeguarding Your Food and Drug Supply (NBC)
Safety Campaign, The WCOP, (WCOP)
Safety Club, The Ho-Po-Ne (WIRE)
Safety Club, The Michigan (WMBC)
Safety Club, The Seven-Up (WSOC)
Safety Club, The WMIN (WMIN)
Safety Corner (WDZ)

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Safety Council (KGA)
Safety Court (WBNX, WOR)
Safety Cruise (WMC)
Safety Cruiser (WGAR)
Safety Crusaders (WBZ-A)
Safety First (WDAF, WSGN, KGO-KPO, WCKY, WHK)
Safety First Program (KABR)
Safety Forum (WJNS)
Safety Knight of the Highways (WHLS)
Safety Lane (KQW, KRNT)
Safety League Chats (WDBO)
Safety Legion (WEAU)
Safety Legion Hour, The (KTSM)
Safety Muskateers, The (KABC)
Safety Musketeers (FTRD)
Safety on the Air Lanes (KFYR)
Safety on the Highways (WILL)
Safety, Or Else (KLZ, WKY)
Safety Parade, The D-X (WHDF)
Safety Patrol (WKBW)*
Safety Patrol, South Carolina (WIS)
Safety Patrol, The Socony (WHAM)
Safety Patrol, The WKRC (WKRC)
Safety Pays (KVOR)
Safety Program (KFRO)
Safety Programs (NBC)
Safety Rangers (KQV)
Safety Sam (WAAW)
Safety Says— (WHB)
Safety Sense (KGB)
Safety Soldiers, The Seven-Up (KNOW)
Safety Talk (KIEM, WBAL, WDAF)
Safety Time (KOCA)
Safety Town (WOKO)
Safeway Square (KFI)*
Safeway to Happiness (KGO-KPO)
Saga of Long Island Sound (WWRL)
Sagas of the Sea (KYA)
Sage Brush Static Club (KDFN)
Sage of Sleepy Hollow (KGBX)
Sage Riders, The Armour (KMMJ)
Sagebrush Serenaders (KWTO)
Sagebrush Syncopators (WFAA)
Sage's Album (WMCA)
Sailing the Airwaves (WCAE)
Sailing the Waves (WIND)
Sailing with Saylor's (KGO-KPO)
Sailor Boys Orchestra (WFAS)
Sailortown (WBZ-A)
St. Clair Sam (WTMV)
St. John Program (KVGB)
St. John's Quartette (WHK)
St. Louis Blues (KMOX)
St. Louis Municipal Opera Revue (KSD)
St. Louis on Parade (KMOX)
St. Louis Serenade (KMOX, WHN)
Saints Speak, The (WBIL)
Saki Get Rich (NBC)
Sal Pace and His Swingmen (WFAS)
Salada Community Players (KDON)
Salebration (KFYO)
Sales Barn (WDZ)
Sales Meeting of the Air, Swift (NBC)
Salesman's Party (KFYO)
Salesman's Party, The Carrier (IBS)
Sallies from Silas (WJIM)
Sally and Sam (WAAT)
Sally at the Switchboard (WGAR)
Sally of the Talkies (WMAQ)*
Sally Sample (WWVA)
Sally Service (WEBC)
Sally Sothern's Ship o' Dreams (WRVA)
Sally the Shopper (KROC)
Sally Work (WBEN)
Sally's Kitchen Hints (MWR)
Sally's Movieland Revue (WHN)
Salodent Singers (WOAI)
Salon Ensemble (WBZ-A)
Salon Hour (KRE)
Salon Matinee (WSAU)
Salon Melody Hour (WOR)
Salon Moderne (KABC, WDNC, KFRC, KHJ)
Salon Musicale (KLZ, WQXR)
Salon Serenade (KABC, KYW)
Salon Serenades (KGNC)
Salon Souvenirs (KVOA)
Salon Strings (WQXR)
Salon Trio (CBS)
Salonaires, The (WBAL)
Salonesque (KMBC)
Salt and Pepper (WSBT-WFAM, WCLO)
Salt of the Earth, The—Everett Mitchell (WMAQ)
Salt Lake Tabernacle Choir and Organ (KSL)
Salt Water Program (KGO-KPO)
Salty Sam (NBC)
Salty Sam the Sailor (CBS)
Salute, The Mayflower School (WFAS)
Salute, The Westinghouse (NBC)
Salute of the Nations (NBC)
Salute to Advertisers (KIDO)
Salute to Cities (WLW, WFBM)
Salute to Commerce (KRLD)
Salute to El Paso Industry, A (WEAU)
Salute to Hartford Industries (WTHT)
Salute to Industry (CJOR, KSFO)
Salute to Mothers, A (WBEN)
Salute to Pioneers (KLO)
Salute to 60 (KWJB)
Salute to the Entertainers (CKCW)
Salute to the Progress of Electricity (CFCO)
Salutes, The WJRD (WJRD)
Salutes, The News-Sentinel (WNOX)
Salutes, The Stewart Warner (WHB)
Salutes to Living Americans (WMCA)
Salvation Army Crusaders (WGRC)
Salvation Army Territorial Staff Band (CBS)
Salvatore Santaella (CRS)
Sam and Joe (WRVA)*
Samaritan (WCLE)
Sammy Spring's Barn Dance (WTIC)
Sample Time (KOIL)
Sampler, The (KONO)
San Antonio Medicine Show of the Air (WOAI)
San Antonio Review (KONO)
San Bernardino on Parade (KFXM)
San Francisco Community Sing (KGO-KPO)
San Francisco Radio Guild (KSFO)
San Francisco Souvenir (KSFO)
San Francisco Today (KSFO)
San Juan Altar Hour (KIUP)
San Juan Rangers (KIUP)
San Parade (WHBC)
Sanctuary Hour (WHP, WCFL)
Sander's Serenaders (WTMJ)
Sandlot Scores (WGAR)
Sandlotters, The (WXYZ)
Sandman, The (WDBO)
Sandman Express (KTUL)
Sandman Sandy (KGB)
Sandman Serenade (KSFO)
Sandman Soldiers (WFAA)
Sandman Syncopation (KTUL)

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Sandman's Music Bag (WGH)
Sandman's Serenade (WCAP)
Sandra and Her Serenade (CKBI)
Sandy Valley Express (WSAZ)
Santa Barbara Shopper (KDB)
Santa Clara U Presents (KQW)
Santa Claus and Martha Nancy (WAVE)
Santa Claus Came to Town (KOVC)
Santa Claus in Toyland (WIOD)
Santa Claus Program (WCAO)
Santa Claus Revue (KRKD)
Santa Claus Speaks (WNBR)
Santa Claus Workshop (KMOX)
Santa Comes to Town (WCBS)
Santa Fe Fiesta (NBC)
Santa Fe Trailers, The (KROY)
Santaella's Strings (KMTR)
Santa's Pack (KHUB)
Sara Lockwood Williams' Scrapbook (KSD)
Sara Serenades (WWVA)
Sara, Susan and Sid (KFAB)*
Sarah Collier (KOOS)
Sargent Salutes (KMA)
Sari 'n' Elmer (WOWO-WGL)
Sassafras and Juniper (CFLC)
Satan Presents (KRKD)
Satisfied Customer Speaks, A (WTMV)
Saturday Afternoon Amateur Hour (WOPI)
Saturday Afternoon Jamboree (WMFD)
Saturday Afternoon Matinee (WOPI)
Saturday Afternoon Party Time (WWSW)
Saturday Afternoon Talent Round-Up (KPLT)
Saturday Concert (KGO-KPO)
Saturday Evening Frolic (CBS)
Saturday Get Together, The (WDBJ)
Saturday Jam-boree (WGH)
Saturday Jubilee (WFMD)
Saturday Knights of the Round Table (WKRC)
Saturday Matinee (WBNX)
Saturday Melodies (NBC)
Saturday Morning Club (NBC)
Saturday Morning Jamboree (WACO)
Saturday Morning Moods (WSVA)
Saturday Morning Musicale (WINS)
Saturday Morning Revue (WCFL)
Saturday Morning Round-Up (WJBL)
Saturday Morning Varieties (KFXR)
Saturday Musicale (CBS)
Saturday Musketeers, The (WRVA)
Saturday Night at Sheepfold (KSL)
Saturday Night Barn Dance (CKNX, KDLR)
Saturday Night Broom Dance (WSB)
Saturday Night Bunch of Boys (WADC)
Saturday Night Club, The (NBC)
Saturday Night Dancing Party, The (NBC)
Saturday Night Feature Programs (NBC)
Saturday Night Fiesta (CJRC)
Saturday Night Function (KYOS)
Saturday Night Hayride (CJGX)
Saturday Night Hot Club (KMOX)
Saturday Night House Party (WOAI)
Saturday Night in Sheepfold (KSL)
Saturday Night Jam Session (WAGM)
Saturday Night Jamboree (WOPI, KDYL, WTRC)
Saturday Night Keyboard (KFBB)
Saturday Night Round Up, Dr. Pepper's (KBIX)
Saturday Noonday Musicale (WDAY)
Saturday Night Party (NBC)
Saturday Night Revue (KSFO)
Saturday Night Round Up (WIBW, WWNC, WDBJ)
Saturday Night Shindig (WHIS)
Saturday Night Special (WOAI)
Saturday Night Studio Party (WHIS)
Saturday Night Swing Club (CBS)
Saturday Nite Club (KMOX)
Saturday Nite Party (NBC)
Saturday Party (KGO-KPO)
Saturday Pep Rally (WSGN)
Saturday Review, The (CBL, CBY)
Saturday Revue (CBS)
Saturday Round-Up (WFAA)
Saturday Serenade (WFBM)
Saturday Shoppers Review (WBBM)
Saturday Shoppers' Revue (WBBM)
Saturday Show, The Majestic (WOAI)
Saturday Smile Club (WSPD)
Saturday Special (KDYL, KONO)
Saturday Specials (WEBQ, KVOO)
Saturday Street Parade (KGCX)
Saturday Sumpasim (WOAI)
Saturday Swing (WHB)
Saturday Swing Session (WDAY, CJLS)
Saturday Syncopated Swing (KFXR)
Saturday Syncopators (CBS)
Saturday Whirligig (WSPA)
Saturday's Opera (WIBA)
Saur Kraut Klub, The (WBNY)
Sausage Serenade (WAIM)
Savage Serenade (WKBW)
Savannah Brain Trust, The (WTOC)
Savannah Liners Orchestra (NBC)
Save a Life Club (KOIN)*
Save-a-Nickel (KIDW)
Save the Baby (WGY)*
Saving With Sam (KYOS)
Savino Tone Pictures (CBS)
Savitt Serenade (KYW)
Savoir Faire (WMC)
Savory Kitchen Program (NBC)
Saw Horse Wranglers, The (KIUL)
Sax Appeal (KGO-KPO)
Sax Sextet (WJAS)
Saxaphobia (WCMI)
Saxoncopation (WMCA)
Saxo-Phoneys, The (WHBQ)
Saxotunes (KGO-KPO)
Say It With Melody (WWSW)
Say It with Music (WGRC, WHB, KPAB, WAIR, WGN, WMAQ)
Say It With Words (WOR)
Scales and Measures (CBS)
Scandinavian Program, The (WDAY)
Scanning the Ads (KFAM)
Scarlet and Jade (WDAE)
Scarlet Serenaders (WCAD)
Scattergood Baines (KNX)*
Scattergood Club (WBAL)
Scattering Sunshine (KMTR)

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Scavenger Hunt, The (WBAL)
Scene Changes, The (KHQ)
Scene of Action (KNX)
Scenes and Songs With James Stone (KWKH)
Scenes from Great Plays (KWSC)
Scenes from the Opera (WHEB)
Scenes in Harmony (WJR)
Scenes of Soviet Russia (WQXR)*
Schemes That Skin (WSAI)
Schloima Fagin (WLTH)
Schnitzelbankers, The (KWOS)
Scholars, Ben Gimbel's (WIP)*
School Bells (WFBL)
School Box, The (KROW)
School Broadcast, The (KRLD)
School Days (WFIL, KFOX)
School Daze (WBRY)
School for Brides (WIBC)
School for Taxpayers (WJJD)
School of Dramatics (WKBO)
School of Music, The Knoxville College (WROL)
School of Radio, The WLW (WLW)
School of Swing (WHBQ, WCBS)
School of the Air (WDAF, WNYC)
School of the Air, The Katz (WDAF)
School of the Air, The Nation's (WLW)
School of the Air, White's (KASA)
School Parade (WJEJ)
School Program (WELL)
School Sketches (WFBM)
School Time (WLS)
Schoolday Stars (WJW)
Schoolmen of Northern California—Education Marches On (KHSL)
Schubert String Quartet (CBS)
Schuyler Corn Heads (WCHV)
Schuyler Square (KOL)
Science at Work (WHA)
Science Club of the Air (CBS)
Science Everywhere (WMAL)
Science Forum, The (WGY)
Science in the News (WMAQ)
Science in Your Home (WOR)
Science on the March (NBC)
Science Programs (NBC)
Science Service Series (CBS)
Science Speaks (NBC)
Science Versus Crime (NBC)
Scientific Wonders (WCAU)
Scintillating Syncopation (KOL)
Scissors and Paste (WGY)
Scooping the News (KQV)
Scoreboard, The (WOR)
Score-Master (WIND)
Scotch Echoes (WMBC)
Scotch Lassie (CJCB)
Scotch Stories (WJAG)
Scottish Favorites, The (CKCD)
Scotty Views the News (IBS)
Scouring the Town (CBS)
Scouting Around (WWVA)
Scouting Comes to Town (WCAZ)
Scouting the Oil Basin (WDZ)
Scrambled Eggs (CHAB)
Scrambled Words (KDYL)
Scrap Book (KDFN, KIDW, KFUO, WMBH)
Scrap Book Club, Sheffield Farms' (NBC)
Scrapbook of a Sky Pilot (WIBA)
Scrap Book of Dreams (KEHE)
Scrapbook of Familiar Poems (KFH)
Scrap-Book of Musical Memories (KROY)
Scrapbook in the Lamplight, The (WHBQ)
Scrapbook Stories (KFRC)
Scrappo (WISN)
Scratch Sheet of the Air (WELI)
Screen Actors Guild (CBS)*
Screen and Stage (KGO-KPO)
Screen Children's Guild (KMTR)
Screen Door Sammy (KXBY)
Screen Plays and Players with Mordaunt Hall (NBC)
Screen Week, The (KFI)
Screwball Limited, The (WIBX)
Scrips and Scraps (KTHS)
Script Teasers (KHJ)*
Scripture Study (WLAC)
Scripture Truth Hour (WCBD)
Sea Pirates (WSAI)
Search for Talent (WPTF, CFRN, CKPR, KHUB)
Search for Talent, The KTFI (KTFI)
Search Party (KCKN)
Searchers of the Unknown (CBS)
Searchlight on the News (KRE)
Sears Jubileers (KCRC)
Seattle Speaks (KEEN)
Seattle Streets (KOL)
Second Avenue (WLTH)
Second Avenue Parade (KFH)
Second Bethel Quartet (WSUN)
Second Breakfast (KPO)
Second Breakfast Club (KPO)
Second Call to Breakfast (WTOL)
Second Guessers (NBC)
Second Husband, Famous Actors Guild Presents Helen Menken in (CBS)
Second Section Shoppers' Special (WDRC)
Secret Cases, National Surety's (NBC)
Secret Three (WGN)*
Secret Unemployment Interviews (WTMV)
Secrets of a Chef (WKRC)
Secrets of Happiness (WBS, WMC, CJRC)
Secrets of Success (KHJ)*
Secrets of the Narcotic Squad (KTAT)
Security for All (WNBF)
Security Vanguards, The (WEBC)
See America (WSGN)
See America First (WSGN)
See Yourself (KFSD)
Seein' Stars (WJNO)
Seeing Kansas City (WDAF)
Seeing Pictures (CRCY)
Seeing School of the Air, The (WHIS)
Seeing the Town (WHB)
Seeing Things (WBNX)
Seeing Things at Night (WINS)
Seeing Your Child the Right Way (WCAP)
Sego Milky Way (KSL)
Sekatary Hawkins (NBC)
Selections from Light Opera (CBS)
Self-Help Program (CJOR)
Selling America to Americans (KWKH)
Selma Spiritual Four (WHBB)
Selmar and Soprani (KLPM)
Semi-Weekly Farm News (WFAA)
Seminary of the Air (KFUO)
Semler's Scrapbook (KOIN)
Semper Fidelis (CFAR)
Senator Blowhard Whiffendoofle (KFEQ)
Senator Fishface and Professor Figsbottle (NBC)
Senator Whiffendoofle (KFEQ)
Send a Boat (WHAS)
Sense and Nonsense (WICC)*

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Sensible Fashions (KGO-KPO)
Sentenced Men (WJJD)
Sentimental Moods (KFBI)
Sentimental Music (KPMC, WESG)
Sentimental Swing (WRUF)
Sentimental Time (WACO, WSVA)
Sentimenal Tunes (KROY)
Sentinels of the Republic (NBC)
Sepia Serenade (WTJS)
Serbian Melodies (WJAY)
Serenade (WBZ-A, WRUF)
Serenade, Sawyer's Seafood (KNOW)
Serenade, Summer's (WWVA)
Serenade, The Acme Ale (KGLU)
Serenade, The Folger (WDAF)
Serenade, The Gamble (WCCO)*
Serenade, The Pan American's (KONO)
Serenade, The Silver (WGY)*
Serenade at Eight (WMCA)
Serenade at Nine (WMCA)
Serenade at Seven (WLLH)
Serenade at Sundown (WNLC)
Serenade at Twilight (WRJN)
Serenade Espanol (KPAB)
Serenade for Strings (CJRC)
Serenade for You (WDRC)
Serenade in Song (WRUF)
Serenade in Swing (WWVA)
Serenade in Syncopation (WNBF)
Serenade in the Night (WDNC, WGY, WHN, KSL, WOAI)
Serenade Intime (CFCF)
Serenade to an Afternoon (WMAS)
Serenade to Loveliness (WFAM)
Serenade to Romance (WKBN)
Serenade to Spring (CBL)
Serenader, The (KGEZ, MacG, KGFJ)
Serenaders (WBZ-A, WELL, FTRD)
Serenaders, The Koloa (WDNC)
Serenaders, The Sendol (WKY)
Serenaders, The Servel (WAAW)
Serenades (WQDM)
Serenades of the World (KMPC)
Serenades in the Night (KGFF)
Serenading Strings (WTIC)
Serenata (KGO-KPO)
Sermon Echoes (WOPI)
Sermon Hearts (WSAZ)
Sermon in Song (WMBR)
Sermonette and Hymn Time (WSAI)
Sermonette and Song (KFUO)
Service League (WISN)
Service Serenade (WMC)
Serving You (KADA)
Serv-u Snooper (KYOS)
Session in Swing, A (WPTF)
Seth Parker (NBC)
Seth Parker's Old-Fashioned Singing School (WTIC)
Seth Parker's Saturday Night Sing (KDLR)
Settin' Room Frolics (WBBM)
Setting the Pace (WHN)
Setting Up a Circus (CJRC)
Seven Cheers, The (WCSH)
Seven Days on the Forty Acres (KNOW)
Seven-Fifteen, The (KCKN)
7:15 Gazette (WROL)
Seven Men and a Maid (WCLE)
Seven Seas (KGO-KPO)
7 Seas (KMTR)
Seven Serenaders (WBNS)
Seven Star Headlines (WCAE)*
Seven Star Review (KMOX)
Seven-Thirty Swing Time (WCOL)
76 Review (KFI)*
Seven-Up Safety Club (WSOC)
Sewannee Syncopators (WSPA)
Sewing Circle (CBS)
Sextet Acquadilliano (WLTH)
Sextette of Harmony (CKCL)
Sez Aunt Hettie (WAAT)
Shades of Black and White (WHB, KANS)
Shades of Blue (KTEM)
Shades of Don Juan (WOR)
Shades of the South (WHN)
Shades of Vienna (CJAT)
Shadow, The (NBC)
Shadow Sound (CFRN)
Shadowland (WAAF, (CFAC)
Shadows and Sunbeams (WQAM)
Shadows on the Clock (CKLW)
Shakespeare Streamlined Festival (NBC)
Shakesperian Plays (KGO-KPO)
Shall We Dance? (KELO, WCAX, WEW)
Shamrocks (RRI)
Shanghai Nights (WTAM)
Shannon Shamrocks (KVOO)
Shanty Lights (WCSH)
Share Your Blessings (WTMV)
Sharp and Flat (WRJN)
Sharpe and Dohme—Dr. Haggard (NBC)
Sharps and Flats (KGO-KPO)
Shawnee News Flashes (KGFF)
She Shall Have Music (KTUL, CFRN, WOWO-WGL)
Shell Husking Bee (WHO)
Shelton Brother, The (KWKH)
Shelves of Success (WCPO)
Shepherd and His Range Riders (WNAX)
Shepherd of the Hills (WIBW)
Sheriff Bob (NBC)
Sheriff's Broadcast (KDFN)
Sherlock Holmes (NBC)
Sherrill's Scrapbook (KIDW)
Shilling's Humdingers (KELD)
Shindig, The (WSPR)
Shindig, The KIUL (KIUL)
Shine Program (KFIO)
Ship Ahoy (KGO-KPO, WBZ-A, WPG)
Ship-O-Dreams (KVOO)
Ship of Joy (CRS, KGO-KPO, KYA)
Ship of Joy, The Electrical (KDYL)
Ship of Youth (IBS)
Shipwreck Kelly (WHB)
Shipwrecked (KGO-KPO)
Shirley Temple Club (WNEW)*
Shoe Doctors (WSBT-WFAM)
Shoe Shine Boys (WIL)
Shoemaker, The (KTUL)
Shoestring Varieties (KIDO)
Sholom Aleichem (WMCA)
Shop Foremen, The (CFAC)
Shop in Gorham (KVGB)
Shop with Us (WADC)
Shop with Violet (KFVD)
Shoplite, The (WFAS)
Shopper, The (WCFL)
Shopper, The KGY (KGY)
Shopper, The K-M (KGEZ)
Shopper Stoppers (KCKN)

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Shoppers, The Sears' (WIS)
Shopper's Bazaar (WNLC)
Shopper's Forum (WRNL)
Shopper's Guide, The (KOCA, KGNF, KSD, WCHS, WATR, KWOS)
Shopper's Guide and Variety Hour (WOPI)
Shopper's Lane (KSOO)
Shoppers' Matinee (WBNS)
Shoppers' Serenade (KMBC, WCAE)
Shoppers' Service (KSAL)
Shoppers' Special (WDRC, WAPI)
Shoppers' Surprise Program (KDON)
Shopper's Tour (KWYO)
Shopping About (WBZ-A)
Shopping Basket, The (WHO)
Shopping by Short Wave (KTUL)
Shopping Circle (KDKA)
Shopping Facts (WQDM)
Shopping for Wives (WCAE)
Shopping Guide (KXRO)
Shopping Highlights (KFVD)
Shopping News (KFXJ, WSAU)
Shopping News, Virginia's (WDBO)
Shopping News from Yowell-Drew's (WMFJ)
Shopping Reporter, The (WOC)
Shopping Service (KVRS)
Shopping Service, Caroline Cabot's (WEEI)
Shopping Tour (KGVO, WKOK, WELL)
Shopping We Will Go, A (WWVA)
Shopping with Betty (WBTM)
Shopping with Buttrey's (KFBB)
Shopping With Dorothy (WIBA)
Shopping with Jane Ford (WCOP)
Shopping with Millicent (WFAS)
Shopping with Polly (KOIL)
Shopping with Rhythm (KFXJ)
Shopping with Sue (KPDN)
Shopping with Susan (WTIC)
Shore Dinner (RRI)
Short and Sweet (WFLA)
Short Short Stories (WIBO)*
Short Short Story (WHN)
Short Shorts (KFWB, KEHE)
Short Stories of the Air (WKY)
Short Stories on Wealth (NBC)
Short Story Playhouse, The (KFI, KECA)
Short Story Time (WXYZ)
Short Story Writing (NBC)
Shorthand Contest of the Air (KICA)
Shorty Miller, The Lone Cowboy (KDON)
Shots from the Gagsters (KXBY, KVOX)
Shout Hallelujah (KFWB)
Show Boat, The Maxwell House (NBC)
Show Folks (CBS)
Show Girl, The Paramount (WLAC)
Show Is On, The (WIBX, CJRC)
Show Must Go On, The (WHDH)*
Show of the Week, The (Mutual)*
Show on Wheels (WJZ)*
Show Parade, The (KGMB)
Show Shop, The KDAL (KDAL)
Show Time (WBRC)
Show Times (WGBI)
Show Tunes (KONO)
Show Window (WISN, KGW-KEX, WOR, WTIC)
Show World, The (KMOX, WCOP)
Show World Broadcast (KMOX)
Showboat, The WLS (WLS)
Showboat Cumberland Queen (WCFL)
Showboat Matinee (NBC)
Showdown Revue (WLW)
Shower of Melody (WHB)
Showman Speaks (WHP)
Showroom of the Air, The Ford (KIDO)
Showup, The (KGO-KPO)
Shreveport Trade School (KRMD)
Shut-Eye Train (KIUN)
Shut-in Hour, The (WSJS, KFUO, WTMV, KFBI, KDON, KGKO, WIP)
Shut-In Program, The (WTMV, WBTM)
Shut-ins' Church Hour (KFIZ)
Shut Out Hour, The (WTMV)
Si and Ezra (WBOW)
Si and Melissi (WHAS)
Si Perkins & His Folks (WCFL)
Si Westbrook, The Strolling Songster (KOA)
Sib and His Gilford Choristers (WLNH)
Sick-a-Bed Children (NBC)
Side Glances (WNBC)
Side Show, The (WFBC)
Side Show, The Sealed Power (NBC)
Side Show of the Air (KGVO)
Sidelights in the News (WFAM)
Sidelights of Life (KFPY)
Sidelights of the News (KWK)
Sidelights on Beacon Hill (WORL)
Sidelights on Life (CFRN)
Sidelights on the News (KWK)
Sidelights on the News of the Week (KHQ)
Sideline Chatter (WIND)
Sidestreets of the News (WDAF)
Sidewalk Forum (WMPS)
Sidewalk Interviews (WDAS, WHJB, WSPD, CHNS, KOY, WIS, WOR)
Sidewalk Melodies (WBBM)
Sidewalk Opinions (WMBC)
Sidewalk Question Box (WBT)*
Sidewalk Reporter, The (KSFO, WHOM, KFXM, WTMJ)
Sidewalk Reporter, Creaghe's (KIDO)
Sidewalk Reporter, Gately's (WEBC)
Sidewalk Sidelights (WJBO)
Sidewalk Sideshow (WBT)
Sidewalk Snooper (KCMO, WROL)
Sidewalk Snoopers (KFYO, WHAS)
Sidewalk Snoopers—Frankie and Johnnie (WGST)
Sidewalks of New York (WMCA)
Siesta (WAIM, WCCO, WHDL, WAVE, CFRB, KYA, WCLE)
Siesta at 2 (WCCO)
Siesta in Song (KYOS)
Siesta Serenade (CFRN, KABC, KUOA)
Siesta Time (KWK)
Sightseeing Bus, The WDAS (WDAS)
Sign of the Shell (NBC)
Sign on Club (WIOD)
Sign-Post, The (WNLC)
Signal Days (KHJ)*
Signals to Health (WBBM)
Signposts of Improvements (NBC)
Signs of Safety (WPHR)
Signs of the Times (WNLC, CKWX)
Sigurd the Viking (CBS)
Silas and Lem (WJR)
Silhouette Doctor, The (WCBS)
Silhouette in Blue (NBC)
Silhouette Studio, The (WFAS)

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Silhouettes (KGO-KPO, KFSO, WJR, WDBO, WJNO, KGFJ, WDAF)
Silhouettes in Music (WHKC)
Silhouettes of Beauty (KRKD)
Silhouettes of Life (WKY)
Silhouettes of the West (NBC)
Silk and Floss (KWKH)
Silken Strings (NBC)
Silly Salesmen (WHJB)
Silo Symphonies (CJRM)
Silver and Gold (WHEC)
Silver Bell of Radio, The (WMCA)*
Silver Bow Ensemble, The (KGIR)
Silver Clouds (KFYR)
Silver Dust Twins, The (WHP)
Silver Flute (NBC)
Silver Hair League (WNOX)
Silver Lining, The (KUJ)
Silver Linings (WHK WBBC)
Silver Minstrels, The (WMEX)
Silver Notes (WAAF)
Silver Roundup, The (KAWM)
Silver Sails (WHB)
Silver Savings (WRGA)
Silver Serenade (KFVS)
Silver Serenade with Peggy Tudor (WBS)
Silver Service (WNBZ)
Silver Service Ham-Ateur Hour (KFYO)
Silver Shadows (WFIL)
Silver Shears (WCPO)
Silver Souvenirs (CKOC)
Silver Strains (KGO-KPO, WJAY, KOIN, KOB, WRUF)
Silver Streak (MWR)
Silver Streak News (WDNC)
Silver Strings (CFCF, CKAC, WHN, WRUF, KFEQ)
Silver Theatre (CBS)
Silver's Merry-Go-Round (WBRC)
Simple and Sweet (WDRC)
Simply Swing (CHWK)
Simpson Boys of Sprucehead Bay (NBC)
Simpsons Social Calendar (KFVS)
Simpy and Glawdys (KGO-KPO)
Sinatra Serenade (WFAM)
Sincerely, KVOR (KVOR)
Sinfonietta (WOR)
Sing Along with Mary (WGL)
Sing and Swing (KGO-KPO, WBBM, KFXR, WHEB, KLZ, WEW, WGY, WOR)
Sing and Swing Time (CBS)
Sing Before Breakfast (WQAM, WRUF)
Sing for Your Supper (CBS)
Sing, Inc. (CBS)
Sing, It's Good for You (WBT)
Sing Me a Song (WHAM)
Sing 'n' Quiz (WWSW)
Sing, Neighbor, Sing (WMR)
Sing, Sing, Sing! (KELO)
Sing Song (NBC)
Sing Talk (KMBC)
Sing Time (WLW, KDYL)
Sing Time, Ed Lowry's (KHJ)
Sing to Me (WGH)
Singable Songs (KGO-KPO)
Singer and His Song, The (WHAS)*
Singer at the Crossroads (WIND)*
Singer Farmer, The (KGCX)
Singer of Dreams (WFMD)
Singer of the Gospel, The (WKY)
Singers of Israel (WRAX-WPEN)
Singer's Screwballs (WNBZ)
Singin' and Swingin' (WMBH)
Singin' Piano Man (WMBD)
Singin' Policeman (KWBG)
Singin' Sam (WLW)
Singing Announcer, The (KOY)
Singing Baker (WCCO)
Singing Balladeer, The (WHDL)
Singing Bandit, The (KGFJ)
Singing Barber, The (WQAM)
Singing Bee, The (KMBC)
Singing Bee, The Welcome Lewis (WHN)
Singing Brothers, The (KRMC)
Singing Cabman, The (CKCL)
Singing Cadets, The (WHBQ)
Singing Canaries (WBBM)
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 (KWTO-KGBX)
Singing Dolls (CHRC)
Singing Farmer, The (KMBC)
Singing Gauchos (KMOX, KMAC)
Singing Grocery Boy (WGY)*
Singing Guitar (WJJD)
Singing Guitars, The (WSJS)
Singing Hatters (WAAT)
Singing Housewives (KFVS)
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 Seidlitz (MWR)
Singing Painters, The (CHRC)
Singing Parson, The (WPEN, WCAU, WBNX, WIP)
Singing Party, The WEAN (WEAN)
Singing Poet, The (WFAB)
Singing Redheads (WXYZ)*
Singing Salesman, The (KGO-KPO, KFAB, KTOK)
Singing Salesmen, Wards (KGKB)
Singing School of the Air (WCOP)
Singing Scouts (KIDO)
Singing Secretary (WHK, KHQ)
Singing Seven (KDKA)
Singing Shoe Salesman (WSFA)
Singing Society (WXYZ)*
Singing Songsmith (KHUB)
Singing Stars (KWTN, WRDW, KABC, CJCA)
Singing Stranger (WJZ)*
Singing String (KCRJ)
Singing Strings (WPAY, CJOC, KDKA, WJBY, WPHR, KFRO, KGVO, WTMJ, KPDN, WGRC, MWR, WAAW, KFAB, WMMN, WOR)
Singing Strings—Bobby Norris (WAAB)
Singing Strings That Swing (KFJM)
Singing Symphony (NBC)
Singing the Blues (WBZ-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 Waiter, 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 (KMBC)
Sisters 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 (WFAA)
Six Ford-Sons, The (KFVS)
Six Forty Five Time (WEBC)
Six-Gun Justice (CBS)
Six Icemen, The (KFVS)
6 Little Ijits (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 (WEEI)
Sixteen-Fingered Phillips (KIDW)
Sixteen Singers (NBC)
Sizzlers, The (NBC)
Sizzling Syncopation (WIL)
Skating Time (WHB)
Skeeter's Adventure Club (KMBC)
Skeets Morris (WAVE)
Skeletons in the Closet (WATR)
Sketch Book, The (WHBB, WTAG)
Sketches, The Soconyland (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-Mania (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 (KMBC)
Skipper Jim (WMCA)
Skipper Scans the News (CJOR)
Skippy (NBC)
Skookums (KOME)
Skullcrackers (KROW)
Skullery Skits (WCCO)
Sky Pilot, The (KGNC)
Sky Reporter (KXBY)
Sky Riders (KWK, KFH)
Sky Sketches (NBC)
Sky Trails (WAPO)
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 (KGBX)
Slim Gym Girl (KFRC)
Slim Jim and His Rough Riders (WDGY)
Slim Jim and the Vagabond Kid (WDGY)
Slim, Smoky and the Senator (KWTO)
Slips That Pass in the Mike (KGNC)
Slo 'n' Ezy (WFAA)
Slovak Songs (WJAY)
Slow and Sleepy (KNEL)
Slumber Boat (KOIN, WSB, KGVO)
Slumber Dreams (WBBC)
Slumber Hour (KGO-KPO, WDRC, KGLO, KGFJ)
Slumber Hour, The Kaffee Hag (NBC)
Slumber Music (NBC)
Slumber On (KDYL)
Slumber Song (CJCA)
Slumber Time (KHUB)
Slumberbuster Society (KRSC)
Slumberbusters (KOME)
Slumbertime (KFWB)
Slums Cost You Money (FTRD)
Smackout (NBC)
Small Hotel (WRNL)
Small Town Hotel (KFOX)
Smart Places for Smart People (WCOP)
Smart Set to Music (WHN)
Smart Shoppers Guide (KGDE)
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, Sunbrite (NBC)
Smile Philosopher, The (WVFW)
Smile Time (KANS)
Smile Tunes (WGPC)
Smilers, The (WFAA)
Smiles and Stretches (KLS)
Smilin' Artie (WDNC)
Smilin' Dan (KWBG)
Smilin' Jack (Mutual)*
Smilin' Jim—Rovin' Cowboy (KWTO)
Smilin' Rangers (WBTM)
Smilin' Serenade (WSUN)
Smilin' Through (CBW, KWSC, WESG)
Smilin' Thru (WJIM, CFAR, WMEX)

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Smilin' Valley Ranch (KMBC)
Smiling Cowboy, The (KBIX)
Smiling Hillbilly, The (WSPA)
Smiling Ray Saunders (KQV)
Smiling Thru (CFRN)
Smiling Twins (CBS)
Smith Brothers, Trade and Mark (NBC)
Smith Family (WMAQ)*
Smith Sisters (WIS)
Smithville Neighbors, The (KMA)
Smoke Dreams (CKX, KOL, WLW)
Smoke Rings (KSFO, WIL, KDKA, WIBA)
Smoke Rings, with Leonard Woollen (WIBA)
Smokey Joe for the Rodeo (KGNO)
Smoky and Poky (WRVA)
Smoky Mountain Boys (WNAX)
Smooth Sailing (WNAX, WIL, WSTP)
Smooth Swindlers (WCFL)
Smoothies, The (CBL, WLW)
Smuggler's Luck (WFAS)
Snappy Rhythms (CKCL)
Snapshots (KGO-KPO)
Snapshots in Rhythm and Sports (WWSW)
Snapshots of Rhythm (WWVA)
Sneak Pre-Views (WQAM)
Sneaks, The (KTUL)
Snoop and Peep (NBC)
Snoop and Sneak (KGW)*
Snooper, The (KOVC, KFAM)
Snooping on the Smiths (WGAR)
Snow Village Sketches (NBC)
Snow White Club (WHBF)
Snow White Parade (WRDW)
Snowball and Sunshine (CBS)
Snowbirds, The Frigidaire (KFVS)
So Goes the World (KJR)*
So the People May Know (WJBK)
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 (KGMB)
Soap Creek Corners (WWAE)*
Soapsuds (KDON)
Soap-Suds Serenaders (WTMJ)
Sob Ballads of the Gay Nineties (WGY)
Sob Chasers (WESG)
Sociable, The NBC (WENR)
Social and Civic Jottings (WLAW)
Social Calendar, The (WIBM, WOMT)
Social Calendar, This Week's (KGNF)
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 (KMPC)
Social Security for Women (WAVE)
Social Security Talk (WINS)
Social Service in a Changing World (NBC)
Social Shopper (WSYR)
Social Sidelights (KPDN)
Social Whirl, The (WBNS)
Society and Fashions (WLAC)
Society Column of the Air (WMFG, WBLK)
Society Editor (KHJ)
Society Editor of the Air (KTSA)
Society for Ethical Culture (WQXR)
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 (CTRM)
Sodbusters Old Time (CKCR)
Soft Lights and Sweet Music (WLNH, WAIR)
Soggy Jones (WKY)
Soggy Jones and His Ridgerunners (WKY)*
Soil Conservation Tips (WBT)
Soil Science (KFDY)
Sol's Sport Slant (WDAE)
Solay and His Violin (WJR)
Soldiers of Fortune (WBS)
Soliloque (CRCK)
Soliloquy (WHN, KGMB, WRUF)
Soliloquy and Organ—Varner Paulsen (WCOU)
Soliloquy in Song (KFH)
Solitude (WHBF)
Solos for Three (WNYC)
Solos in Swingtime (WHN)
Somebody's Birthday (WESG)
Somebody's Favorites of Yesterday (KRQA)
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 (CKWX)
Something New (KVOD)
Something of Everything (WCAM)
Something of Interest (KFVD)
Something Old and Something New (WOAI, WEBR)
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 (KFUO)
Somno Melodies (WBZ-A)
Sonata Program (WEAN)
Sonata Recital (KGO-KPO)
Sonata Recitals (WOR)
Sonatas in Jazz (WBRY)
Song, The (WTMV)
Song a Day (WKY)
Song-a-Day Songfellow, The (KFEL)
Song a Minute (WJR, WELL)
Song-A-Minute-Song-Test, The (WNBC)
Song Album (KGO-KPO)
Song and a Dance, A (WHB, 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 (CJOC)
Song Bag, The (KLZ)
Song Chest (WGES)
Song Contest (WINS)

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Song Contrasts (WESG)
Song Dramas (KLZ, WHN)
Song Dramatists (WDBO)
Song Fashioners (WMCA)
Song Fest, The WDAY (WDAY)
Song Festival, The (KRMC)
Song Fiesta, The (WFBC)
Song for Saturday (NBC)
Song for Today, A (WFAA)
Song Girl (WDRC)
Song Hit of the Day (KOIL)
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, WHB)
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 (KWTO)
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, WKBN)
Song Shop, The (WDBO, WJAY, WXYZ, KFBI, CKSO, WSAY)
Song Shop, Del's (WEEI)
Song Shop, Tod Russell's (CKOC)
Song Shopping (WBIG)
Song Siesta (KYOS)
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 Furriers' (WCOP)
Song Treasures (KOIL)
Song Varieties (WMCA)
Song Weavers (KTUL)
Song Weavers, Pray's (WEEI)
Songalogues (NBC)
Songbag, The (KFRO)
Songbird—Irene Forest (WKOK)
Songcopators (WHB)
Songfellow, The (KOA)
Songfellows, The (WHO)
Songfest (KVOD, WCLO)
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, WNBX)
Songs at Eventide (WBRB, KVOE, KMOX, KGW-KEX, WDBJ)
Songs at 14 (KTUL)
Songs at the Piano (WBZ-A)
Songs at Twilight (WCAE, WPEN, WLAC, WROL)
Songs Before the Noon Hour (WBRC)
Songs by Alberta (WAPI)
Songs by Bobbie O'Donnell (CHLT)
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 (WIBO, WWVA, WNOX, WWSW)
Songs for You (KGW-KEX, KSL, WBBM, WJMS)
Songs for Your Hearth and Fireside (KTRI)
Songs from the Shows (CKCK, CFAC, CHAB, KSL)
Songs From Yesterday (WNAX)
Songs in Drama (WHOM)
Songs in My Heart (WPAY)
Songs in Strings (WGRC)
Songs in the Night (WQAM, KFUO, KRLD)
Songs Moderne (KMPC)
Songs My Mother Sang (KDKA)
Songs My Mother Taught Me (WTMV, WGY)
Songs My Mother Used to Sing (CBS)
Songs New and Old (CFGP)
Songs of a Lifetime (WMAL)
Songs of All Flags (KHQ)
Songs of All Nations (WFBR)*
Songs of All of Us, The (WWVA)
Songs of Araby (CJRM)
Songs of By-Gone Days (CHAB)
Songs of Devotion (KFH)
Songs of Don Carlo, The (WOV)
Songs of Eventide (KGKO)
Songs of Hearth and Home (WMT)
Songs of Hill and Plain (NBC)
Songs of Home (WJBK)
Songs of Home Sweet Home (NBC)
Songs of Ireland (WDRC)
Songs of Israel (WMCA)
Songs of Long Ago (WCAX, WHEC, WDRC, KGVO)
Songs of Memory (NBC)
Songs of Old (KFPY)
Songs of Out of Doors (CBS)
Songs of Pioneers (KCRJ)
Songs of Prague (WGAR)
Songs of Romance (WCBS, NCBS, WDAF)
Songs of Russia (CBS)
Songs of Saddle and Sage (CJRM)
Songs of Swanee (WHBQ)
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 (CFCY)
Songs of the Islands (WRDW, KELA, WIND, WOR, WRUF)
Songs of the Maritimes (CFCY)
Songs of the Nations (KSUB)

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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, WMFF)
Songs of Yesterday and Today (KFYR)
Songs of Yesterday & Tomorrow (WIP)
Songs of Yesteryear (KALE, KCRJ, KGW-KEX, KIEM, 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 (WHBF)
Songs That Sweethearts Sing (WHKC)
Songs the Old Folks Knew (WCAZ)
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 Gowan (WTJS)
Songs with Val Morse (WTJS)
Songs Without Words (RRI, WGPC)
Songs You Forgot to Remember (KBST, KOIL)
Songs You Like (WESG)
Songs You Like to Hear (WHN)
Songs You Like to Remember (CFCY)
Songs You Love (WHBQ)
Songs You Love to Hear (WRUF)
Songs You Remember (WDBO)
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)
Sons o' Guns (WWVA)
Sons of the Lone Star (KGO)
Sons of the Pioneers (KFWB, KHSL, SR, KVOO)
Sons of the Prairie (KMOX)
Sons of the Saddle, The (KPDN)
Sons of the Sun (KRQA)
Sons of the West (KGNC, KRMC)
Sons of the Western Soil (KRLD)
Sooner Pepsters, The (KTOK)
Sooner Sweethearts (KVOO)
Sophie Tucker and Her Show (CBS)*
Sophisticated Harmonies (KMBC)
Sophisticated Ladies (WCAE)
Sophisticated Lady (CBS)
Sophisticated Swing (KDYL, WHIO, WCAZ, WDAF, WRUF)
Sophisticates, The (KGNC)
Sophisticates of Melody (KTUL)
Sophisticates Trio, The (WTJS)
Sophisto-Cats (WWJ)
Sophomore Selector, The (WQAM)
Sophomores, The (WFAA)
Sororitie Shop Syncopations (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, WHDL)
Soup's On! With Dinah Lee (WFAS)
Sourpuss Time (WBAL)
Sourwood Mountain (WJZ)*
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 (CJRM)
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, KGHI)
Southern String Ensemble (WBTM)

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Southern Symphonies (WCKY)
Southern Syncopated Minstrels (KTUL)
Southernaires (WENR)
Southernaires, Stamp's (WAPI)
Southerners, The (KTSA, WSFA)
Southland Echoes (WPTF)
Southland Melodies (WHB)
Southland Singers (WHBF, WJNO)
Southland Sketches (NBC)
Southland Soliloquy (WTJS)
Southlanders, The (WJAY)
Southwest on Review (KFYO)
Southwestern Artists' Hour (WFAA)
Southwestern Players (WMC)
Southwestern Serenaders (KOB)
Southwestern Stars (NBC)
Souvenir (CBS)
Souvenirs (WCBS, WWL, WWJ, WRAK, WSAU, KGO-KPO, WTOL)
Souvenirs from Shows (WJBO)
Souvenirs of Melody (WGY)
Souvenirs of Song (WJAY)
Souvenirs of Yesteryear (CHRC)
Spanish Cavalier, Emanuel Gonzales, The (KGNO)
Spanish Dreams (NBC)
Spanish Garden, In a (CBS)
Spanish Hour in the Spanish Tongue (KCRJ)
Spanish Idyls (NBC)
Spanish Newscast (KONO)
Spanish Relief (WINS)
Spanish Revue, El Chico (NBC)*
Spanish Rhythms (WDAE)
Spanish School and Theatre of the Air, The KOB (KOB)
Spanish Serenade (WIDW)
Spanish Serenades (KPDN)
Spanish String Ensemble (CBS)
Spanish Strings (WCCO)
Spanning the World (CBS)
Spare a Moment—Save a Life (KASA)
Spareribs (WLS)*
Sparklers (KGO-KPO, WIL)
Sparklets (KGO-KPO, WNOX)
Sparkling Melodies (CFCF, WAVE)
Sparkling Rhythms (KLS)
Spartan Quartet, The (WXYZ)
Spartan Spotlight (KDFN)
Spartan Triolians (NBC)
Speak Easy (WRJN)
Speakers' Forum of the Air (WQXR)
Speaking Her Mind (CBS)
Speaking of Charm (WAPI)
Speaking of Sports (KGW-KEX, KGA, WMIN, WSPR)
Spec and Etty (KFNF)
Special Agent 5 (WEAF)*
Special Delivery (NBC)
Special DX Programs (KFUO)
Special Edition, The Borden (NBC)
Special Request Program (KABR)
Specialties of the Air, The (KSD)
Spectacle of Life, The (CKCO)
Spectator, The (WCPO, WHKC)
Speech, Our (WRUF)
Speech Clinic, The (WIP)
Speech Improvement (WINS)
Speed Demon of the Ivories (WROL)
Speed, Incorporated (KOIN)
Speed Show, The Nash (CBS)
Spell It, Please! (KELO)
Spell Master, The (WBRY)
Spell-to-Win (WIBX)
Spell Your Name (WAIM)
Spelling Bee (KFVS, WHEB, WTNJ, CJCS, KUJ, KSFO, KVRS, KXRO, WICA, WJNO, WLS)
Spelling Bee, Dr. Harry Aiken's (WMCA)*
Spelling Bee, Engle's (WKOK)
Spelling Bee, The ABC (KCMO)
Spelling Bee, The Akron-Canton (WADC)
Spelling Bee, The Energine (NBC)
Spelling Bee, The King Cole (CHNS)
Spelling Bee, The KRMD (KRMD)
Spelling Bee, The KTFI (KTFI)
Spelling Bee, The Monarch (WDNC)
Spelling Bee, The WEAN (WEAN)
Spelling Bee, Ye Olde (WHP)
Spelling Bee of the Air (WJIM)
Spelling League, The (CKSO)
Spello (KIDW)
Spic and Span (WSAI)
Spice of Life (KDYL, KYOS, KGFF)
Spices of 1939 (WMBC)
Spindrift (KFWB)
Spirit of Athletics (WOW)
Spirit of the Pioneers (KVOR)
Spirits of Rhythm, Five (CBS)
Spiritual Fantasy (KGO-KPO)
Spiritual Interlude (WISN)
Split Seconds in History (KHJ)*
Spokane Sings (KFPY)
Spokane Streets (KGA)
Sponsor Speaks, The (KYOS)
Spoonerisms (KDKA)
Sport Chat, Arthur Morrison's (CJRC)
Sport Column of the Air (CBS)
Sport Express (WTAG)
Sport Headliners (KGO-KPO)
Sport Highlights (KDON, WSAU)
Sport Interviews (KGFJ)
Sport Mike (WHK)
Sport News and Reviews with Joe Myers (KOA)
Sport-o-Grams (WBZ-A)
Sport Page, The (WCBS)
Sport Page of the Air (KSFO, CKSO, KMOX, KOMA)
Sport Parade, The (WKY)
Sport Parade, The E & B (WWJ)
Sport Parade with Thornton Fisher, The Briggs (NBC)
Sport Review, Wheaties (KFXR)
Sport Salute (KFH)
Sport Scraps, Bill Stern's (NBC)
Sport Shorts (WAAF, WHP)
Sport Sketches (WCLO)
Sport Slants (KFWB)
Sport Sparks (WIL)
Sport Spotlight, The (WRR)
Sport Spots (WPAY)
Sport Trail, The (WCLE)
Sport Trail of the Air (WHBF)
Sport WAVE (WAVE)
Sportatorial (CFCT, KVOR)
Sportcast (WSAU, CFCO, KVSO)
Sportcast, The Kendall (WHAM)
Sportcaster (CKLN)
Sportcasts, Don Riley's (WBAL)
Sportcycle (CFAC)
Sportfolio (WTMJ)
Sporting Duchess (WINS)*

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Sporting Extra (WCAU, CKCK)
Sporting Horizon, The (KSD)
Sporting Life, Ed Place (WORL)
Sporting News (WOAI)
Sporting Review (KWSC, KGO-KPO)
Sporting Spotlite (KVOX)
Sportlights (WHBQ)
Sportlites (WMBC)
Sportography (CKGB)
Sportopics (KHUB)
Sportscope (WNEW)
Sportraits (WHAS, KQW)
Sports Across the Breakfast Table (KFAB)
Sports Alley of the Air (WINS)
Sports and News (WFAA)
Sports—Bill Brundige (WAVE)
Sports Brevities (WFLA)
Sports Briefs (WEAN, KTSM)
Sports Broadcast, Jay Wesley's (WEEI)
Sports Bullseyes (KHJ)
Sports by Bentley (KFOR)
Sports Chatter (WCBS)
Sports Checkup, Marvels' (WEEI)
Sports Column of the Air (WKBO)
Sports Commentator, KWKH (KWKH)
Sports Desk, The (WTCN)
Sports Detective (WMAL)
Sports Dramas (KGO-KPO)
Sports Edition (WJJD)
Sports Extra (WCAE)
Sports Facts (WCBA-WSAN)
Sports Fare, The WJW (WJW)
Sports Final Edition (WTMV)
Sports Flashes (WFDF, WFLA)
Sports Forum (KGO-KPO)
Sports Gossip (KWSC)
Sports Graphic (KPO)
Sports Highlights (CKCL, KOIL, KTSM)
Sports Huddle, The (WBBM)
Sports-I-View (WKRC)
Sports in the Spotlight (WVFW)
Sports in the Twin Ports (KDAL)
Sports Medley (WRR)
Sports News (KNEL)
Sports of All Sorts (WOWO-WGL, KFIZ, WBZ-A, WSAI)
Sports of Sorts and Opinions (WSNJ)
Sports of the Day (KABC)
Sports of the Week (WTCN, WTIC)
Sports of Today (WLBC)
Sports on Parade (WLW)
Sports Page of the Air (WDAF, WFAA, KCKN)
Sports Page of the Air, The WJW (WJW)
Sports Parade (WDAF, WGBI, WISN, WMFJ, WAAW, KTRI)
Sports Parade, The Pure Oil (WSB)*
Sports Parade, Ed Sims' (WMFJ)
Sports Personalities (KFPY)
Sports Question Box (WTCN)
Sports Question Box, George Higgins' (WTCN)
Sports Quiz, The (WHAI, WMCA, WSYR)
Sports Quiz, Dick Bray's (WSAI)
Sports Reel (KDYL)
Sports Reel, The Krueger (NBC)
Sports Rendezvous, Marvels' (WEEI)
Sports Resume (WMCA)
Sports Resume, Red Barber's (WSAI)
Sports Review (WDRC, KONO, KABR, WJAX, WJSV, WSAI, CFCF, KVOD, WLAC, WFAA, WHBB)
Sports Review, Fay Brown's (KFYR)
Sports Review, Frank Laux's (KMOX)
Sports Review—Perry Torbergson (KOL)
Sports Review, The Bozeman (KWKH)
Sports Review, The Kellogg (WDAE)
Sports Review, The KFXR (KFXR)
Sports Review, The Monmouth County (WBRB)
Sports Review, The S-B (WDBO)
Sports Review, The Tydol-Veedol (WEBC)
Sports Review, The WAPI (WAPI)
Sports Review with Bill Stern, Goodrich (WEAF)
Sports Revue (WDAF)
Sports Roller Coaster (WTMV)
Sports Round Table (WBBM)
Sports Round Table of the Air (WDAY)
Sports Roundup (KTUL, WIS, WHKC, WJW)
Sports Roundup, Al Warden's (KLO)
Sports Roundup, Fred Hoey's (WNAC)
Sports Situation at Noon, The (WSFA)
Sports Slants (WCAE)
Sports Slants, The Seven-Up (KNOW)
Sports Snapshotter, The (WREN)
Sports Spell-Down (WTMJ)
Sports Spotlight (WQDM)
Sports Sputter (KROC)
Sports Talk (WINS)
Sports Thru the Keyhole (KFYR)
Sports Trail, The (WMEX)
Sports Warmover (WTAR)
Sportscaster (WJAX, WEEI)
Sportshots (WTMV)
Sportshots, Jay Wesley's (WEEI)
Sportslants (CBS)
Sportsman, The (KMPC, WFBL, WPAY, WHBC)
Sportsman, Mid-South's (WMPS)
Sportsman's Club of the Air (WWJ)
Sportsman's Corner (KYA)
Sportsman's Hour (KTUL)
Sportsmen's Forum (WHP)
Sportsmen's Hour (KTUL)
Sportsmen's Special (WCCO)
Sportsmentator (WLLH)
Sportspot Topics (KGVO)
Sportviews (CFRB)
Spot Stories Off the Record (NBC)
Spotless Town Gazette, The (NBC)
Spotlight (KGO-KPO, KHO, CKTB, WLAC)
Spotlight, The WLW (WLW)
Spotlight and Baton (WELL)
Spotlight Memories (NBC)
Spotlight of Hartford (WTIC)
Spotlight on Sports (KANS)
Spotlight on the Stars (KELO)
Spotlight on Women (KSAL)
Spotlight on Youth (WINS)
Spotlight Parade (KSL, WRVA, CFCF, CHML)
Spotlight Program (CJCS)
Spotlight Review (WCAO)
Spotlight Revue (WFBR, WBZ-A, WHB, CFRB, KVOO, WCFL, WNAC, WOR)
Spotlight Twins (WHO)
Spotlight Varieties (WMCA)
Spotlighting NBC Artists (WMBH)
Spotlighting Sports (WHDL)
Spotlighting the News (WHAS)
Spotlighting the Sports (KVOA)
Spotlighting the Village (WRR)

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Spotlights in Literature and Drama (NBC)
Spotlite, The (KROC)
Spreading Rhythm Around (WATL)
Sprechen Sie Deutsch (WHDL)
Spring Bouquet (CBL)
Spring Capers (WTBO)
Spring Hill Bugle (KMTR)
Spring Rhythm (CBL)
Spring Sports (WINS)
Spring Training (WBBM)
Springfield, Your City (WMAS)
Springfield Hour of Music (WBZ-A)
Springtime (NBC)
Springtime and You (WFLA)
Springtime in Paris (KGO-KPO)
Springtime Jubilee (WLS)
Springtime Styles in Swingtime (WLBC)
Spy at Large, A (NBC)
Spy Secrets (NBC)
Spy Stories (WMCA)*
Spying on Sports (KTEM)
Squeezebox Serenade (WJW)
Squeeze Box Varieties, The (WOPI)
Squire, The (WDRC)
Squire Help-All (WJDX)
Squire's Spelling Bee, The (WHJB)
Squirrel Cage (KFWB)
Squirrel Dodgers (KFOR)
Squirrelesque Revue (KRKD)
Stable Swingsters (WGRC)
Stadium Stabs (WPAY)
Staff Frolic (WHB)
Staff on Parade (WDAY)
Stag Corner (WMMN)
Stag Line (WGR)
Stag Party (KLZ, KOL)
Stag Party, The Bayuk (NBC)
Stage and Screen (NBC)
Stage at Eve, The (WQXR)
Stage Door, The (CKCL)
Stage Is Set, The (KEHE)
Stairway of Dreams (WEBQ)
Stallin' for Time (WDWS)
Stamp Album (WWJ)
Stamp Club (WFIL)
Stamp Club, The—Capt. Tim Healey (WDRC)
Stamp Club of the Air, The Ivory (WBS)
Stamp Collector's Club (WIL)
Stamp Man, The (WBRB, WDAY, WDBO)
Stamp Romances (WOL)
Stamp Time (KGO-KPO)
Stamping Around with George Hester (WDNC)
Stamps Quartet (KRLD)
Stand-By (WHP)
Standard Briquettes (MWR)
Standard on Parade (KGO-KPO)
Standard School Broadcast (KGO-KPO)
Standard Symphony (KGO-KPO)
Standing Room Only (CJOR)
Stanford University (KGO-KPO)
Stanley Hickman Serenades (WBBM)
Star and Style Revue, The (WKY)
Star Band Revue (WTMV)
Star Books (KGO-KPO)
Star Dust (CKWX, KFAB, WRNL)
Star Dust Melodies of Baron Elliott (WJAS)
Star Finder (WNEW)
Star Gazer, The (WDAF)
Star Gazing (WIND, WNBF, WHBQ)
Star Gazing in Hollywood (WDRC)
Star Is Born, A (CFRN)
Star Musical (KGMB)
Star Reporter, The (WJSV)
Star Sportlite Revue (KFI)
Star Suite (WGAR)
Star Theatre, The Texaco (CBS)*
Starbeams (KWBG)
Stardust (WAAT, KFPY, KMOX, WCBS, WTMJ, WROK, KFAB, KOY, CKWX, WKBW, WPTF)
Stardust and Stuff (WFBR)
Stardust Matinee (WISN)
Stardust Melodies (KVI, WFBM, WGH)
Stardust Revue (WOR)
Stardust Serenade (WKRC, WGL)
Stardust Soliloquy (WSJS)
Stardust Trio (WJW)
Stark Mad (WIP)*
Starland Chateau (WTMJ)
Starlet Revue (KCKN)
Starlets (KDKA, CKMO)
Starlettes (WSPA)
Starlight and Moonglow (WMCA)
Starlight Melodies (KCMO, KFOR)
Starlight Review (KFVD)
Starlight Roof (KAWM)
Starlight Serenade (WHK)
Starlight Serenaders (KGO-KPO)
Starlight Symphony (KIRO)
Starlight Trail (WXYZ)
Starr Dust with Martin Starr (WMCA)
Starry Skies, The (CKY)
Stars and Classics (WHN)
Stars and Diamonds (WMC)
Stars and Fashions (KMBC)
Stars in the Making (WGAR, WPG)
Stars of All-Time (WTJS)
Stars of Broadway and Hollywood, The (NBC)
Stars of Rime and Rhythm (KAST)
Stars of Songland (WIL)
Stars of the Future (WLTH)
Stars of the Future, Mabel Horsey's (NYBS)
Stars of the Metropolitan (KSRO)
Stars of the Summer Night (NBC)
Stars of the Theatre (CJRC)
Stars of the West (KGO-KPO)
Stars of Today (WTMV, KGW, KEX, KDYL)
Stars of Today and Tomorrow (WMC)
Stars of Tomorrow (KHSL, WPHR, WMBC, KVI, KSD, KGW-KEX, WCKY, CFRB, KFVS, KOVC, KTAT, WCFL, WCLE, WDBJ, WGH, WKBN, WNOX, CKMO)
Stars of Yesteryear (KONO)
Stars on Parade (KGO-KPO)
Stars Over Broadway (CBS)*
Stars Sing, The (WIL)
Stars String Trio (WDAF)
Stars That Glitter (WFIL)
Start the Day Right (WPAY)
Starting the Day Right (WEVD)
State Capital News (WFAA)
State Capitol Visits (WHA)
State Employment Service (WNYC)*
State Farm Flashes (KFXD)
State League Dugouts (KFAB)
State of the Nation, The (NBC)
State Police Dramas (WHAM)*
State Secrets (WMRO)
Statesman of the Air (KSLM)
Statesmen Limited (WSAI)
Station IOU (WAAW, WGAR)
Station Master, The (KRNR)
Station N-U-T-S- (WHO)
Steamboat Calliope (WCCO)*
Steampship Radio (WMCA)
Stebbins Boys, The (NBC)

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Steel Pier Minstrels (CBS)
Stein and Schuper (WXYZ)
Stella Dallas (NBC)
Step Ahead with Dale (KRNT)
Step Ahead with Norman Ross, A (WMAQ)
Step-Brothers (WHO)
Step Lively (WSAU)
Stephen Carlysle in Tenor Melodies (WTJS)
Stephens College Presents (KFRU)
Stepmother (WBBM)*
Stepping Ahead with America (NBC)
Stepping Along (WCHS, WNAC)
Sterling Melodies (WDAE)
Sterling Young (CRS)
Stetson University on the Air (WDBO)
Stick to the Finish Club (KWK)
Stickney Stuffing Program (NBC)
Stickus Club (WPAY)
Stock and Market (WHBB)
Stock Company of the Air (WRJN, WSBT-WFAM)
Stock Exchange Talks (NBC)
Stock Market Edition (WOAI)
Stock Yards Round-Up, The (KOTN)
Stolen Moments (WCAE)
Stompin' at the Savoy (WWSW)
Stone of History (NBC)
Stop and Go (CKLW)
Stop and Go Rhythms (KGHI)
Stop and Listen (KGLO)
Stop! Look! Listen! (KFSD, KHQ)
Stop, Look and Listen (WSUN)
Stories Behind the Stamps —Capt. Tim Healy (Mutual)*
Stories by Camera (WMCA)
Stories by Poe (CJRC)
Stories Flowers Tell (WBBM)*
Stories from the Old Testament (KFUO)
Stories in Litigation (KVOD)
Stories in Melody (KONO)
Stories in Song (KOY, WAIR)
Stories in Sports (NBC)
Stories of Doctor Kate (KGO-KPO)
Stories of Famous Hymns (KGHI)
Stories of Living Great (CBS)
Stories of Music and Musicians for Young People (WHP)
Stories of the Black Chamber (WEAF)*
Stories of the Great Lakes (WGAR)
Stories of the Supernatural (KXBY)
Stork Express (WOWO)
Stork Report (WSBT-WFAM)
Story and Song (KFUO, KTUL, WKY)
Story and Song Hour (WHJB)
Story Behind the Claim, The (WBS)
Story Behind the Headlines (CBS)
Story Behind the Song (WHB, KFIZ, WOV)
Story Book Castle (KUOA)
Story Book Hour (KSAC)
Story Book House, Aunt Jane's (WHLS)
Story Book Lady (CBL, WSOC, WROL)
Story Book Lady from Maybe Land (WTMV)
Story-Book Princess, The (KOBH)
Story Briefs (WQXR)
Story Hour (KFUO)
Story Hour, John Martin's (NBC)
Story Hour, The Medal (WCBM)
Story Hour Lady (WCLO)
Story Hour with Libby (WOMI)
Story in a Song (WINS)
Story in Poetry (KNEL)
Story in Song (WBZ-A)
Story Lady, The (KFVS, WJAG, WOPI, KYW, WHJB, KFNF)
Story League Club (WJW)
Story Man, The (WHIO)
Story of a Minute (WEEI)
Story of a Song, The (WWVA, WJJD)
Story of a Thousand Dollars (CBS)
Story of Business (WENR)
Story of India (KECA)
Story of Industry (CBS)
Story of Invention (WKZO)
Story of Man, The (WHA)
Story of Man's Destiny (WAPI)
Story of Mary Marlin (NBC)
Story of Our Song (KSTP)*
Story of Southwestern (WMC)
Story of Swing (FTRD)
Story of Tennessee (WLAC)
Story of the Month, The (NBC)
Story of the Piano (WWJ)
Story of the Submarine (KGW)
Story of the Symphony (KMBC)
Story of Women's Names (NBC)
Story of Words, The (KRE)
Story Princess, The (WSBT-WFAM)
Story Singer, The (WOR)
Story-tell Lady (WORL)
Story Tell Lady, Cara Sprague (WORL)
Story Teller (KGO-KPO, KHJ, CHNS)
Story Tellers, The (KWSC)
Story Teller's House, The (WOR)
Story Telling Lady (KOMA, WHBB)
Story Telling Time (WSAL)
Story Time (WLW)
Story Time for Little Folks (WHA)
Storyland Lady (WTAD)
Stouthearted Men (WGAR)
Stowers Bulletin Board (KABC)
Stradivarius Series (WQXR)*
Stradivarius String Quartet (NBC)
Strains of the Waltz (WGH)
Strands of Beauty (WLW)
Strange As It Seems (KHJ)
Strange But True (WSGN, CKY)
Strange Cases (KGO-KPO)
Strange Facts (KOOS, KFUO)
Strange Facts, Davidson's (WHO)
Strange Interludes (WMBH)
Strange Interview (KGO-KPO)
Strange Michael Cannon (WSAI)
Strange News and Familiar Music (KTSM)
Strange Occupations (WLW)
Strange Places and Strange People—Annette Freeman (WORL)
Strange Truths (KCMO)
Stranger Than Fiction (KMBC)
Stratosphere Club, The (WHBC)
Straw Pushers, The (CHRC)
Stray Hollister (KLO)
Stream Line News (KFXD)
Stream Line Stylist (WTMV)
Streamline (CBL, WWSW, CBY, CKCK)
Streamline Five-Fifteen, The (WHJB)
Streamline Review (WMCA)*
Streamline Swing (KHJ)
Streamlined Book Reviews (WBRY)

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Streamlined English (WMCA)
Streamlined Headlines (KSFO, WJIM)
Streamlined Interviews (WLTH)
Streamlined Melodies (WCFL)
Streamlined News (WNEW)
Streamlined Operas (WGN)
Streamlined Revue (WMCA)
Streamlined Rhythm (KSAL)
Streamlined Rhythms (KFBB)
Streamlined Serenade (KVEC)
Streamliners (WIND, WSYR, WCCO)
Street Forum (WMCA)
Street Interviews (WHB)
Street Man, Striet man's (WRVA)
Street of Dreams (CBL, WSOC)
Street Politics (WMBC)
Street Reporter (KSLM, KRKO)
Street Reporter, The Harris-Goar (WIBW)
Street Reporter, The Howard (WMFG)
Street Reporter, Kay's (KFOX)
Street Reporters (KSLM)
Street Reporter's Daily News (WINS)
Street Scene (WEEI, WICC, WAPI)
Street Singer (CBS)
Street Snooper, The (KYOS, KALE)
Streets and Avenues (WHBQ, WGH, WDSU)
Strength on the Way (KFUO)
Stretchaway Club (WHB)
Strictly Feminine (WEBC, WJNO)
Strictly Masculine (WEBC, WMFG)
Strictly Off the Record (KSTP)
Strictly Personal (WSM)
Strictly Swing (WDRC)
Strike Up the Band! (CKNX, WCAU, CFRB, KPAB, WIBG)
Strikes and Spares (WTAR)
String Classics (WTIC, WQXR)
String Fantasy (WDBO)
String Moods (WMCA)
String Nocturne (KWK)
String Rhapsodies (KHJ)
String Rhythm (WHAM)
String Serenade (KGO-KPO, KGVO)
String Silhouettes (KRSC, WLW)
String Sinfonia (WOR)
String Soliloquies (CJRC)
String Song (KOL)
String Symphony, The NBC (NBC)
String Tease (KALB)
String Teasers (KTUL)
String Time (WSAZ)
Stringing Along (KVSO, WCLE)
Stringing Along with Emmett and Charlie (KIDO)
Strings and Bow (CFRN)
Strings and Bows (KGU)
Strings and Ivory (CHRC)
Strings and Reeds (WJIM)
Strings and Styles (KROY)
Strings and Woodwinds (WTAM)
Strings in A (KSRO)
Strings in Harmony (KVOO)
Strings in Swingtime (NBC)
Strings Moderne (WTBO)
Strings 'n' Things (WMAL)
Strings of Harmony (WPHR)
Strings of Swing (WESG)
Stringtime (KGO-KPO, KRKO)
Stringwhackers (KOOS)
Stringwood Ensemble (KGO-KPO)
Stroll On the Avenue (CBS)
Stroller, The (WHBF, WSAR, KFAM)
Strollers, The (WAPI, WNOX)
Strollers' Gossip (WGAR)
Stroller's Matinee (KDKA)
Strollers Quartet (KWK)
Strolling Down Lover's Lane (WHLS)
Strolling Guitarist (WJBL)
Strolling Minstrel, The (WTMJ, WHEC)
Strolling Minstrel of the West (WIS)
Strolling Musicians (WDBO)
Strolling Songsters (NBC)
Strolling Troubadour (WHAM)
Strummin' Time (WSYR)
Student Assembly (WOL)
Student at the Mike (WMBC)*
Student Author Story Hour (KSAC)
Student Chorus (KGB)
Student Churches (WILL)
Student Parade (CFRN)
Student Radio Club (WEAN)
Student Recital (WKBN)
Student Speaks, The (KMPC)
Student Stoogies (WGRC)
Student Takes the Mike (CBS)
Student's Chapel Devotion (KFUO)
Student's Christian Movement (CJRC)
Students Exam. (WKBO)
Students Radio Playhouse (KVI)
Studies and Sketches in Black and White (CKLW)
Studies in Art (KFRC)
Studies in Black and White (KFH, KELO, KORE)
Studies in Contrast, Ernie Fiorito's (WOR)
Studies in Rhythm (WMBO)
Studies with the Masters (WGY)
Studio A (WCAU)
Studio Baseball, KGKY's (KGKY)
Studio Candid Camera (WAPI)
Studio Cat, The (WBNX)
Studio Chatter (KGO-KPO)
Studio Dark Room (KEHE)
Studio Frolic (WSAY)
Studio Gang, The (KPLT)
Studio Gossip Behind the Mike (KPLT)
Studio Jamboree (WSVA, KELA, KFPY)
Studio Parade (KHQ)
Studio Party (WHAM, WMBC, KFYR, KGFJ, WDBJ)
Studio Party, Downey's (WABC)*
Studio Party, Sally's (WMCA)*
Studio Party at Sigmund Romberg's, Swift's (NBC)
Studio Presentations (CHNS)
Studio Program, The Imperial Oil (CHNS)
Studio Reporter, The (KFYR)
Studio Revue (WRGA)
Studio Schoolroom (KYOS)
Studio Sleuth (KGRC)
Studio Snapshots (KDYL)
Studio Spotlight, The WGY (WGY)
Studio Staff Variety Show (WHEC)
Studio Stars (WMBC)
Studio Strings (CKY)
Studio Trio, The (CKWX)
Studio Whispers (KFWB)*
Studio "Z" (KFSD)
Study in Black and White, A (WHAM, WEED, WMMN)
Study in Swing (KMTR)
Study of Early Man (NBC)
Stuff and Nonsense (NBC)
Stuffy's Sterling Stooges (KMOX)
Stump and Ticle (WDZ)

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Stump 'em Club (WHBQ)
Stump Jumpers, The (WFAA)
Stump Me (WSAU)
Stump Me Boys (WISN)
Stump the Artist (KROC)
Stumpus (WAVE)
Stumpus Boys (KDYL)
Stumpus Club (WAVE)
Style and Smile Leaders (WHB)
Style Casts (KTUL)
Style Commentator, Your (KGW-KEX)
Style Court (KYW)
Style Flashes (WFAM)
Style Garage (WGAR)
Style News, The Marnel (WDBO)
Style Notes (KGNC)
Style Reports (WSPA)
Style Review for Men (KEX)*
Style Revue (KGLU)
Style Salon (WTMV)
Style Shopping with Harriet St. Claire (KOH)
Style Show (KMTR, WCAZ)
Style Talks for Men (WLAC)
Stylecraft (WTCN)
Styled Music (WFDF)
Styled Varieties (WRJN)
Styles for Milady (WEAU)
Styles in Notes (WHBF)
Styles in Song (KIRO, WTJS)
Styles in Streamline (WEAU)
Styles in Strings (KGVO)
Styles in ¾ Time (CHAB)
Styles in Vocal Rhythms (NBC)
Stylist, The (WFAM, CJRC)
Stylists, The (WAAT)
Sub Debs (KTUL)
Submarine G-10 (NBC)
Suburban Sally (WCFL)*
Suburban Special (WESG)
Subway Boys (WPG)
Success Detective (WOKO)
Success Doctor (KRKD)
Success Stories (WMCA, NCBS)
Success Story (WBS)
Such Is Life (KFRC)
Such Is Wife (KMO)
Sucker School (WSAI)
Sue or Settle (WBNX)
Sue's Notebook (CJOR)
Sugar & Bunny (NBC)
Sugar Bowl, The Radio (WGN)
Sugar Cane, Songs and Impersonations (NBC)
Sugar Cane, Julius Grossman Shoes Present (NBC)
Sugar Music (KIUL)
Sugar 'n' Spice (WHK)
Suggestions, KOCA (KOCA)
Suicide Club (KNX)
Sully's Radio Spotlight (KWTO)
Sum Fun (KSO)
Summer Carnival of Popular Music, NBC (NBC)
Summer Cocktails (CBL)
Summer Concert, WLW (WLW)
Summer Days (CBS)
Summer Health Talks (WDRC)
Summer Night Revue (CFRB)
Summer Revels (WOR)
Summer Rhythm (KMOX)
Summer Scrapbook, The (WQAM)
Summer Serenade (CJCA)
Summer Serenade, Sol's (WDAE)
Summer Session (CBS)
Summer Shadows (WBZ-A)
Summer Sing (WLW)
Summer Syncopations (WGY)*
Summer Theatre (CBS)
Summer Theatre, The C.B.C. (CBL, CBY)
Summer Variety (WFAA)
Summertime Concerts (WLW)
Summertime Syncopations (WGY)
Sun Bonnet Sue (KFBI)
Sun Dial (WJSV, WAAW, WBEN, WIS)
Sun Dial Club (KMPC)
Sun Dial Program, The (WHIS)
Sun Dialers (WPAY)
Sun Flame Singer, The (MWR)
Sun Flame Singers (WEEI)
Sun Greeters Club (WBEN)
Sun Up (WHAM)
Sun Up Jamboree (WKRC)
Sun-Up Parade (WSYR)
Sunbeam Safety Hour (WMBH)
Sunbeams (KIDW)
Sunbirds, The (NBC)
Sunbonnet Girls, The (KMBC)
Sunburst of Song (KGO-KPO)
Sunday Afternoon Frolic (WEAU)
Sunday Afternoon Hodge Podge (KOY)
Sunday Afternoon Hymn Sing (KTHS)
Sunday Afternoon Musicale (KOA)
Sunday Afternoon Party (WIBX)
Sunday Afternoon Quiet Hour (WFTC)
Sunday Aft'noon Social (KVOO)
Sunday Afternoon Varieties (WPHR)
Sunday Afternoon Variety (WJAG)
Sunday at Eight (WHLB, WIND)
Sunday at Home (WHEC)
Sunday at Lazy X Ranch (WSIX)
Sunday at Seth Parker's (NBC)
Sunday at Seven (WTMV)
Sunday at Twilight (WISN)
Sunday Calendar (WCAP)
Sunday Call, The (WDRC)
Sunday Concert (KGO-KPO)
Sunday Concert Hall (CJOC)
Sunday Devotion (WSAU)
Sunday Drivers (NBC)
Sunday Drivers' Club (WMBD)
Sunday Evening at Nine (WHN)
Sunday Evening Concert (WDBO)
Sunday Evening Concerts, The Ford (CBS)
Sunday Evening Devotional Hour (KFUO)
Sunday Evening Hour (CBS)
Sunday Evening Hymns (KGCX)
Sunday Evening Meditations (WSBT)
Sunday Evening Newspaper of the Air (WLW)
Sunday Evening on Temple Square (KSL)
Sunday Evening Playhouse (KOL)
Sunday Evening Revue (WKBO)
Sunday Evening Song Time (WEBQ)
Sunday Evening Swing Session (KGFF)
Sunday Evening Theatre of the Air, The CJRC (CJRC)
Sunday Evenings at Seth Parker's (NBC)
Sunday Eye Opener (KHSL)
Sunday Feature, Florsheim's (NBC)
Sunday Forum (NBC)
Sunday Function (WAGM)
Sunday Grange Program (KFIO)
Sunday Hour, The (CJRC)
Sunday Hymn Sing Sundays (WWNC)
Sunday Journal Features (WSB)
Sunday Matinee (WSOC)
Sunday Matinee of the Air (CBS)
Sunday Meditations (WCAM)
Sunday Melodies (WESG)
Sunday Morning Breakfast Club (WISN)

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Sunday Morning Forecaster (WEAU, KTSM)
Sunday Morning Matinee (KFEQ)
Sunday Morning Meeting Time (WTJS)
Sunday Morning Melodies (WRUF)
Sunday Morning News Summary (WROL)
Sunday Morning Party (WJJD)
Sunday Morning Prelude (WEEI)
Sunday Morning Ramble (KGMB)
Sunday Morning Roundup (WBAL)
Sunday Morning Serenade (WHB)
Sunday Morning Swing Concert (WNEW)*
Sunday Morning Telephone Requests (CFRN)
Sunday Morning Worship Services (WCOL)
Sunday Musicale (KOL)
Sunday Newspaper of the Air (WCLO)
Sunday Night Forum (KFPY)
Sunday Night Free-For-All (CBS)
Sunday Night Frolic (WDAY)
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Sunday Night Party (WBBM)
Sunday Night Players (KGVO)
Sunday Night "Pop" Concert (WAAB)
Sunday Night Radio Concert (CKCH)
Sunday Night Theatre (NBC)
Sunday Night Varieties (CBS)
Sunday Outing (WFAA)
Sunday P. M. Party (CBS)
Sunday Ramble (WTBO)
Sunday Reverie (WAVE)
Sunday Salon Hour (KFPY)
Sunday Salute (WATL)
Sunday School Lesson (WIP, WFAA)
Sunday School of the Air (WDGY, WNBF, KGCV, KGFW)
Sunday Serenade (WAVE, WHLB, KOIL, KDAL, WMFO, KFWB, KWOC, WIP, WIBA)
Sunday Serenaders (WLBZ)
Sunday Sermon (WBAL)
Sunday Sermons (WBNX)
Sunday Siesta (KTUL)
Sunday Sinfonietta (WOV)
Sunday Song Festival (WFBC)
Sunday Song Quiz (WTIC)*
Sunday Song Service (WTMV)
Sunday Songsters (WISN, WFMD)
Sunday Souvenirs (WQDM, WHP)
Sunday Special (WXYZ)
Sunday Special, The Sperry (KGO-KPO)
Sunday Sunshine (WBBM)
Sunday Sunshine Hour (KELA)
Sunday Supplement (WHN)
Sunday Surprise (WFMD)
Sunday Swing Concert (WNEW)
Sunday Swing Serenade (KVOR)
Sunday Swing Session (WJBO, WJIM)
Sunday Symphonette (WGY)
Sunday Symphony (WWSW, WCBS)
Sunday Symphony Concert Orchestra, The NBC (NBC)
Sunday Syncopation (WESG)
Sunday Talent Roundup (KONO)
Sunday Variety Show (WSGN)
Sunday Vespers (WOPI)
Sunday Visitor (WSAI)
Sundial, The (WPHR)
Sundial Bonnie Laddies (NBC)
Sundial Serenade (WHB)
Sundown Melodies (KOY)
Sundown Plantation (WIBW)
Sundown Revue (WBOW, WCSC)
Sundown Serenade (KFPY, CKCL, WJNO, WHB, WKRC)
Sunflowers (KSAC)
Sungold Time (WBRC)
Sunkist Melodies (KHJ)
Sunkist Time (WBS, WEEI)
Sunlite Kitchen (WKZO)
Sunny & Daddy Read the Funnies (KVRS)
Sunny Boy Club (CFCY)
Sunny Jim Dandies (WDAF)
Sunny Jim's Radio Pals (WJAS)
Sunny Melodies (CBS)
Sunny Minstrel (WDEL)
Sunny Sam (WCFL)
Sunny Side, The (WRUF)
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Sunny Singers, The (WXYZ)
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Sunny South Minstrel Days (WSM)
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Sunnytime (KWK)
Sunrise and Music (WBBC)
Sunrise Breakfast Club (WXYZ)
Sunrise Club (KVI)
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Sunrise Edition (WNAX)
Sunrise Express (KOL)
Sunrise Frolic (WJJD)
Sunrise Frolics (WAPI, WDNC)
Sunrise Hill-Billies (WRNL)
Sunrise Hour (KOY, WAPI)
Sunrise Jamboree (KYSM, KABC)
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Sunrise Music Hour (WAAW, KFNF)
Sunrise Musicale (WACO)
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Sunrise on the Bar-X (KGDE)
Sunrise Program (CKWX)
Sunrise Revue (WKY)
Sunrise Roundup (KFRU, WHO)
Sunrise Round-Up of the Chore Gang (WHO)
Sunrise Salute (WEMP, KNX, KSFO, WGH)
Sunrise Serenade (CKCK, KTUL, KSOO, WSYR, KVOO, CHAB)
Sunrise Serenaders (KGO, KPO, WBZ-A)
Sunrise Service (KSEI)
Sunrise Session (WTRC)
Sunrise Show (WHB)
Sunrise Special (WNAC, WPAY)
Sunrise Yodeller (CFRN)
Sunset Corners Frolic (WHO)
Sunset Corners Minstrels (WHO)
Sunset Corners Opry (WHO)
Sunset Cruise (WEMP)
Sunset Dreams (NBC)
Sunset Edition (WNAX)
Sunset Express (WCLO)
Sunset Islanders (WMBH)
Sunset Melodies (KGO, KPO, KHSL, WJBY)
Sunset News Theatre of the Air, The (WHIS)
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Sunset Revue (WSAY)
Sunset Serenade (KMOX, WFTC, WOWO-WGL, WIBC)
Sunset Serenaders (WJR)
Sunset Service (KFUO)
Sunset Sketches (WOKO)
Sunset Soliloquy (KALB, WDNC)
Sunset Trail Riders (KGFJ)

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Sunshine and Hymns (KFNF)
Sunshine and Music (WSPA)
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Sunshine Circle (NBC)
Sunshine Club (WPTF, KYA)
Sunshine Club for Shut-Ins (WFTC, WBIG)
Sunshine Corner (CFRB)
Sunshine Dinnertime (KYSM)
Sunshine Dramatized News (WNAC)
Sunshine Express (KTUL)
Sunshine for Shut-Ins (WHEB, KSRO)
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Sunshine Hour (KGDE, WAGM, WSAL, WRVA, KFVD, WBOW, WFLA, WBRC, KGVO, KFBI, WMAQ, WENR, KFYR, WGES, WINS, KFRU, KGLU)
Sunshine Hours (KTHS, WSIX)
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Sunshine in Song (WQAM)
Sunshine Joyride (WMCA)
Sunshine Kiddies (KGGF)
Sunshine Lady (KDFN, KFNF)
Sunshine Man, The (KTUL)
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Sunshine Minstrels (KFVS)
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Sunshine of Life (KVGB)
Sunshine Period (WGAL)*
Sunshine Program, The Bond Bread (NBC)
Sunshine Reflections (WSM)
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Sunshine Service (KFXM)
Sunshine Special (KVOA, KPQ, KGGM)
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Sunshowers (WHBQ)
Super Special Supper Swing Session (KFRO)
Super Store Session (WBRC)
Superior Fun-Fare (KFAC)
Supper Club (WHN, WOPI)
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Supper Hour Serenade (CJRC)
Supper Serenade (WMTM, WLW)
Supper Sketches (KOVC)
Supper Snatches (CJCA)
Suppertime Frolic (WJJD)
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Surf Riders (KGGC)
Surprise (WDNC)
Surprise Box (WWL)
Surprise Limited (WPG)
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Surprise Packet, The (CJRC)
Surprise Party (KFVS, WAVE)
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Susan Agar Chatelaine of the Air (CFRN)
Susan Smart, Girl About Town (KVOR)
Susie, The Kitchen Cynic (WCCO)
Susie, The Swapper (KGNF)
Susie & Jake (WCBA-WSAN)
Suwanee Serenade (WRUF)
Suzanna at the Piano (KIUL)
Swanee Cowboys (KTRB)
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Swanee Serenade (KYOS)
Swap-Club, Borden's (KGNC)
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Swazey Corners (WRJN)
Sweepstakes, The WJJD (WJJD)
Sweet Adeline (WLW)
Sweet Alice (WBBM)
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Sweet and Lovely (WIP, WMFD)
Sweet and Low (KLO)
Sweet & Low Down (NBC)
Sweet and Low Music (WCLE, WHK)
Sweet and Slow (CJOC, WKOK, WAAF, CJRC)
Sweet and Swing (CJCA, KMTR, CHSJ, KSFO)
Sweet and Swing Serenade (WHBC)
Sweet Melodies (KMOX)
Sweet Melodies Old and New (KSUB)
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Sweet 'n' Hot (CKCL)
Sweet or Swing (CHAB, KPDN)
Sweet Serenade (KGDM)
Sweet Shop Revue (WHO)
Sweet Song Styles (KGFF)
Sweet Songs of Long Ago (CFAC)
Sweet Springtime (KTSA)
Sweet Strings (KMBC, WDEL)
Sweet Sue (KROY)
Sweet Swing (KGVO, KMBC)
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Sweeten Swing (KFI)
Sweetest Love Songs (NBC)
Sweetest Voice on the Air, The (WBRC)
Sweetheart by Remote Control (KNOW)
Sweetheart Days (KYA)
Sweetheart Hour (WDAF)
Sweetheart of the Air and the Merry Makers, Maine's (WCSH)
Sweetheart of the Air-Lanes (WDOD)
Sweetheart Pair (WCCO)
Sweetheart Program (NBC)
Sweetheart Rhumbas, William Scotti's (NBC)
Sweetheart Serenade (KTAT, WEW)
Sweetheart Theatre, The (WEAF)
Sweetheart Time (KTUL)
Sweethearts (CBS)
Sweethearts Forever (KHQ)
Sweethearts of Melody (KOA)
Sweethearts of Song (KANS)
Sweethearts of the Air (WHP)
Sweethearts on Parade (WHB, WICA)
Sweethearts on the Air (NBC)
Sweetness (WHB)
Sweets to the Sweet (KTRI)
Swing Album (WFAM, WSGN)
Swing Along (WGAR)
Swing-a-Long (WQAM)
Swing and Sing (WNOX)
Swing and Stuff (WAVE)
Swing and Sway (WEW)
Swing and the Classics in Reverse (WSJS)
Swing Around the Town, The WBBM (WBBM)
Swing Around the World, A (KRBC)

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Swing At It (WMEX)
Swing Blues (WMCA)
Swing Chums (WAPI)
Swing Classic (CFJC)
Swing Classics (WIND)
Swing Club, The (WIBC, WJBK, WMBS)
Swing Club, The WHLS (WHLS)
Swing Club, The WRVA (WRVA)
Swing Club, The WSGN (WSGN)
Swing Concert (KMTR)
Swing Doctor and His Musical Clinic, The (WORL)
Swing Fancies (WVFW)
Swing Fever (WGRC)
Swing Fiesta (WHB)
Swing for Sale—Ned French (WORL)
Swing for the Smart Set (WWVA)
Swing For Your Supper Music (WBRY)
Swing Four (KFPY)
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 Sway (WEED)
Swing Is in the Air (WATL)
Swing Is the Thing (KNOW)
Swing It! (KMTR, WSGN, WHIS)
Swing Jamboree (WSGN, CJRC)
Swing Kings (WKY)
Swing Low (WHAS)
Swing Matinee (CKTB, WFBL)
Swing Miniatures (WCPO)
Swing Mr. Sarli (KWK)
Swing Mixture (KALE)
Swing Moderne (WFAA)
Swing 'n' Stuff (KDYL, WAAT, WDGY)
Swing of It, The (CJRC)
Swing Parade, The (WLAC)
Swing Patrol (NBC)
Swing Quartet (WOWO)
Swing Rhythm Time (WCAX)
Swing Sanitarium (WMT)
Swing Scrap Book (WTEL)
Swing Serenade (WBZ-WBZA, WIL, WAIM, WAVE, KRMD)
Swing Session (WMC, WAAW, KRE, WSGN, CHSJ, CKCW, KSFO, WRUF)
Swing Session, LaFrano (KDB)
Swing Session, The WGRC (WGRC)
Swing Session Is Called, The (KFXR)
Swing Sextet (WIL)
Swing Sextette (WIL)
Swing Shop, The (KGVO)
Swing-Sing (CBL, CBY)
Swing Sisters, The (WTAG)
Swing Soiree (NBC)
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)
Swing Symphony (WAPI)
Swing Symphony Swing (WHN)
Swing Tempo on a Heaven Harp (WMMN)
Swing Time (KGHF, KTOK, WCFL, WDAS, WHP, WIL, WRJN, KIUL, KFXD, WOW, WWVA, KFXJ, WDGY, WNBX)
Swing Time, The Chakers Theatre (WHIO)
Swing Time and Smooth Music (WLNH)
Swing Time & Waltz Time (WMCA)
Swing Time at Goldman's (WDAF)
Swing Time Lane (WGTM)
Swing Time Tunes (KTUL)
Swing to Chiclets (WJZ)
Swing Tunes (KROY)
Swing Unlimited (CBL)
Swing vs. Sweet (WDEV)
Swing with Carter (WGRC)
Swing with the Girl Friend (KMA)
Swing with the Strings (WCCO)
Swing Your Partner (WBS)
Swinga Majigs (KONO)
Swingapators, The (WBT)
Swingbillies, The (KTOK, WPTF, KFAM)
Swingbillies, Mack's (WMAS)
Swingcopation (KFOR)
Swingcopators (WIL, WBT, CBW, KOIN, KWTO)
Swingeroo (WRVA)
Swingeroo'ers, The (WHBQ)
Swingin' Down the Lane (WCOP, WFAA)
Swingin' in Song (KYOS)
Swingin' on Down (WATR)
Swingin' on Sunday (WIBG)
Swingin' on Time (WCBD)
Swinging (WAAT)
Swinging a New Song (WTMJ)
Swinging Along (CBS)
Swinging Down the Airlanes (WTAL, WSB)
Swinging Down the Lane (WTMJ)
Swinging on the Down Beat, with the 5 Notes (WMAS)
Swinging Out (WAVE)
Swinging Strings (WSJS, KTBS)
Swinging Through America (NBC)
Swinging with Fielder (KONO)
Swingmasters, The (WCFL)
Swingology (WWJ)
Swingology Club (KFAM)
Swingopaters (KWK)
Swingoutsters, The (KWTO)
Swingphonette (WFDF)
Swingphonic Hour (KXBY)
Swing's the Thing (IBS)
Swingsters, The (KFPW, WQAM, WTAG, CJCA, WJAY, CJRC, WSYR)
Swingsters, The New Orleans (WAVE)
Swingsters, Smyks' (WKOK)
Swingsters Frolics, The (KTOK)
Swingtette, The (CKSO, KSFO)
Swingtime (KALB, KWTN)
Swingtime Charlie (WRAK)
Swingtime Court (WEBR)
Swingtime in Dixie (WATL)
Swingtime in the Ozarks (KWOC)
Swingtime in the Rockies (KVOR, KGU)
Swingtime on Skates (WSAI)
Swingtime Serenade (CHML, WKOK)
Swingtime Siesta (KOBH)
Swingtime Trio (WBZ-WBZA)
Swingtimers, The (KFVS)
Swiss Yodelers, The (KMBC)
Switch to Better Living (KOB)
Sycamore Street (KGB, KHJ)
Sylvan Trio (NBC)
Sylvania Foresters (NBC)
Sylvester Midnight Program (KFUO)
Sylvia (MWR)
Symphoneers, The (KMOX)

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Symphonetta (KTUL)
Symphonette (CFRN, WGN, WGAR, CKAC)
Symphonettes (KGO-KPO)
Symphonic Band (WCAM)
Symphonic Dramas (FTRD)
Symphonic Echoes (WJJD)
Symphonic Half Hour (WRUF)
Symphonic Hour, The (WAAF, WQXR, WBIL)
Symphonic Hour, Your (WBTM)
Symphonic Interlude (CBS)
Symphonic Jam (WGBI)
Symphonic Matinee (WORL)
Symphonic Moderne (NBC)
Symphonic Mood (CFCH)
Symphonic Moods (WBIL, WOV)
Symphonic Novelties (WOV)
Symphonic Preview (KRNT)
Symphonic Serenade (WSPA, CJLS)
Symphonic Sketches (CBL)
Symphonic Strings (WOR)
Symphonic Swing (WRUF)
Symphonic Tone-Poems (WKOK)
Symphonic Variations (WTAM)
Symphonic Varieties (WKOK)
Symphonie, La (CJBR)
Symphonies and Songs (WESG)
Symphonies of Style (WNBX)
Symphonies of the Stars (KMPC)
Symphony Chats (WSYR)
Symphony Concerts (NBC)
Symphony Hall (KLZ, WRUF, KRSC, WFAS)
Symphony in Jazz (WMEX)
Symphony in Song (CJCA)
Symphony in Style (WHN)
Symphony of Life (WSB)
Symphony of the Stars (KMPC)
Symphony Orchestra, The NBC (NBC)
Symposium on Wax (KMTR)
Symposium Opinion (KUJ)
Symposiums (NBC)
Synagogue Melodies (WEVD)*
Syncopated Brevities (CBL, CBY)
Syncopated Riddles (KMO, KXRO)
Syncopated Silhouettes (CBS)
Syncopated Sparklers (WEMP)
Syncopating Sentries (WIL)
Syncopation for the Nation (WTAG)
Syncopation Piece (KMOX)
Syncopators (WOW)
Syncothots (KGO-KPO)
Synonym Derby (WSYR)
Syracuse Variety Hour (CBS)
Syracuse Voices (WFBL)
Syrup Symphonies (CFCF)

T

T. N. T. (Tunes-Novel-Tempting) (KYOS)
T. N. T. Reviews (WLBC)
TVA Express (WMSD)
Tabernacle of the Air (CJRC)
Tabernacle Hour (WBIG)
Table for Six (KIRO)
Table for Two (WBS)
Table King Coffee Club (WEBC)
Table Talk (WTMJ)
Table Talks (KTUL)
Tables Turn, The (WATR)
Tablets of Stone (WBAL)
Tabloid, The KTAT (KTAT)
Tabloid Theatre of the Air (WEBC)*
Tabloid Time (KANS)
Tadpole and Molly (KGER)
Tailor-Made Radio Guide, The (WJBC)
Tailors' Convention, The (WBNX)
Tailwaggers Club (NBC)
Take a Number (KIDW)
Take It or Leave It (WADC)
Take the Air (KFWB)
Take Time to Be Holy (KRE)
Take Time to Be Holy Hour (KFVD)
Take Your Pick (KLPM)
Takes the Mike, Johnson C. Smith University (WBT)
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 (WMC)
Talent in Review (WSAY)
Talent on Tap (WBAL)*
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 (WCFL)
Talent Try-Outs (WQAM)
Talented Musicians (WIRE)
Tales and Details (KGB)
Tales at Twilight (CJOR)
Tales from an Antique Shop (KFRC)
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)

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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 (KXBY, WAPO)
Tales of the Titans (NBC)
Tales of the Tuna Clippers (KGB)
Talk About Books (WOR)
Talk It Over (KFUO)
Talk of the Industry (WHN)
Talk of the Town (KIDW, KRE, KROY, WFLA, WAPI. WTAR, 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 (WMIN)
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 (KMBC)
Tangled Lives (KSTP)
Tango Cabaret (WOV)
Tango Fantasies (WTJS)
Tango Serenade, Don Michael's (KONO)
Tango Talks, The (KYOS)
Tango Tempo (WFBC)
Tango Time (WISN, KLO, KONO, WAVE, KVOL, KGVO, KABC, WHK, WJAG)
Tank Town Follies (KARK)
Tantalizing Tempters (KFXR)
Tantalizing Tunes (KLPM)
Tap Dance Review (KFIO)
Tapestries of Life (WGBI)
Tapestry of Melody (NBC)
Tapestry of Moods (WWNC)
Tapping Toes (WJAY)
Tar Heel Folks (WEED)
Tar Heel Tales (WPTF)
Tarzan (RRI)
Tarzan of the Apes (WOR)*
Tasty Krust Boys (KFBI)
Tate's Cowboy (KGHI)
Taters and Mule (NBC)
Tattered Man (NBC)
Tattler, The (KMBC)
Tattler Sports Review, The (KMBC)
Taubman's Men's Bible Class (KGER)
Tavern in the Town (WHO)
Tavern of Tunes (WHBQ)
Tavern Tunes (WRUF)
Tax Problems, Your (WAVE)
Tax Talk (WINS)
Taxation in Wisconsin (WHA)
Taxi (JVG)
Taxicab Night Club of the Air (WCKY)
Taximeter Listens (WCAU, WHN)
Taxitunes (WCAU)
Taylor and Kahn (KRKD)
Taylor Made Revue (WCAU)
Tea and Crumpets (WHO)
Tea at the Ritz (CBS)
Tea Chat (KGO-KPO)
Teacup Philospoher, The (KFRC)
Teacup Tunes (KGO-KPO)
Tea Dance (WAVE)
Tea Dance Music (WOR)
Tea Dansant (KGO-KPO, WCFL)
Tea Dansante (KGW-KEX)
Tea for Two (KABC)
Tea in Studio 2 (KSPO)
Tea on the Terrace (CJOC)
Tea Party, The Boston Edison (WEEI)
Tea Room Trio (WPHR)
Tea Table Tete-a-Tete (CBS)
Tea Time (WRGA, WRUF, WNOX)
Tea Time, The California (KSFO)
Tea Time at Morrell's NBC)
Tea Time Dance Tunes (WEED)
Tea Time Dansante (WRJN)
Tea Time Jamboree (KFH)
Tea-Time Melodies (KPDN, WJR, WHAM)
Tea Time Serenaders (WBZ-A)
Tea Time Tabloid (WCBS)
Tea Time Topics (WQAM, WPG, CFRB)
Teatime Troubadours (CBS)
Tea Time Tunes (CJAT, CKY, KTOK, WDAS, WDAY, WTMV, KFYO, WJBY, CJCA, WPHR, KGVO, WHDL, WFIL, WHB, WKBO, WLOK, WVFW)
Tea Time Tunes from Our Turntable Terrace (WCAX)
Tea Time with Nancy Grey (WTMJ)
Tea Timers (KGO-KPO, WEED)
Teachers College on the Air (KFVS)
Teachers Holiday (KGO-KPO)
Teaching the Teachers (WJBK)
Team Mates (KGO-KPO)
Tear It Down (KONO)
Tech Tattler (KFYO)
Ted and Bobby (KMMJ)
Ted and His Gang (WNAC)
Ted Bateman at the Piano (WCHV)
Ted Brown at the Console (KONO)
Ted Fio-Rito (CBS)
Ted Hiron's Sportscast (WFLA)
Ted Hiron's Sports Parade (WFLA)
Ted's Newspaper Adventures (KCMO)
Teddy Lane of the Air Lanes (WJAS)
Tee-Off (KOL)
Teen Age Follies (WJBK)*
Teen Time Tunes (KOBH)
Teeny, Tiny and Tack (WIS)
Tek Music (NBC)
Telatunes Requests (KSD)
Telechats (WTMV)
Telegram Topics (WESG)
Telephone Quiz (KFWB, KSAN)
Telephone Reporter, The (WRVA)
Telephone Troubadours (WAAT)
Telephone Tunes (WATR)
Telequiz (KROY)
Tele-Talks (KYOS)
Tele-Topics (KYOS)
Television Flashes (KXBY)
Tell Me a Story (WFAS)

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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 (KHSL)
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 (KORE)
Tempo for Youth (KEX)
Tempo of Today (CJCA)
Tempo Tempest (KYOS)
Tempo Time and More Time (WLAW)
Tempo Trio (CKBI)
Tempos at Ten (WAIR)
Tempos Tea Timers (WBZ-A)
Tempter Detective (WDAF)
Tempters Three, The (KTOK)
Ten Best Sellers (WHN)
Ten Commandments (WOV)
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-Twent-Thirt (NBC)
Ten-Types of Melody (KFAM)
Ten Wise Guys, The (KABC)
Ten Years Ago Today (WHP)
Tena 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)
Tenpin Tattler, The (WCFL)
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)
Terse Tales (KFUO)
Test of Time (WSGN)
Testimony Broadcast (WTMV)
Tex and Ginger (KQV)
Tex & Tony (KGNO)
Tex Owens (KMBC)
Tex Terie (WSBT-WFAM)
Texans (WHEB, WOAI)
Texans, Doc Schneider's (WGY)*
Texas Broncho Buster (WPHR)
Texas Buckaroos, the (KGKL)
Texas Cowboy, The (WDRC)
Texas Cowgirls (KGKO)
Texas Dates and Places (KTSA)
Texas Drifters (KFXR)
Texas Entertains (KTAT)
Texas Farm & Home Program (WFAA)
Texas Fire-Chief (CBS)
Texas History Sketches (WOAI)
Texas Kid, The (KFYO)
Texas Outlaws (KGFL)
Texas Plainsman, The (WTJS)
Texas Play Boys (WEXL)
Texas Ramblers (WOAI, KGFJ)
Texas Rangers, The (KMBC)
Texas Roundup (WJW)
Texas Toby (KVGB)
Texas Treasures (WOAI)
Texas Viewpoints (KGKO)
Texas Weekly, The (WOAI)
Texas Wonders (KVOL)
Texcomo Forum (KLUP)
Thanks for the Memory (KOIN)
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 (WCLO)
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)
Theat-aire, The WHBF (WHBF)
Theatre Brightlights (KROC)
Theatre Calendar (WRJN)
Theatre Calendar of the Air (WNOX)
Theatre Chez Soi (CKCV)
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, KGFJ)
Theatre Guide, Winnipeg's (CJRC)
Theatre Guild (WINS)
Theatre Guild Mystery Plays (WJNO)
Theatre Matinee (CBS)
Theatre of Music (KGMB)
Theatre of Romance, The Luxor (WMAQ)*
Theatre of the Air (KTUL, WBAL)
Theatre of the Air, The Federal (KRKD)
Theatre of the Air, The WFLA (WFLA)
Theatre of the Air, WSOC (WSOC)
Theatre of Today (CBS)
Theatre of Youth (KPPC)
Theatre Players, The Baker (KOIN)
Theatre Presents, The (WEAF)*
Theatre Preview (CJOC)
Theatre Programs (NBC)
Theatre Review, The (WRR)
Theatre Revue (CFCJ)
Theatre Row (WOL)
Theatre Spotlight (CJRC, KOIL)
Theatre Swing Party (WAIM)

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Theatre Time (CFCF, WRDW)
Theatrical Echoes (KGVO)
Theatrical Revue (KOL)
Theatrical Scrapbook (NBC)
Their Greatest Stories (FTRD, KFWB)
Their Majesties, The Babies (KGAR, WDZ)
Theme and a Song, A (CJRC)
Theme of Love, The (WFBR)
Theme of Your Dreams, The (WSNJ)
Then and Now (WJAX)
There Are Smiles (KGAR, WDZ)
There Ought to be a Law (Mutual)*
There Was a Time (CJRC)
There Was a Woman (NBC)
Theremin Ether Wave Music, RCA (NBC)
There's a Law Against It (FTRD)
There's Something in the Air (WKZO)
These Are Our Neighbors (UP)
These—Our Children (KGW-KEX)
These Plains of Ours (CJRM)
These Valiant (WJJD)
They All Sang (CFRB)
They Build a City (KMOX)
They Live Again (WNEW)
They Made Headline (UP)
They Said It Today (WLBC)
They Who Dare (WHEB)
They're Off (WHN)
They're Saying in England (NBC)
Thieves of Bad Gags (KMBC)
Thigpen Family (WOAI)
Thimble Revue (WAVE)
Things and Stuff (WKOK)
Things I Shouldn't Tell (NBC)
Things Might Have Been Different, If— (KFRC)
Things That Happen, Good and Otherwise (WHEB)
Things to Come (CJOC)
Things Worthwhile (KPMC)
Think Fast (KTBS)
Think It Over (WTJS)
Think of the Litt Duffers (WDEV)
Thinking Aloud (WSPA)
Thinking Club, The (WMCA)*
Thinking Fellow, The (WCBS)
Thinking It Over (WOL)
Thirteen Moon (WHAM)
1370 Club, The (WDAS, WCBM, WBTM)
Thirteen Strings (KIUP)
Thirteen Tenners (WROL)
13th Hour, The (WHBQ)
30 and 73 (WLBC)
Thirty Below (KGB)
Thirty Fingers (WWVA)
35,000 Days in Texas (WFAA)
Thirty Minute Men (CBS)
Thirty-Minute Shelf (KFI)
30 Minutes in Hollywood (KHJ)
Thirty Minutes of Music (KIRO)
30 Minutes to Go (KSO)
Thirty Minutes with Hank (WGBI)
30 Minutes with the Classics (KGAR)
30 Musical Moments (WBZ-A)
This Afternoon's Headlines (WSJS)
This Age of Rhythm (WIND)
This and That (WHBB, KOIN, WCMI, KDB, WQAM, WJIM, KYOS, KFXR, CFCO, KGU, KGVO, WHJB, WRGA, KPQ, WNBZ)
This Business of Homemaking (KJBS)
This Business of Music (WBNX)
This Curious World (WJJD)
This Day Is Ours (CBS)
This English (CBL, CBY)
This Evening's Guest (WTCN)
This Exciting World (WEBR)
This Farming Business (WLS)
This Is America (WJBK)
This Is It (WGAR)
This Is My Story (WJR)
This Is New York (CBS)
This Is Our Age (KONO)
This Is Radio (NBC)*
This Is Your Program (CBS)
This Life We Live (KFJB)
This Living World (CBS)
This Mad World (WHN)*
This Modern World (WNAX)
This Morning in Sports (WSFA)
This New York Town (CBS)
This Rhythmic Age (KTUL, NCBS)
This Screwball World (CJOR)
This, That, and the Other (WHEB)
This Thing Called Swing (WCAU)
This Thing Success (KFOR)
This Town of Ours (CBS)
This Was News (FTRD)
This Way to Beauty (WEEI)
This Week and Next (CJCA)
This Week in History (KFAC, CJOR)
This Week in Nature (WESG)
This Week in New Haven (WELI)
This Week in Review (WJR, KFI)
This Week in Washington (WMCA)
This Week Looks Back (KRE)
This Week's Social Calendar (KGNF)
This Woman's World (KWK, KOMA, KFPY, KIRO, WNBZ, WWSW)
This Wonderful World (WOR)
This World of Ours (WKY)
This World of Sports (WFDF)
This World We Live In (WBRC)
This Year (CKCW)
Thomas Lee Presents (KHJ)
Those Adventurous Years (WCFL)
Those Four Boys (WHJB)
Those Happy Gilmans (NBC)
Those We Love (NBC)
Thought (KICA)
Thought for Today, A (WLW)
Thoughtful Moments (WJNO)
Thoughts and Melody (KSLM)
Thoughts at Eventide (WKBO)
Thoughts at Random with Just Me (KTFI)
Thoughts for the Day (WEED, WLBZ)
Thoughts for Today (CHSJ, KDYL, WEED)
Thoughts for You and Me (KTEM)
Thoughts in Rhyme (KFJZ)
Thoughts of Gold (WSAZ)
Thoughts Together (WINS)
Thousands Cheered (CBS)
Threads of Happiness (CBS)
Three Aces (WJR, KLO)
Three Ambassadors (WELL)
Three Aristocrats of Swing (WIBW)
Three B's, The (KLZ)
Three Bachelors (WICC)
Three Bakers (NBC)
Three Bits of Rhythm (WAVE)
Three Blind Mice (KORE)

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Three Blue Chips (WMCA)
Three Blue Notes (WADC, WFMD)
Three Buckaroos, The (WTAG)
Three Cheers (KGO-KPO)
Three Cornered Moon (WJZ)*
Three Debs, The (CFRB)
Three Deuces (KRKD)
Three Doctors, The (WBRC)
Three Dukes, The (WMEX)
Three Fair Damsels (KCMO)
Three Flats (CBS)
Three Flights Up (WCAU)
Three for Tea (KYW)
Three Freshmen, The (WSB)
Three G's (WMCA)
Three Gems (WAAT)
Three Gentlemen, The (WCAU)
Three Girls (WDRC)
Three Girls and a Boy (WNAC)
Three Girls from Gramling (WSPA)
Three Girls in a Room (WSB)
Three Graces, The (WGN)
Three Harmaniacs, The (WKY)
Three Hits and a Miss (KDB)
3 in 1 Theatre (WBAL)
Three J's (WMCA)
Three Jacks, The (KTAT)
Three Jays, The (WTMJ)
Three Jigglers, The (WORL)
Three Keys (CBS)
Three Keyboards (CFRB, KOMA)
Three Kings and Their Jester (WHJB)
Three Knights and an Evening Star (KNX)
Three Little Funsters (WMCA)
Three Little Girls from School (NYBS)
Three Little Girls in Blue (WCHS)
Three Little Maids (NBC)
Three Little Maids from School (WINS)
Three Little Pigs (WSGN)
Three Little Pigs, Zeigler's (WBRC)
Three Little Words (WHB, WIRE)
Three Lucky Notes, The (KDB)
Three Maids and a Man (WNOX)
Three Maids and a Mike (WMAL, WJSV)
Three Maids and Their Mike (WOW)
Three Marks-Men, The (WQAM)
Three Meals a Day (KGO)
Three Men and a Guitar (WFMD)
Three Men in a Tub (CBS)
Three Men in a Used Car (KROY)
Three Men on a Chorus (WGBI)
Three Men on a Mike (WMFJ)
Three Merry Men, The (KROC, KFOR)
Three Minute Club (WBRC)*
Three-Minute Men (WELL)
3 Minutes of Safety with Sgt. Lycan (WJBL)
Three Modern Maids (CBS)
Three Moods, The (WAIR, WTIC)
Three Music Masters (KASA)
Three Musketeers (KGO-KPO)
Three Naturals (CBS)
Three Notes (WOW)
Three O'Clock Mirthquake (KMOX)
3 O'Clock Revels (KHBC)
Three of a Kind (KGO-KPO)
Three of 'Em, The (WJAY)
Three of Us (WHBQ, WHAM, CKCL, WSPD, CJRC)
Three on a Mike (WHBQ)
Three on a Song (WHB)
Three Orphans (WEAF)*
Three Pals, The (KGW-KEX)
Three Pictures of Health (WJAX)
Three Pineapples, The (KTOK)
Three Playgirls (WJW)
Three Quarter Charm (KLAR)
Three-Quarter Tempo (KRMC)
Three-Quarter Time (KYW, CKCW, WCLE, WPTF)
Three Quarter Time at Half Past Three (WQDM)
Three Queens and a Jack (CBS)
Three Queens of Harmony, The (KRMC)
Three R's, The (KGCX)
Three R's (Rhyme, Rhythm, Romance) (WHIO)
Three Rancheros (WENR)
Three Range Riders, The (CJRC)
Three Red Heads, The (CHRC)
Three S Boys (WKOK)
Three "S" Boys—Singing Songs of Swing, The (WRAK)
Three Saymen (KWK)
Three Schoolmaids (WGY)
Three Score and Ten (KWK)
Three Shades of Blue (WGY, WCCO, WALA, KGFJ)
Three Sharps (WDEV)
Three Smart Boys, The (WFAA)
Three Spades (WSAI)
Three Spinners (WBT)*
Three Spirits of Rhythm, The (WBTM)
Three Spots, The (WKZO)
Three Star Final (WOWO)
Three Star Review, The (WORL)
Three Star Revue (WLTH)
Three Star Show (CFRB)
Three Stars, The (CBS)
Three Swinging Strings (KSAL)
Three Swingsters (KOOS)
Three T's (WHLB)
Three Texans, The (WXYZ)
Three Tones (KFOR)
Three Tumblers, The (WHP)
Three V's (WHJB)
Three Victors (WFBM)
Three Violins in Harmony (CKCT)
Three Voices in Harmony (CHRC)
Three Wise Doctors (WABC)
Three Wise Owls (WTMV)
Thrift Guild (WPG)
Thrift Hour (WGPC)
Thrift Stories (KVOE)
Thrill Hunter (MacG)
Thrillers (NBC)
Thrilling Detective Dramas (WMCA)
Thrills (KFI)*
Thrills and Spills (KTUL)
Thrills Behind the Story (WOR)*
Thrills of Sport, The (KMBC)
Thrills of the Highway Patrol (KFRC)
Thrills of Tomorrow (NBC)
Thrivo-dogs (NBC)
Throbs of the Music Clef (NBC)
Through a Marble Lattice (WJZ)*
Through Lighted Windows (NBC)
Through My Study Window with Rabbi Goodman (KNOW)
Through Other Eyes (KNX)
Through the Alphabet (WLAW)
Through the Art World (FTRD)
Through the Classics (CJRM)
Through the Eyes of Youth (KMPC)

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Through the Hollywood Lens (MacG)
Through the Jeweler's Window (WTIC)
Through the Looking Glass with Frances Ingram (NBC)
Through the Opera Glasses (WHN)
Through the Stage Door (WMCA)
Through the Symphony Orchestra (KMBC)
Through the Years (KLZ, WTJS, WCAE, KALE, WLAW, KMPC, KARM)
Through Travelers' Eyes (WHA)
Through Women's Eyes (WTIC)
Thru a Woman's Eyes (KGO)
Thru Stained Glass Windows (WHK)
Thru the Hollywood Lens (KGEZ)
Thru the Hollywood Looking Glass (WBS)
Thru the Looking Glass (KCMO)
Thru the Opera Glass (NBC)
Thumb Print Your Way to Safety (WFIL)
Thumbing the New Books (KTUL)
Thumbnail Sketches of Today's Ball Games (WOMT)
Thumbnail Sports Sketches (WTCN)
Thumbnail Theatre, The (WMT)
Thunder in the East (WLAW)
Thunder in the West (KMBC)
Thursday and Saturday Night Club (KFRU)
Thursday at Three (WFIL)
Thursday Carnival (CJOR)
Thursday Nite Club (KFRU)
Thursday Serenade (WMC)
Thursday Show, The (KGW-KEX)
Tic Toc Revue (NBC)
Tic Toc Tunes (WGAR, KRSC)
Tick Talk (KXBY)
Tick Tock Revue (KMOX)
Tick Tock—7 o'Clock (WCKY)
Tick Tock Topics (KROC)
Tick Tocks (WGAR)
Tickling the Ivories (KVSO)
Tickling the Keys (KGO-KPO)
Tidbit Revue (KGFJ)
Tidbits (KELD)
Tidbits From the News (KMTR)
Tidbitt (KGO-KPO)
Tie-the-Titles (KGVO)
Tiffin (CBS)
Tillicum Club (CKCD)
Tilton's Tappers (WJAY)
Tim and Irene (KGO-KPO)
Tim Healey as News Commentator (NBC)
Tim Ryan's Night Club (KGO-KPO)
Tim Sinn Sings (WFMD)
Timberline Sports (KXL)
Timbrologie (CKCV)
Time, The (WDAY)
Time and Tidings (WBNX)
Time and Tunes (KMBC, WOW)
Time 'n' Tunes (CFRN, KFAB)
Time Clock (KOL)
Time for Dancing, The (WRAK)
Time for Tea (KSRO)
Time for Thought (NBC)
Time for Tomorrow (WDBO)
Time for Tunes (KTOK)
Time Marches Back! (KYOS)
Time of Your Life, The (NBC)
Time Out for Christmas (KGW-KEX)
Time Out for Dancing (CBS)
Time Out for Fun (KDKA)*
Time Smiths (WEW)
Time Table Meals (CBS)
Time Tested Tunes (KGMB)
Time to Chat (WEBR)
Time to Get Up (CHAB)
Time to Relax (KGO-KPO, WBS)
Time to Shine (WAPI)
Time to Trade (KTAT)
Time, Tunes and Topics (KTUL)
Time Turns Back (WMBC)
Timekeeper (WSYR)
Timely Tempos (WKRC)
Timely Time (WRNL)
Timely Tips (KFIO)
Timely Topics (WCBM, WSAL, CJCB, WCAP, CKWX, WWRL)
Timely Tunes (KCMO, KFEQ, WSAY, KGO-KPO, KOVC, KGVO, WCFL)
Times' Family, The (KWKH)
Times Previews (WDAE)
Timothy Makepeace (NBC)
Tin Pan Alley (CJOC, KGU, WFDF, KMOX, CJRC)
Tin Pan Alley Birthday Party (WMCA)
Tin-Pan Alley Creations (CKCR)
Tin Pan Alley Goes to Town (WIND)
Tin Pan Alley Hall of Fame (WHN)
Tin Pan Alley Parade (KDAL)
Tin Pan Alley Presents (CBS)
Tin Type Tenor (NBC)
Tinker Kids and Liza (WINS)*
Tinkling Tunes (CJRM)
Tinntinabulations (WEW)
Tino Rossi (NBC)
Tintypes and Snapshots (KMBC)
Tiny Sings the News (WDZ)
Tiny Tim's Request Hour (KIDO)
Tiny Tots Tea Time (WEAU)
Tiny Town Revue (WICC)
Tiny Trouper Review (WHAM)
Tiny Troupers (KRMC, WSPD)
Tiny Tunes (KFPY)
Tip and Top (WAGM)
Tip for You, A (WMCA)
Tip Top School House (WBZ-A)
Tip Top Toppers (WJW)
Tip Top Tunes (KVOD, KLO)
Tip Tops (WEBC)
Tips and Tinkles (KMBC)
Tips for Sportsmen (WTOL)
Tips from the Fitting Stool (WDAY)
Tips on the Shop Market (WTAR)
Tips on the Tops (KALE)
Tips, Tunes and Topics (WSAI)
Tipster, The Travis (KTSA)
Tipsy Tunes (CJCA)
Tish (KYW)*
Titans of Science (WGN)
Title the Tunes (WNBH)
Title Tunes (KABR)
Tito and His Swingtet (NBC)
To Arms for Peace (CBS)
To Be Continued (KNX)
To Live 24 Hours (WMCA)
To Madame (KMTR)
To Our Advertisers (KIDO)
To Our Friends, the Farmers (WDZ)
To Our Mothers (WMCA)
To Our Neighbors (WOAI)
To Paradise and Back (KWJJ)
To Sing a While (WRR)
To Story Land with Patty (WEBR)
To the Best of Their Ability (KGO-KPO)
To the Ladies (CHML, KJBS, WDEL, WHN, WIP, KGB, KMED, WLAC)

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To the Lady Listener (WCBS)
To the Lovely Ladies (KMOX)*
To the Rescue (KHJ)*
To Waltzland (CHNC)
To Whom It May Concern (CKCK)
To Your Health (KVI)
Toast and Coffee (WHKC, KXRO)
Toast and Marmalade (CFAC)
Toast and Tea of Society (WPRO)*
Toast of the Town (KOIN)
Toast to the Bride, A (CKCK)
Toast to the Town (KFRC, KSFO)
Toast with Jam (WIS)
Toasted Rolls (WGH)
Toastmaster, The (WJJD)
Toastmasters Club (WCBS)
Tobys' Bugtussle News (WMT)
Toby's Happy Hour (KTOK)
Today (KTAT, KAWM, WLBZ)
Today Abroad (WMC)
Today and Tomorrow in Kansas City (KCMO)
Today and Yesterday (KGNC)
Today at the Legislature (CRS)
Today at Two (KWK)
Today I Am a Poet (WHN)
Today in Hollywood (WGRC)
Today in Sports (WCAX, WROK, KEHE)
Today on KOB (KOB)
Today on 1420 (WMAS)
Today on the Calendar (KDLR)
Today with Aesop (NBC)
Today with Bob Trout (CBS)
Today's Almanac (WHBQ, WBS, WJAY, WSAU, WLAC, WLS)
Today's Anniversary (WWNC)
Today's Ball Game (WIND)
Today's Baseball (WMCA, WJBK)
Today's Baseball Roundup (KWKH)
Today's Best Bets (KIRO)
Today's Best Buys (KSFO)
Today's Best Sellers (WMIN)
Today's Calendar (KSRO)
Today's Children (NBC)
Today's Children—Tomorrow's Adults (KSL)
Today's Doings (WMCA)
Today's Events (WGRC, KFAM)
Today's Farm Feature (KMOX)
Today's Features (WCLO)
Today's Front Page (KMOX, WIBA, KXBY)
Today's Game (KONO)
Today's Highlights (WCHS)
Today's Hit Tune (WFDF, WCLS)
Today's Hit Tunes (WGH)
Today's Home (KPDN)
Today's Meetings (WJBL)
Today's Music (WMBC, CJOC)
Today's News (KGO, WGRC, WFAA)
Today's News—Tomorrow's History (KIRO)
Today's Pioneer Women (CBS)
Today's Sermons (WHB)
Today's Short Story (KRE)
Today's Specials (WQAM)
Today's Sport (CHAB)
Today's Sport Parade (KGNF)
Today's Sports (KSD)
Today's Styles (WIL)
Today's Thought (WBBM)
Today's Top Tunes (WMAQ, WMMN)
Today's Topics (WBAL)
Today's Travelers (WMCA)
Today's Tribute (WHK, WCLE)
Today's Tunes (WCLO)
Today's Winners (WIL)
Today's Women (KSL)
Toddle Tales (CKY)
Toddle with Todd (KGHL)
Toddy Party (NBC)
Toe Teasing Tunes (KFXR)
Toe Ticklers (KALB)
Toe Tickling Tempo (WELL)
Told at Midnight (WFIL)
Told by Toley (KGW-KEX)
Tom and Dan Dialogues (KFUO)
Tom and Don (WHAM)
Tom and Dud (KGO-KPO)
Tom and Jerry (KQV)
Tom Barber's Column (WGAL)*
Tom Collins Mirth Parade (WHB)
Tom, Dick and Harry (WGN)
Tom Mix and His Ralston Straight Shooters (NBC)
Tom Morton Interviews (WFLA)
Tom Powers Program (NBC)
Tom Quiz and the Professor (WHO)
Tom Slater, Flash Reporter (WSAI)
Tom the Gardiner (CJGX)
Tomahawk Trail (WBBM)
Tombs (WPHR)
Tommy & His Tunesmiths (KWTO)
Tommy Dorsey, Raleigh and Kool Show with (NBC)
Tommy Maxwell (WHB)
Tommy McLaughlin and Orchestra (NBC)
Tomorrow Morning's Headlines (KMOX)
Tomorrow Morning's News —Tonight! (WBRC)
Tomorrow's Baby (CBS)
Tomorrow's Dallas (WFAA)
Tomorrow's Headliners (WMCA, WHP)
Tomorrow's Headlines (WSGN, WXYZ, WABI, WNBH, WHAM)
Tomorrow's News (WNEW)
Tomorrow's News Tonight (WATL)
Tomorrow's Newspaper (KGB)
Tomorrow's People (KTSA)
Tomorrow's Rhythms (WCPO)
Tomorrow's Stars (WHN)
Tomorrow's Sunday School Lesson (WBRC)
Tomorrow's Winners (WSM)*
Tompkins Center (WICC)
Tonal Caravan (WEMP)
"Tone" Family, The (WRAK)
Tone Photographs (WKY)
Tone Pictures (WBZ-A, WCLE)
Tone Poems (KFXR, KLZ, WQAM, KEHE, KRMC)
Tone Portraits (KGO-KPO)
Tone Sketches (WAPI)*
Tones and Semi-Tones (CKX)
Tones in Black and White (WGPC)
Tonettes, The (WBTM)
Tongue Twisters (KDKA)
Tonic Tunes (WGPC, WBS, WLW, CJRC)
Tonic Tunes, Lynch's (KVGB)
Tonight at Eight (CFCF)
Tonight in Tulsa (KTUL)
Tonight's Best Buys (KSFO)
Tonight's Movies (WROL)
Tonight's Song Star (CKCL)
Tonight's Tribute (WCKY)
Tony and Alan (CJOR)*
Tony and Babe (KOIL)
Tony and Bill (WFBM)
Tony and Gus (NBC)
Tony Audio (WQAM)
Tony Audio and His Musical Family (WQAM)
Tony, Bill and Johnnie (KFYR)

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Tony McBride's Musical Wonders (CFLC)
Tony, The Piano Girl (WBTM)
Tony Wons (NBC)
Tony Wons' Scrapbook (WLS)
Tony's Eye-Opener Program (WJMS)
Tony's Revue (WHK)
Too Young to Vote (KOA)
Toole Tours (KGHL)
Top Bands (KIRO)
Top Hat (CJCA)
Top Hat Revue (KROY, WCFL)
Top Hat Revues (WIP)
Top Hats in Rhythm (WWVA)
Top Hatters, The (CBL, WMAQ)
Top Hatters, The KYW (KYW)
Top Hits (CKCL)
Top Kick, The (WRVA)
Top o' the Dial (KFYR)
Top o' the Mornin' (KWK, WTMJ, KGFF, WTAG, WLW, WCFL, WBBC, CHAB, WIBC)
Top o' the Morning (WLW, KVOO, WCLO, WEBQ, WHK)
Top o' the Morning Club (WABI, WQAM)
Top o' the Town (WWSW)
Top o' the World Night Club (KHJ)
Top of the Dial Varieties (KMTR)
Top of the Ladder (WMCA)
Top of the Morning (WTAM, WGY, KRKD, WEEI, WAAF, WFBL, WQDM, KVI)
Top Topics (KFAM)
Top Tunes (KRE, KLO, KGKY)
Top Tunes at Two (KIEV)
Top Tunes of Hawaii (KGMB)
Top Tunes of the Day (MacG)
Top Tunes of the Month (KMOX)
Top Tunes of the Week (KGNC)
Top Tunes of Today (KTEM)
Top Tunes Parade (WSIX, KTHS)
Topaz Trio (CBS)
Topaze Room (WOR)*
Topic by Tinney (WOR)
Topic Tune Time (WLAC)
Topic Tunes (KFXJ)
Topical Topics (CFCF)
Topical Tunes (WMAL)
Topics for the Ladies (WLBZ)
Topics in Brief (NBC)
Topics in Season (WCAU)
Topics of the Day (WLBZ)
Topline Tune (WGAR)
Topnotchers (KWTO-KGBX)
Topping Times and Shopping Topics (WLAW)
Topsy Turvy Time (WMAQ)*
Topsy Turvy Tunes (WAIR)
Torch (KFWB)
Torchlight Brigade (CBS)
Toreadors (KGO-KPO, WJBC)
Torrid Tunes (WIND)
Tots and Tunes (WNLC)
Tot's Birthday Club (KFVS)
Totten on Sports (WENR)
Touchdown (KGO-KPO)
Touchdown Parade (KGW)
Touchdown Totals (WRC)
Tour for Talent (WMIN)
Tour of Northern Alberta (CJCA)
Tour Through Tuneland (WKRC)
Tourbillon, Le (CKCV)
Touring Downtown Tulsa (KTUL)
Touring Microphone, The (WAPI)
Touring the Old Dominion (WTAR)
Touring the Town (WSBT-WFAM)
Touring Tips (WMCA)
Tourist Adventures, The Conoc (NBC)*
Tourist Interviews (CKLW)*
Tourist Time, The Arrowhead (KDAL)
Tourist's Guide, The (CHRC)
Tournament of Torrid Tunes (WJBC)
Tours in Music (WLTH)
Tours in Tone (CBS)
Tower Clock Program (WHAM)
Tower Health Exercises (NBC)
Tower Topics (KLZ)
Tower Town Tempos (WBBM)
Tower Tunes (WCFL)
Tower Watchman, The (WTIC)
Town Boosters (WMFO)
Town Crier (WCHS, KBIX, WMBD, WSIX, KOL, WKZO, CJCB, WMBD, WSGN, KFOR, WDSW)
Town Crier of the Air, The (KGNC)
Town Forum (WHJB)
Town Hall Tonight (NBC)
Town Market Melodies (WDGY)
Town Meeting, Columbus (WCOL)
Town Meeting, NBC's (NBC)*
Town Meeting, The Chicago (WENR)
Town Meeting, The Empire State (WGY)
Town Meeting, The New England (WEEI)
Town Meeting, The Schenectady (WGY)*
Town Meeting of the Air, America's (NBC)
Town Meeting on the Air, The New England (WAAB)
Town Stories (WOR)*
Town Talk (KQV, WGTM, WJBL, WXYZ, KTUL, WBRC, KTAT, WMMN)
Town Talk Children's Hour (WJAS)
Town Talk Varieties (WTAG)
Town Talker (WEBQ, KFH)
Town Talkers (WQAM)
Town Talks, The (WBRC)
Town Tattler (KFH)
Town Topics (KOIN, KERN, WGPC, KTUL, WFOY, WDBO, WKZO, CJCA, CFCF)
Town-Turf (WCAU)
Townne Talks (CBS)
Townsend Murder Mystery, The (WJZ)*
Townsend Plan Talks (KHJ)
Townsend Topics (KRKO)
Township 52 (WEBC)
Toy Band (WLW)
Toy Center Tonite (WMAQ)
Toy Symphony (KECA)
Toy Theatre (WOKO)
Toy Theatre of the Air (WSPR)
Toyland Express, The (WPTF, KOIN)
Tractor Time, The Allis-Chalmers (WEBQ)
Trade at Sikeston (KFVS)
Trade-Away Program (KABR)
Trade Breezes (WJAR)
Trade Winds (WDAE)
Trader Bill (WMMN)
Trades on Parade (WOR)*
Trading Center (KGVO)
Trading Post (KGAR, WMBD, WJW, KTAT, KGFF, WCBS, KMBC, KTSA, WBT)
Trading Post, De Armonds' (WROL)
Trading Post Floorwalker (WIND)
Trading Post of the Air (KFEL)
Trading Post Radio Hour, Chippewa (WEAU)
Trading Post Topics (WDZ)
Traffic Cop (KRBC)
Traffic Court (KTRH, WTAR)

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Traffic Crusade (WLAC)
Traffic Greeter (WQAM)
Traffic Lights (WJW)
Traffic Patrol of the Air, KGCU (KGCU)
Traffic Safety Digest (KDYL)
Traffic School of the Air (WGRC)
Traffic Squad (KOIL)
Traffic Squad Report (WMC)
Tragedy of Man (WQXR, FTRD)
Tragic Chapters of Jewish History (WRAX-WPEN)
Trail Blazers, The (WWVA, KTAR)
Trail of Dreams (WBTM)
Trail of Mystery (WGAL)*
Trailer Dan (WIOD)
Trailer Talks (WADC)
Trailer Travels (WHA)
Trailfinder, The (NBC)
Trailin' Along (KGW-KEX. KLO)
Trailing News Round the World (KWSC)
Trailing the Stars (WFBR)
Trail's End (WCHV)
Trails of Yankee Trade (KHJ)
Trails to Happiness (KDKA)
Train de Plaisir, Le (CKAC)
Train Time (WBBM. WMPS, WNBR, WCPO)
Train's Baby Chick Express (KCKN)
Trainload of Ideas (WMBH)
Tramp of Youth (NBC)
Tramp, Tramp, Tramp (CBS)
Transcrambling (KFAM)
Transcription File Varieties (KUOA)
Trapper's Trio (KMA. WNAX)
Travel Club, Lyman Cooley (WHO)
Travel Club of the Air (WGAR)
Travel Hour (WHEB)
Travel Lady (KWJJ)
Travel Man, The (WNEW. WHB)
Travel Studies (KHSL)
Travel Talk (WMBC)
Travel Talk, Jack Robertson's (WGRC)
Travel Talks (NBC)
Travel Talks, Malcolm La Prade (NBC)
Travel with Captain Adams (KFYR)
Travel With Us (CJIC)
Traveler, The (WLVA)
Travelers, The (KFUO)
Travelers Hour, The (WTIC)
Traveling Trotters, The (WTMJ)
Travelling thru Europe (WIND)
Travelling Troubadours. (WHEC)
Travelog, The KHSL (KHSL)
Travelogic (KHUB)
Travelogue (KMOX, KFUO)
Travelogues (WJAX)
Travelogues, Cook's (NBC)
Travelore (WBNS)
Travels in Toyland (WFMD)
Travels of Mary Ward (WBS)
Travel's Radio Review (WMBO)
Travelyrics (WELI)
Travers les Timbres-Poste, A (CKAC)
Treadin' the Town (WBNX)
Treasure Adventures of Jack Masters (CBS)
Treasure Box (WCOP)
Treasure Chest (WDBO, WKZO, WBAA, KONO, WKRC, WIS, CJRC)
Treasure Chest of Dance Memories (WELI)
Treasure Chest of Melodies, The (KTKC)
Treasure Chest of Melody (KFRC, CJOC)
Treasure Chest of Memories (WATR)
Treasure Chest Program (KECA)
Treasure Gold (WFAA)
Treasure House (WDRC)
Treasure House of Music (WCAP)
Treasure Hunt, The Cremo (WBAL)
Treasure Hunt of the Air, WTHT (WTHT)
Treasure in the Wind (KNX)
Treasure Island (KGO-KPO, KFVO)
Treasure Island Preview (KMPC)
Treasure Shelves (WRTD)
Treasure Ship, The Steffen's (WKY)
Treasure Trail (CFRB)
Treasure Trails (NBC)
Treasure Trove of Music (CJCA)
Treasured Memories (KLZ)
Treasures Next Door (WWSW)
Treasures of Song (KALE)
Treasury of Music (WQXR)
Tree of Knowledge (KNX)*
Tree Surgical Hour (NBC)
Tree Talks (NBC)
Trend of the Times (WHAS)
Trends in Education (KGDM)
Tri-City Employment Barometer (WHBF)
Tri-City Interviews (WADC)
Tri-State Farm and Home Hour (WWVA)
Tri-State Farmers' Forum (WMC)
Tri-State Salute (WWVA)
Tri-Topics (WOWO-WGL)
Tri-Varieties (KTUL)
Trial by Error (KTHS)
Trial by Music (WJAY)
Trial of Delores Devine (NBC)
Trial of Talent (WKST)
Trial of Vivian Ware (KOIL)
Triangle Club, Nick Kenny's (WMCA)*
Triangle of a Successful Home, The (NBC)
Tribe of Yessir (WOW)
Tribute to a Gentleman, A (WWL)
Trinity Chimes (WGRC)
Trio, The WBZ (WBZ-A)
Trio at Twilight (KTHS)
Trio Celeste (KYA)
Trio Charmante, Le (NBC)
Trio Moderne (CJRC)
Trio Time (KTAT)
Trio Without a Name (WINS)*
Triottes (KDKA)
Trip Around Town (WRDW)
Trip to Hot Town, A (KFXR)
Triple Trios (WCCO)
Trips to Wonderland (WCAE)
Trois As, Les (CKCV)
Trojan Horses (WKRC)
Trojan Topics (KRKD)
Troopers, The (CBS)
Tropic Serenade (WHP)
Tropic Trails (KGW-KEX)
Tropical Fruits and Plants Program (WFLA)
Tropical Islanders (KGFJ, KRKD, WMBG)
Tropical Moods (KSRO)
Tropical Serenaders (KGFJ)
Tropical Strings (WJNO)
Tropical Tempo (KFRO)
Trotter and Fitzgerald (WBIG)
Troubador Calls, A (CHAB)
Troubadour, The (WJAY, KOIL, WAAW)
Troubadour, The Hellman (NBC)
Troubadour of the Moon (NBC)
Troubadours, The (KTUL. WBZ-A)

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Trouble Ahead (WSAI)
Trouble Chasers, The (WIBW)
Trouble Shooters, The (WHIO, WHKC)
Troupers, The (WWJ)*
Trout Flashes (WFDF)
Troy Martin and the Virginians (WBTM)
Tru Blu Swingaroo (WCSC)
True Adventures (CBS)
True Air Adventures (KGB)
True Confessions (WMCA)
True Detective Mysteries (KMOX, WLW)
True Dog Stories (KMBC, WWJ)
True Engineering Stories (NBC)
True Fish Tales (WFLA)
True Life Dramas (WNBF)
True Life Stories (WDAF)
True Marriage Proposals (WMCA)
True or False (NBC)
True Railroad Adventures, The Lionel (NBC)
True Stories of New York State Police (WHAM)
True Stories of Real Scouts (KTFI)
True Stories of the Sea (WOR)*
True Story Court (NBC)
True Story Court of Human Relations (NBC)
True Story Hour (NBC)
True Success Stories (MWR)
True Tales of Buried Treasure (KHJ)
Truly American (WLW)
Truly Rural (WHN)
Truth Barlow (WBS)
Truth Behind the News, The (WMCA)
Truth Behind the News as I See It, The (WMCA)
Truth Hour (KFUO)
Truth in Advertising (NBC)
Truth Is Stranger Than Fiction (WDBO)
Truthful Deacon Brown (KGO-KPO)
Try and Stump Us (WSMK, KFRC)
Try 'n' Stump Us (WCLE)
Try Our Hour (WCAU)
Try to Stump Me (KMOX)
Tuesday Jamboree (CBS)
Tuesday Matinee (NBC)
Tuesday Morning Music Club (WNOX)
Tuesday Night Party (CBS)*
Tuesday Nite in Dixie (WDOD)
Tulsa's Future Men (KTUL)
Tune a Day (WDZ)
Tune-A-Minute (WSIX)
Tune and Croon Time (WGY)
Tune Appetizers (KMMJ)
Tune Basket (WMT)
Tune Blenders, The Maxwell House (NBC)
Tune Corral, The (KFRU)
Tune Detective (NBC)
Tune for Today (CBS)
Tune Furnishers (WTMJ)
Tune Guessing (WSJS)
Tune Guessing Time (KFOX)
Tune Hits of the Day (WACO)
Tune in and Hear Yourself (WTMV)
Tune in Time with Tucker (WWSW)
Tune Quiz, The Cameo (WKOK)
Tune School, Uncle Ray's (WRJN)
Tune Sketchers (WAPI)
Tune Smiths, The (KTUL, WTMJ)
Tune Teasers (CBL, WCFL)
Tune Time (CBL, WSAU, CJRC, WCLE)
Tune Time, The Philco (KFVS)
Tune Tinkers (WDEL, WIL)
Tune Toasts (WEMP)
Tune Topics (KFXJ, KGLO, WJMS)
Tune Toppers, The (WKRC)
Tune Trails (NBC)
Tune Travelers, The (KYSM)
Tune Triplets (WJAY)
Tune Tumblers, The (WFAA)
Tune Tusslers, The (KFYO)
Tune Twisters (NBC)
Tune Types (KGO-KPO)
Tune Up Test (WBRY)
Tune-Up Time (CBS)
Tune Wranglers (KTSA, KELD, KYSM)
Tuneful Earfuls (WVFW)
Tuneful Huntsman, The (KGNC)
Tuneful Sketches (KHSL)
Tuneful Tailors (WAAT)
Tuneful Tid-Bits (WRGA)
Tuneful Times (NBC)
Tuneful Tips (KFVS)
Tuneful Topics (KYA, WEBQ, WDOD)
Tuneful Topics of the Town (CBS)
Tuneful Trends (WSAY)
Tuneful Tunes (WAAW)
Tuneful Varieties (WACO)
Tunefully Yours (CJRC, CHML)
Tuner Man and His Player Piano, The (KOVC)
Tunes and Flowers (KMMJ)
Tunes and Time (WMC)
Tunes & Tips, Betty's (WMFF)
Tunes and Topics (KAST)
Tunes at Noon (WLLH)
Tunes at Ten (WAAT)
Tunes at Two (WAIM)
Tunes for Today (KLZ)
Tunes for Two (KNX, WNAC, WLW)
Tunes from Bohemia (WJAY)
Tunes from Tango Land (KRE)
Tunes from Tin Pan Alley (WEED)
Tunes in Black & White, The Hammond (KFBI)
Tunes, New and Old (KALB)
Tunes of the Day (WTJS-KONO)
Tunes of the Times (KGO-KPO, WNBZ)
Tunes of the Week (WICA)
Tunes of Today (WCLO)
Tunes of Yesteryear (KLO, KVOL)
Tunes on Tap (WCFL)
Tunes That Hit (WGRC)
Tunes While You Wait (WPRO)*
Tunes You Forgot (KFRO)
Tunes You Forgot to Remember (CFJC)
Tunes You Remember (WEBQ)
Tunesmith, The Texaco (WLBC)
Tunesmiths (KOL, WEW)
Tunesters, The (WFAA)
Tunetypes of Memory (KYOS)
Turf Topics (WRR)
Turkey-A-Day (WLAC)
Turkey in the Straw (KLPM)
Turkey Time (WPHR)
Turkey Trot Bill (KGCU)
Turn Back the Clock (WLLH)
Turn Back the Years (WTJS)
Turn 'Em Over (KMTR)
Turn It Off! (KAND)
Turning Back the Pages (WFDF)
Turning on the Heat (WTMJ)
Turning Over New Leaves (WIND)
Turning Points in Famous Lives (KRKD)
Turning the Leaves (KOMA)
Turning the Pages (WTMV)
Turnstile Menus (WLVA)

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Turntable Tid Bits (WCAX)
Turntable Tunes (CJLS)
Turquoise Bear, The (KSFO)
Tuscarora Hillbillies (WDAS)
'Tween Age Matinee (WFMD)
'Tween You and Me (WSPA)
Twelve Crowded Months (CBS)
1200 Luncheon Club (WEST)
12:15, The (WJAY)
12.15 Express (KFOR)
1250 Revue, The (WKST)
Twelve O'Clock Revue (WMBC)
Twelve O'Clock Show, The St. Paul (WTCN)*
Twelve O'Clock Trio (NBC)
1260 Club (KVOA)
1260 Friendly Street (KUOA)
12 to 1 Club (KIDO, WHAS)
20th Century Fight (WLW)
Twentieth Century Marvels (KALE)
20th Century Players (WJAR)*
Twentieth Century Serenade (KLZ, WOWO)
20th Century Styles (WLNH)
Twenty Diligent Digits (KROY)
Twenty Fingers (KVI, WJEJ, WMBC)
Twenty Fingers and a Voice (WDBJ)
20 Fingers and 2 Grands (WHIO)
Twenty Fingers of Harmony (WAAT)
20 Fingers of Melody (WISN, WMMN)
Twenty Fingers of Rhythm (KTUL)
Twenty Fingers of Sweetness (KDKA, WISN)
Twenty-Five Years Ago (TPC)
25 Years Ago This Week (WQXR, WKY)
Twenty-Five Years Ago Today (TPC, KSD)
Twenty Flying Fingers (WCCO)
24 Hours Review (WLW)
Twenty Minutes of Harmony (WEAF)*
20 Radio Brain Dusters (KOY)
Twenty Sizzling Fingers (WATL)
23 Skidoo (KOMA)*
Twenty Years After (KGO-KPO)
Twenty Years Ago and Today (WOR)
Twenty Years Ago This Day (KCRC)
Twenty Years Ago Today (WRJN)
20,000 Years in Sing Sing (NBC)
Twilight Black and White (KFOR)
Twilight Circle Within My Garden Wall (NBC)
Twilight Concert (WSAU)
Twilight Dance Tunes (WORL)
Twilight Echoes (CBL, KFPY, WROL)
Twilight Ensemble (CFCF)
Twilight Fantasies (CJRC)
Twilight Harmoniers (WJBL)
Twilight Hour, The (WTAD, KRE, WHB)
Twilight Hour, The General Electric (NBC)
Twilight Interlude (WEW)
Twilight Lyrics (KLPM)
Twilight Meditation (WALR, WJAY)
Twilight Melodie (WCLE)
Twilight Melodies (KOBH, KIDW, WJNO, WRDW, WQAM, KDKA, WDOD)
Twilight Melody Moods (KRKO)
Twilight Memories (KMBC)
Twilight Moods (KFXJ, KGFJ)
Twilight Music Makers (KROC)
Twilight Musicale (WBBM, WHBF)
Twilight Organ Melodies (WJAX)
Twilight Reverie (WWVA)
Twilight Reveries (KLO, KFI, WBZ-A, WGES, WHAM, WOW, WCMI, WEED, WJBC, WMBH, KGCX, KRBC, WSAU, KGFJ)
Twilight Round Table (CBS)
Twilight School of the Air (WJBK)
Twilight Serenade (CKNX, KFPY, WELL, WHEC, KIUL, WFBM, KSD, WAIM)
Twilight Shadows (KORE)
Twilight Silhouettes (WPEN)
Twilight Social (KWYO)
Twilight Soliloquy (KARK)
Twilight Sonata (WFIL)
Twilight Song (WAVE)
Twilight Songs (WFMD)
Twilight Sweetheart (KFJB)
Twilight Symphonette (KTUL)
Twilight Tales with Tinka (WRTD)
Twilight Theatre of the Air (KWYO)
Twilight Time (KSTP, KTAT)
Twilight Trails (WEAU)
Twilight Trio (KTUL, WDAE, WCFL)
Twilight Troubadours (CBS)
Twilight Vesper (WSAU)
Twilight Vespers (WSGN)
Twilite Favorites (WFLA)
Twilite Melodies (WOAI)
Twilite Reveries (KOL)
Twilite Shadow Request Hour (KIDO)
Twin Cantors, The (WBNX)
Twin City Foresome (WCCO)
Twin City Spelling Bee (KOL)
Twin Consoles (KMBC)
Twin Harmony (KOVC)
Twin Hosts, The (KTAR)
Twin Hours of Melody (KFOR)
Twin Pianos (WOW)
Twin Powers—At Your Service (WHAS)
Twin Stars (NBC)
Twin Winners (WBBM)
Twins, The Pesi-Cola (WGH)
Twisting the Dial (WHB)
Two and a Co-Ed (KYA)
Two Around Town (WNEW)
Two Boys and a Piano (WHB)
2:55 Express (KALE)
Two Gals and a Pal (WTJS)
Two Girls and a Boy (WBZ-A)
Two Guitars (WKY, WBRC)
Two Hearts in Three-Quarter Time (KNX)
200 Meters and Down (WMAQ)
Two Jacks and a Queen (WCMI)
Two Jews from Missouri (WLTH)
Two Keyboards (WCLE)
Two Keyboards and a Console (WKY)
Two Little Girls in Blue (CKCY, WROK)
Two Loose Nuts (WFAA)
Two O'Clock Show (CFAC)
Two O'Clock Tunes (WHB)
Two O'Clock Variety Show (WMCA)
Two of a Kind (WJJD, WIND)
Two of Us, The (WPTF)
Two Old Friends (WGY)*
Two on a Shoestring (Mutual)*

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Two Piano Team (CFCF)
Two Poets (WSNJ)
Two Professors (KMTR)*
Two Public Enemies (WABC)*
Two Seats at the Opera (CKCL)
Two Seats in the Balcony (NBC)
Two Seats in the Orchestra (KELO)
Two Seats on the Aisle (WIP)
Two Smart Girls (KOL)
Two Strings (WTBO)
Two Swell Tunes (WQAM)
Two-Thirty Tempos (WHAS)
Two-Thirty Tunes (WFBM, WJMS)
Two (Three) Consoles (CBS)
Two Troupers (NBC)
Two Way Harmonies (WSBT-WFAM)
Typewriter Reflections (KSAC)
Tyroleans (WWL)

U

U Tell Me and Children's Birthday Club (KGFW)
Ugly Duckling Amateur Hour (WMCA)
Ugly Duckling Club, The (WBIG)
Ukelele Sue (WAAT)
Ukrainian Program (WMBC)
Umbrella Court (KSTP)*
Umbrella Quiz (WWSW)
Un Brin de Causette avec Jeannine (CHGB)
Unaccustomed As I Am (WABI)
Unauthorized Versions of American History (WMBD)
Unbelievable, The (WBS)
Unbelievable Facts (WDAN)
Unbroken Melodies (KWTN, WLW, KABR, WDGY, WICA)
Unbroken Melody (WMBS)
Unbroken Organ Melodies (WCAZ)
Uncle Arnold (WBBC)
Uncle Ben Tells a Story (KFRU)
Uncle Ben's Club of the Air (WBEN)
Uncle Ben's Funny Paper Hour (WKY)
Uncle Bernie (WESG)
Uncle Bill and His Funnies (KTUL)
Uncle Bill and His Junior Radio Stars (CHSJ)
Uncle Bill and Snowball (WCAO)
Uncle Bill and the Twins (WBZ-A)
Uncle Bill of Sweet Meadows (WBZ-A)
Uncle Bill Reads the Funnies (IBS)
Uncle Bill's Gramaphone (WHBF)
Uncle Billy's Collie Club (CKCD)
Uncle Billy's Safety Campaign (CKCD)
Uncle Bob and His Birthday Club (CJLS)
Uncle Bob and His Funnies (KHSL)
Uncle Bob and Plain Jim (WTBO)
Uncle Bob and Scrappy (WDAF)
Uncle Bob and the Funnypapers (KPDN)
Uncle Bob's Funny Paper Hour (KVOR)
Uncle Bob's Jolly Good Club (WFTC)
Uncle Bud's Bargain Boys (KTEM)
Uncle Charlie and Little Ann (KFEQ)
Uncle Charlie's Book Shelf (WCAZ)
Uncle Charlie's Pet Club (KYA)
Uncle Charlie's Tent Show (WEAF)*
Uncle Charley and Company (KFAB)
Uncle Cy's Party (KALE)
Uncle Dan Dailey (WLAC, WSGN)
Uncle Dave and His Gang (WELI)
Uncle David (KMTR)
Uncle David and Abe (NBC)
Uncle Don (WOR)
Uncle Don Reads the Funnies (KOIL, WCHS)
Uncle Don's Funnies (WLS)
Uncle Ed and Little Willie (WRR)
Uncle Eddy and Uncle Lee (WBRC)
Uncle Elmer and His Song Circle (WEEI)
Uncle Elmer's Children's Hour (WJAS)
Uncle Elmer's Song Circle (WEEI)
Uncle Eph and His Philosophy (SVA)
Uncle Esso (WAIM)
Uncle Ezra (NBC)
Uncle Ezra's Ramblings (KMBC)
Uncle Ezra's Sunday Afternoon in Rosedale (NBC)
Uncle Feezle & His Virginia Mountaineers (KWK)*
Uncle Frank and Sally (WWSW)
Uncle Fud & His Music Makers (WOPI)
Uncle Funny (WAIM)
Uncle George (KMTR)
Uncle Gene's Funnies (KRBC)
Uncle Harry Matinee (KYA)
Uncle Harry Reads the Funnies (WATR)
Uncle Harry's Safety Legion (WSOC, WAGA)
Uncle Henry's Harvesters (WMBC)
Uncle Henry's Treasure Club (KTAT)
Uncle Herman's Toy Shop (WPTF)
Uncle Hiram Sez (WAPI)
Uncle Howdy's Kiddies Jamboree (WJIM)
Uncle Jack Reads the Funnies (WPHR)
Uncle Jack's Club (WBAL)
Uncle Jay's Happy Club (WKZO)
Uncle Jerry (MacG)
Uncle Jerry and Peter Rabbit (KDFN, KGVO)
Uncle Jerry's Big Time Club (KSD)
Uncle Jim (WFIL)

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Uncle Jim and Highpockets (WOAI)
Uncle Jimmy's Pleasure Cruise (KMTR)*
Uncle Jim's Question Bee (NBC)
Uncle Joe and His Sunshine Quartet (KFVD)
Uncle John (KROY)
Uncle John and Aunt Minerva (KMMJ)
Uncle John and Billy (WCAE)
Uncle John and Pappy (KMMJ)
Uncle John's Prophetic News Flashes (WCBD)
Uncle Ken's Kiddie Klub (WDAY)
Uncle Larry Lee (KRMD)
Uncle Lee's Home Folks (WRR)
Uncle Leo (WKY)
Uncle Leo at the Zoo (WKY)
Uncle Luke's Old Home Town (WNBX)
Uncle Mack (WQAM)
Uncle Mel (CHNS)
Uncle Mose (KGHI)
Uncle Nate's Kiddies Revue (WALR)
Uncle Neal's WFAS Kiddie League (WFAS)
Uncle Ned (NBC)
Uncle Ned's Variety Show (WORL)
Uncle Nick's Children's Parade (WMCA)
Uncle Olie and His Gang (CBS)
Uncle Pete and Louise (WNEW)
Uncle Peter (CKY)
Uncle Peters and the Peterskin Club (CKY)
Uncle Pete's Kiddy Revue (WCOL)
Uncle Phil (WHB)
Uncle Quin's Scalawags (WGN)
Uncle Red's ABC Club (WEAN)
Uncle Remus (WGN, CKCD)
Uncle Sam at Work (WSB)
Uncle Sam's G-Men (WSGN)
Uncle Si and His Harmony Boys (WJDX)
Uncle Tobe (WBT)*
Uncle Tom and the Sunday Funnies (KSL)
Uncle Tom's Play House (WOW)
Uncle Verne (WCOA)
Uncle Walt and His Popeye Club (WJTN)
Uncle Weisenheimer (KFIZ)
Uncle Wes Pet Club (WBT)
Uncle WIP (WIP)
Uncle Wip's Hall of Fame (WIP)
Uncle Wip's Round Table (WIP)
Uncle Wonderland (KFOX)
Uncle Zeb (KDYL)
Uncommon Knowledge (Mutual)*
Unconventional Journeys (CBL, CBY)
Under an Argentine Moon (KOY)
Under Castillian Skies (KYOS)
Under City Skies (WCFL)
Under God the People Rule (KOBH)
Under Humanities Flag (WCOL)
Under Italian Skies (WOL)
Under the Baton (CJRC)
Under the Big Top (KTSA)
Under the Capitol Dome (KFOR)
Under the Capitol's Dome (KPFA)
Under the Circus Bigtop (WJAY)
Under the Jolly Roger (NBC)
Under the Marquee (WCBS)
Under the Palms (CHRC)
Under the Western Skies (KDKA)
Undercurrents of the News (WEVD)
Understanding Advertising (WOR)
Understanding Music (CBS)
Understanding Opera (CBS)
Une Vue Sur La Cour (CKCV)
Uneeda Car Boys (KPDN)
Unemployment Forum (KTRH)
Unfinished Headlines (WMCA)*
Unforgotten Melodies (CFRN)
Unhitchin' Time (KFRU)
Union Assembly, The (WEVD)
Union Family Gathering (WMBC)
Union Pacific, The (KSD)*
Union Station (KWK)
Union University Educational Series (WTJS)
United Choral Singers (CBS)
United Salon Orchestra (CBS)
United States Cabinet Series (CBS)
U. S. Government Reports (KSFO)
U. S. A. Visits the Arrowhead, The (WEBC)
Universal Bible Sunday Program (NBC)
Universal Cowboys (KGKO)
Universal Fun and Frolic (WWVA)
Universal Milling Review (WEBC)
Universal Rhythm (NBC)
University Bible Class (WRUF)
University Club Party (WCOL)
University Cavalcade (WHAS)
University Club Round Table (WIBA)
University Clubmen (WRUF)
University Doings (WCCO)*
University Explorer (KGO-KPO-KHJ)
University Hour (WRUF)
University International Club (WIBA)
University Life (WOR, WQXR)
University Music Hour (CJRC)
University of New Mexico Spelling Bee (KOB)
University of the Air (KRBC, KUOA, WOW)
University of the Air, The WEVD (WEVD)
University of the Air, Creighton (WOW)
University Round Table (KGVO)
University School for Workers (WIBA)
University Series (KGVO)
University Square (KTUC)
University Town Meeting Programs (NBC)
Unknown Friend, Your (WSAI)
Unknown God, The (WJBK)
Unmasking the Rackets (KHJ)
Unorganized Cheerful Givers, The (WSB)
Unpopular Music (WMBC)
Unsolved Mysteries (KWTN)
Unsolved Mysteries, The Ken-Rad (WLW)
Unspoken Inspiration (KOBH)
Unsung Heroes (KTUL, KOME)
Untold Jewish Legends (WRAX-WPEN)
Untold Tales of Our National Parks (WSB)
Unusual Child, The (WCOP)
Unusual Interviews (WTOC)
Unusual Jury Trials (WHIO)
Unusual Lawsuits (WCPO)
Unusual People (WMCA)

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Up and at 'Em (CJOC, KTAT, WCMI)
Up and at 'Em Club (WTAD)
Up and Down the Scales (KSL)
Up, Down and Around New York—Ed Flynn (NYBS)
Up-to-the-Minute (CKCK, CKOC)
Upright and Grand (WSJS)
Ups and Downs of the Waistline (WEAF)*
Upstarts, The (WKRC)
Upstarts of the Downbeat (KALE)
Upstaters (WGY)
Uptown Community Daily (KONO)
Uptown-Downtown (WMCA)
Uptowners, The (WOWO)*
Uptowner's Quartet (WORL)
Upward Look, The (WSYR)
Us on a Bus (KVOX, WMBH)
Used Car Race (WHB)
Used Car Speedway (WDBO)
Utah Cowboy, The (KTAT)
Utah Slim and His Sunset Riders (KDKA)
Utica in Review (WIBX)
Utica Town Meeting of the Air (WIBX)
Utopian Harmonies (KSRO)

V

V-8 Revue, The Ford (WBS)
Vac Caps, The (WBZ-A)
Vacation Days (KRE)
Vacation Express (WOR)
Vacation Guide, The (NCBS)
Vacation Roads (CBS)
Vacation Vagaries (WHK)
Vacation Varieties (KLZ, WCCO, WGY)
Vacation Vogues (KFYR)
Vacationeers (NBC)
Vacationists, The (CBS)
Vagabond Adventures (WOR)*
Vagabond Dreamer (KOIL, KVRS)
Vagabond Mike (WIOD)
Vagabond of Song (KMBC)
Vagabond of the Air, The (WSPR)
Vagabond Pianist, The (WDRC)
Vagabond Quartet (KGO-KPO)
Vagabond Singers (WHB)
Vagabond Strings (WCCO)
Vagabond Tour (CJCA)
Vagabond Verse (KFBL)
Vagabonds (WGY)
Vagabond's Hour, The (KGFJ)
Vagabonds Napolitains, Les (CKCV)
Vagabonds of the Prairies (TPC)
Val and Ed (WTJS)
Val Morse and His Singing Guitar (WTJS)
Valencia (WAPI)
Valiant Lady (CBS, NBC)
Valley Echo Program (CJRM)
Valley Events (CHWK)
Valley Hour (WBOW)
Valley Radio Chapel (KRGV)
Valley News (CHWK)
Valley Rangers, The (WSGN)
Valleyford 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 Laurentienes, Les (CJBR)
Varietes Universelles (CJBR)
Varieties (KFIZ, WCAO, WOMT, CJOC)
Varieties, Carrier's (IBS)
Varieties, The Colorado College (KVOR)
Varities, The Levis (CHRC)
Varieties, The McCormick-Deering (KGLO)*
Varieties, The Mistletoe (WKY)*
Varieties, The RCA Radiotron (NBC)
Varieties, The Sidenfaden (KFEQ)
Varieties, The WBIG (WBIG)
Varieties, Harry Cooke's (CKMO)
Varieties, Westinghouse (KIEM)
Varieties Revue (KSLM)
Variety Brevities (KIUP)
Variety Clock (WHK)
Variety Club (WMBC)
Variety Fair (WAVE)
Variety Features (KSD)
Variety Headlines (KEHE)*
Variety Half Hour (WOPI)
Variety Hour (WAPI, WHO, KFUO, WSPA, KFNF, WOR)
Variety Hour, The Palladium (WEAF)*
Variety Hour, The WFLA (WFLA)
Variety in Rhythm (WBAP)
Variety in Swing (KGLU)
Variety Matinee (KOIN)
Variety Musical Parade (WRUF)
Variety Night (KTUL)
Variety Parade (WCLO)
Variety Party, The KSRO (KSRO)
Variety Revue (WHB)

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Variety Shop—Judy Jene (KFPW)
Variety Show (CFCY, CHAB, CJAT, KRNR, WHB, WOW, WSGN)
Variety Show, Harry Musgrave's (KTFI)
Variety Show, WFLA (WFLA)
Variety Show, WHBB's (WHBB)
Variety Show of the Air (KRNR)
Variety Time (KFJB, KFXR)
Variety Times (WRUF, WLW)
Variety Trio, The (CKWX)
Variety with Vares (WEDC)
Variety Workshop (CBS)
Varioteers (WNOX)
Varneys, The (WCAO)
Varsiteer's Quartet (KDKA)
Varsity Club of the Air (WEBC)
Varsity Collegiate Reporter (WIP)
Varsity Funsters (KGFJ)
Varsity Hour (WRUF)
Varsity Show, The Pontiac (NBC)
Varsity Speaks (CKCL)
Varsity Time (CJOR)
Varsity Varieties (CRS, CJRC, KIEM)
Varsity Vespers (WDAS)
Vass Family (WMAQ)
Vassar Chocolates Girl (KOA)
Vaudeville of the Air (WRJN)
Vaudeville Theatre, The (WAAF)
Vaudeville 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)
Venida Program, The (NBC)
Vermont Lumber Jacks (NBC)
Vermont Symphony Orchestra (WSYB)
Versatillians (KFAB)
Verse and a Song, A (WLAC)
Verse-Speaking Chorus (WJZ)*
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 (WCMI)
Vesper Song (CFRN)
Vesper Voices (KLZ)
Vespers (KHSL)
Vespers, Vickland's (WMBD)
Vespertide (KOL)
Vest Pocket Varieties (KGO-KPO)
Vestradramas (WCAM)
Veterans Campfire (WNEW)
Veterans' Forum (WHO)
Veteran's Jubilee (KGW-KEX)
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 (WTMJ)
Victrola Hour, RCA (KGDM)
Vie Francais, Le (KFJZ)
Vienna Dreams (WTMV)
Viennese (WSYR)
Viennese Echoes (KGO-KPO)
Viennese Ensemble (WENR, WTAM)
Viennese Melody (KOL)
Viennese Sextet (CBL)
Vieux Poullailer, Le (CBF)
Views and Interviews (KABC)
Views and Reviews from the Bookshelf (WCAX)
Views of Local News (WHBF)
Views of the News (WMCA, KRKD)
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, KMBC)
Village Crier (WWNC)
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 Allegros (KRQA)
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)
Virginians, The (WSAI, WLW)
Virtuosites (CJBR)
Visibility Unlimited (MWR)
Visions of Italy (WHOM)
Visit to Aunt Kate's Cottage, A (WFOY)
Visit to Poland (WFBL)
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)

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Visiting with Uncle Bill (WAAW)
Visitor Looks at America (CBS)
Vita Gold Gang, The (KNOW)
Vital Statistics (KWTO)
Vital Vegetables (CBS)
Vitality (WABC)*
Vitamin Varieties (CFAC, CJCA)
Viva Juvenile Parade (WCOP)
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 Symphony (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 Vogues (NBC)
Vocal-aires (CKTB)
Vocaleers (KRBC)
Vocalettes (WKBW)
Vocalisms (KRSC)
Vocalists and Orchestra (NYBS)
Vocalites (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 (KGFJ)
Vogues and Vagaries (WGH)
Vogues in Melody (WGH)
Vogues in Vocalisms (WFAA)
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 (WBBM, WBS, WMAQ, WWJ, WGIL)
Voice of Columbia (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 (KRKD)
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 (WBBM)*
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 (WFBR)
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 (KSFO)
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 (KFEQ)
Voice of the Legion (WSYR)
Voice of the Library (WFBL)
Voice of the Market Place (CJIC)
Voice of the Motor City (WJR)
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 (KFRO, 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)

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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 (WNEW)
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)
Voisinons (CKAC)
Volunteer Organist (WMCA)
Voters' 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)

W

WBNY's Kiddies' Karnival (WBNY)
WBZ Presents (WBZ-WBZA)
WCLO Rhythm Review (WCLO)
WDAE's Church of the Air (WDAE)
WEEI Goes to a Party (WEEI)
WELI Does the Town (WELI)
WFDF Blues Chasers (WFDF)
WFDF Musical Clock (WFDF)
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)
W P A Report Program (NBC)
WRJN Presents (WRJN)
WSAI Openers (WSAI)
WSAI Revue (WSAI)
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)
Wake Up and Listen (KABR, KDON, WKBZ, WDOD)
Wake Up and Live (WORL, WTRC, CKY, WCLS)
Wake Up and Live Broadcast (WTMV)
Wake Up and Shine (WTBO)
Wake Up and Sing (WSAY, CFJC, CKCL, CKX, KVOO, WCAX, WJR, WTAM, WCLE)
Wake Up and Sing Club (WMCA)
Wake Up and Smile (WCAU, KDYL)
Wake Up and Swing (WCLE, WHB, WCAZ)
Wake-Up Melodies (KVOR)
Wake Up, Wilkes-Barre (WBRE)
Wake-Uppers, The (KMOX)
Waker Upper (WNOX)
Waker-Upper Program (KGGM)
Waker Uppers (KFJZ, KPDN)
Walberg Brown String Quartet (NBC)
Walk of Life (WBIG)
Walkashow, The (WCFL)
Walker Family, The (IBS)
Walker-Over Cavaliers (WDAF)
Walkover Girl (WFLA)
Walks and Talks with Masters of Music (KQW)*
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 Musicale (WTAM)

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Walter Winchell (NBC)
Walther League Forum (KFUO)
Walther League Messenger Pre-view (KFUO)
Walther League News Review (KFUO)
Waltz! (WLNH)
Waltz Album, The (WCAZ, WIP)
Waltz and Swing (WTBO)
Waltz Awhile (WTJS, CHAB)
Waltz Dreams (CBS)
Waltz Favorites (NBC)
Waltz in Springtime (KDYL)
Waltz in Swingtime (KMTR)
Waltz Interlude (KGO)
Waltz Is On, The (WGY)
Waltz Serenade (WTIC, CHAB)
Waltz Time (KGO-KPO, WDGY, KABC, WPHR, KHSL, WFIL, WMFD, WISN, WHB, KFXJ, WEAN, KGVO, KLZ, WSAU, KOL, WQXR, WBBC)
Waltz Troubadours (WFAA)
Waltz with Me (WJAG)
Waltzers, The (WIL)
Waltzes from the Past (KRE)
Waltzes from Vienna (WRUF)
Waltzes of the World (CBS)
Waltzing Strings (WDBO)
Waltzing with Wayne (CKCL)
Wanderer, The (KIRO, WOW, KOIN, KFWB, WGBI, WVFW)
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 (KFNF)
Wandering Minstrel, The (WBAL, WWVA, WCCO, KGO-KPO)
Wandering Minstrel, The Windex (WCCO)
Wandering Troubador (KPDN)
Wandering Troubadour (WBRB)
Wandering Vagabond, The (WELL)
Wandering Vagabonds, The (WXYZ)
Wanderlust (WWJ)
Wanna Club (WSAZ)
Want a Job? (WSAU)
Want Ad Sketch (WWJ)
Want Ad Spotlight (IBS)
Want Ads (KGMB)
Wanta Write a Play? (KVOD)
Wanted—A Job (KDYL)
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 (KMPC)
Washboard Rythm Makers (WAPO)
Washday Revue (KFBK)
Washington Letter (WJAG)
Washington Merry-go-Round (WOR)*
Washington Roundup (NBC)
Washington Speaks (WOL, WCOA)
Washington Speaks (Man on Street) (WOL)
Washington Woman's Radio Hour (KOL)
Waste of Time, The (WBRY)
Wastebasket, The (WJAS)
Watch the Clock (KTOK)
Watch the Fun Go By (CBS)
Watch Tower Service, The (CKMO)
Watch Your Step (WDAE)
Watch Your Time (KLZ)
Watching the Clock (WHBB)
Watching the World (WMCA)*
Waterfront Reporter (KGB)
Waterfront Wayside (WLW)
Watson Sewing Circle (WMBH)
Wattle, the Magnificent (WHN)
Wattles the Magnificent (WHN)
Watt's the Answer? (WMMN)
Waves of Melody (NBC)
Waves of Rhythm (KGLU)
Waves of Romance (NBC)
Way Back When (KGO-KPO, KVOR, KDKA, WCLO, WTAD)
Way Down East (WBS)
Way Down Home (NBC)
Way Down South (KPAB)
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)
Wayfaring Men (WABC)*
Wayne & Dick (WCLE)
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 WEVD)
We Are Four (WGN)
We Are in the Money (KFRO)
We Are Only Human (WIBC)
We Can Prove It (KMOX)
We Cover Manhattan (WHN)
We Have With Us (WHEC)
We Heard (KGAR, KTUC, WDZ, WJMS)
We Heard Today (WEBR)
We Like Mountain Music (WDOD)
We Live Again (WLW)
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 (KTSA)
We, the People (NBC)
We, the Students (KAND)
We, the Wives (WBBM, WGN)
We, the Women (KFAB)
We Three (KFEQ, WOWO-WGL)
We Want a Touchdown (Mutual)*
Wealth of Harmony (CJOC)
Wealth Producers of the Inland Empire (KFPY)
Weary Blues (KLRA)
Weather Eye, The (WINS)*
Weather Man Speaks, The (KONO)
Weather Master, The (WTCN)
Weather Prophet, The (KSL)
Weatherman (WHB)
Weaver of Dreams (KFAC, KMPC, WTMJ)
Weaver of Tales (WHN)*
Weavers of Melody (KOA)
Web of Dreams (KCKN)

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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 Varieties (WMMN)
Wednesday Matinee, The (WPEN, WHAS, WTIC)
Wednesday Midnighter (WSM)
Wednesday Night at Ten (KGMB)
Wednesday Serenade, A (KTBS)
Wee Drap o' Scotch, A (CJLS)
Week in Review, The (CKSO, WAPI, WBAL, WSAI, WKY, 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 (WMCA)
Weekend News Review with Gabriel Heatter (NBC)
Weekend News Reviews (UP)
Weekend Potpourri (WBBM)
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)
Weekly 4-H Club Review (KFDY)
Weekly News Digest, The Rhodes (WHO)
Weekly Newspaper for Boys and Girls, The KFYR (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)
Weinie Schnitzel and His Pretzel Benders (CKNX)
Welcome Lewis (WABC)*
Welcome, Neighbor (WSAU, 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)
Wellesley Townsman on the Air, The (WCOP)
Wells of Music (KOA)
Wenda Ware (WPHR)
Wendall Hall, the Red-Headed Music Maker (NBC)
We're Glad You're Here! (WSPA)
We're Stepping Along (CBS)
Werewolf (WMCA)
Wesley Pruden'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 Artist Series (KGO-KPO)
Western Drifters (KWBG)
Western Education Forum (KGO)
Western Farm and Home Hour (KGO-KPO)
Western Frontiers (KRE)
Western Harmoneers (WCNW)*
Western Music (KHSL)
Western Ramblers (WGRC, 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 (KUOA)
Westerners, The (KMBC)
Westward Ho! (KFOR KLO. KFAC)
Westward Welcome (KFPY)
We've a Date for... (CFRN)
We've Got Your Number (WHBC)
Whaling We Must Go, A (NBC)
What A Fix! (WKZO)
What Are You Doing Tonight? (WBZ)*
What Are You Reading? (WELI, 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, WGAR, WABI, KFEQ, WMFJ, WBBM, KFRC, WCOL, WMCA, WTOL)
What Do You Want to Know? (NBC)
What Does Your Hand Say? (KHJ)
What Every Woman Wants to Know (WSB)
What Goes on Here? (KOY)
What Good Is Art? (FTRD)
What Happened at the State House Today (WHDH)*
What Happened Where and When with William Ware (WCAU)
What Happens in the Business World (KRMD)
What Has Become of ....? (KWK)
What I Am Trying to Do (CBS)
What I Would Do with the World (NBC)
What Is It? (WQDM)
What Is Radio? (WATR)
What Is This Thing Called Love? (WFBL)
What Is Truth? (WSPA)
What Is Your Answer (WDAY)
What Is Your Hobby (WDAY)
What Lane County Thinks (KORE)
What Next? (WGAR, WSAI, CFGP)
What? No Santa Claus (WICC)

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What Price America (CBS)
What Price Government (WWSW)
What Price Loyalty (CKOC)
What Radio Needs (WNEW)
What Shall I Be? (CJRC)
What the Books Say (WDAF)
What the Credit Men Say (WGRC)
What the Sponsor Thinks (KFSO)
What the Stars Are Wearing This Week (WMCA)
What They Think (NBC)*
What to Do Tonight (CJRM)
What Type Are You? (WMCA)*
What Was That You Said? (WATR)
What Will You Have (CJGX)
What Would You Do? (MacG, WCAU, WCFL, WKZO)
What Would You Say? (KFUO, WRC, KXBY)
What You Should Know (KASA)
What'll I Do (WJNO)
What's at the Movies? (WIP)
What's Beneath the Skin (WOR)
What's Doing in Birmingham Tonight (WBRC)
What's Going on in St. Albans & Vicinity (WQDM
What's Happening (WJBK)
What's Happening in Southern Oklahoma (KVSO)
What's in a Name? (MWB, WELI)
What's in the H(air) (WGRC)
What's in the Paper (KTUL)
What's in Your Name? (CBS)
What's My Name? (Mutual)*
What's New? (WEEI, CKCL, WSAU, KGO-KPO, WJAY, KVI, KDYL, KWKH)
What's New in Baltimore (WBAL)
What's New in Fort Smith —Judy Jene (KFPW)
What's New in Milwaukee (WTMJ)
What's New in Music (KFRO)
What's New in Radio (NBC)
What's New in Science (WPHR)
What's New in the Stores Today (WWJ)
What's New in the World (KSAC)
What's New in the World News (KELD)
What's New Today (WFAA)
What's Next? (CJIC)
What's on My Mind (CJCA, CKOC)
What's on the Air (WTJS)
What's on the Air Tonight? (WRVA)
What's on the Calendar (WBTM)
What's on Your Mind? (WJSV)
What's Playing in New York (WSYR)
What's Stirring (WATR)
What's That? (KELD)
What's the Answer? (WMMN, WGAR, KEHE, WFDF, WKBW)
What's the Big Idea? (WLW)
What's the Name of That Song? (KBST, WDNC, WFAA, CJRC, WFDF, WMIN, WSOC)
What's the Name of the Song? (WDNC)
What's the News? (WENR)*
What's the Odds? (WBIG)
What's What in Feminine Circles (KSL)
What's Wrong with You? (KGMB)
What's Your Answer (KLPM, KQW, WEAN)
What's Your Choice (KABR)
What's Your Hobby? (KDYL)
What's Your Lucky Number (WBIG)
What's Your Name? (WSAZ)
What's Your Number? (WELI)
What's Your Opinion? (CJCS, CJKL)
Wheat Capital Sidelights (KCRC)
Wheatbelt Whimsies (KITE)
Wheatenaville (NBC)
Wheatsworth Program (NBC)
Wheel of Chance (CKLW)
Wheeler Family (CHAB)
Wheels Go 'Round, The (WLW)
Wheels of Justice (WBNX)
When Day Is Done (KMOX, WGY, WHB, WSYR, CJRC, KRSC)
When Horses Meet (CBS)
When I Grow Up (WTMV, WBNX)
When Justice Dreams (WHN)
When Lights Are Low (WAPI)
When NBC Goes on a Jamboree (KGU)
When Old Friends Meet (WWVA)
When Song Is Sweet (CFCF)
When the Organ Plays at Twilight (WSNJ)
When There's a Moon (WHN)
When Twilight Comes (WJR, KVOO)
When We Were Young (CBS)
Whence Came the Red Man? (KMBC)
Where Am I? (WAVE)
Where Are You Going? (WJAR)
Where Do I Live? (WLAK)
Where in the World (WLBZ)
Where My Caravan Has Rested (WWSW)
Where Old Friends Meet (KGO-KPO)
Where Strangers Meet (KFEQ)
Where the Fun Begins (KTAT)
Where to Go (KLZ)
Where to Go—What to Do (WCFL, KVOA)
Where to Go and What to Do (WMBD)
Where to Go Fishing (KGKO)
Where to Go This Week (WWVA)
Where to Go to Church (WWVA)
Where to Go Tonight (KSD, KMAC, WELL)
Where's Where (WLAW)
Whiddon's Choristers (WJAX)
While the City Sleeps (NBC)
While the Horses Rest (WROK)
While the Kettle Boils (WAAT)
Whims (KGO-KPO)
Whipple Barracks Request Program (KCRJ)
Whirl Around Town, The (WCAU)
Whirl Around the Town—with Powers Gouraud (WCAU)
Whirl of the Waltz, The (CJRC)
Whirligig (NBC)
Whirly Giggs, The (KYA)
Whiskers Takes the Air (KROY)
Whispering Choir, The (WJZ)*
Whispering Guitars (WKOK)
Whispering Jack Smith (NBC)
Whispering Pianist, The (WOAI)

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Whispering Reeds (KFUO)
Whispering Song Stylist—Ida Belle Earp (WBTM)
Whispering Strings (WDRC, MacG)
Whispering Voice Choir (NBC)
Whispers (WCLE)
Whispers in the Dark (CJRC)
Whistle While You Work (CKMO)
Whistler and His Dog (WDOD)
Whistling Joe (WCHV)
Whistling Kid, The (WKY)
Whistling Salesman, The (KGNC)
Whistling Parson (KFSD)
Whistling Tenor (KHQ)
Whistling with Painter (WBRB)
White Brigade (WMEX)
White Collar Bandits (KGKO)
White Eagle (KLO)
White Eagle Braves (WDAF)
White Elephant (WIBX)
White Fires (KNX)
White Heat (KXBY)
White Mountaineers (WHEB)
White Rolls Music Box (WRVA)
White Spot Wranglers (KORE)
Whiteman's Pontiac Chieftains (NBC)
Whiteman's Proteges (WHB)
Whither Britain (CBS)
Whither Music (NBC)
Whitie and Rye (WJAS)
Whitney Ensemble (NBC)
Whittall Stradivarius Series (NBC)
Whittier Park Results (CJRC)
Whiz Bang (WTRC)
Who? (KFWB)*
Who Am I? (KGVO, KGO-KPO, KFJZ)
Who and What in Radio (CJIC)
Who Cares Hour (KOL, KGU)
Who Knows (WSAL)
Who, What and Why? (WTAG)
Who Sang It (NBC)
Who's Behind the Name, by Edwin Alger (NBC)
Who's Dancing Tonight (KPO)
Who's in Town Tonight (KPO)
Who's News Today (WAPI, WGAR)
Who's the Champ (WCCO)
Who's There (WKZO)
Who's Who (WSAY, WCBS)
Who's Who and What's What in Radio (WDAY)
Who's Who in Kansas City (KMBC)
Who's Who in Queens (WWRL)
Who's Who in Racing (WCKY)*
Who's Who in Radio (WRR)
Who's Who in Sports (WCKY)
Who's Who in the News (CBS)
Who's Who in the Zoo (KTAT)
Who's Who in Your Family (WBLK)
Who's Zoo in Africa (NBC)
Whoa Bill Club (KFAC)
Whoa Pincus (KMOX)
Whole Town's Talking, The (WBS, WOOD-WASH)
Whole Truth, The (KSAL)
Whoopee, Les Malloy's (KGGC)
Whoopers (WEBC)
Whoops Sisters, The (CBS)
WHOot Owls (WHO)
Whopper Club, The (WHBF, KWOS)
Whoppers, Walter's (KLZ)
Why a City Charter? (WIP)
Why Crime Does Not Pay (WMBR)
Why Go to College (CBS)
Whys and Wherefores (WKBW)
Widow and Angel (WJZ)*
Widow's Sons, The (NBC)
Wife Preserver (KCKN)
Wife vs. Secretary (WBS)
Wife Saver—Alan Prescott (NBC)
Wig Wagging with Ralph Wagner (WOW)
Wilbur and Ezra (WLS)*
Wilbur Coon Players (NBC)
Wilbur Family (WEAF)*
Wild Life Series (NBC)
Wild West Revue (KSFO)
Wilderness Road (WGRC)
Wilderness Stone (NBC)
Will-o-the-Wisp (WOWO-WGL)
Will Rushing, Builder of Harmony (WBRC)
Will Warren Mystery Dramas (WGY)*
Will You Live Again? (KROY)
William H. McMasters Talks It Over (WORL)
William Primrose—Viola Virtuoso (NBC)
Williams Oil-O-Matics (NBC)
Willie Hartzell and His KFEL-LERS (KFEL)
Willowdale Quartet (WKY)
Wimbrow Presents (WXYZ)
Win-a-Bike (KWLK)
Win or Lose (WADC, WBNS)
Win, Place, Show! (WCOP)
Win-Word Ho (KCKN)
Winchell Column Quiz (NBC)*
Wind Up Your Gramaphone (CHAB)
Windjammers, The (KGNC)
Window Shopper (WMBD, KFIO)
Window Shoppers, The (KBIX, KMOX)
Window Shopping (KFOX, WCCO)
Window Shopping with the Sunshine Girl (WOPI)
Wine and the Perfect Host (WTCN)
Wine Master, The (WBNX)
Wings for the Martins (NBC)
Wings of Fortune (WMIN)
Wings of Romance (WOR)
Wings of the Dragoon (RRI)
Wings of the Morning (WORL)
Wings Over America (KGB)
Wings Over Jordan (WGAR)
Winnie-the-Pooh (NBC)
Winning the West (KGO-KPO)
Winnipeg Home, The (CJRC)
Winnipeg Women (CJRC)
Winter Carnival of Perfect Pictures (WDEV)
Winter Serenade (WSGN)
Winter Sports (KLZ)
Winter Wonderland (WINS, WMBH, KQW)
Winthrop College Program (WBT)
Wisconsin College of the Air (WHA)
Wisconsin Legislative Series (WHA)
Wisconsin Political Forum (WHA)
Wisconsin School of the Air (WHA)
Wisconsin Taxpayers' Alliance (KFIZ)
Wisconsin Territorial Days (WHA)
Wisdom and Song (CKMO)
Wisdom of the Ages (NBC)
Wise Crackers (WBS)
Wise Man, The (NBC)
Wishing (WOR)
Wishing Gate, The (KGFJ)
Wishing Hour, The (WRVA)
Wishing Ring (WXYZ)*
Wishing Well, The (WRVA)

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Witch Woman, Kykunkor (NBC)
Witches and Goblins (WFAA)
Witching Hour (KGO-KPO, WKRC, KXBY, WBS, WIBM, CBM, KLZ)
Witch's Tale, The (WOR)
Witch's Tales (KHJ)
With a Senator's Wife in Washington (NBC)
With a Smile & a Song (WSAR)
With Canada's Mounted (NBC)
With Local Poets (WHBF)
With My Guitar and You (CKBI)
With Other People's Money (WBBM)
With Our Public (WWSW)
With Reason and Rhyme (KSFO)
With Sails and Saddle (CBL, CBY)
With the Astronomer (WATR)
With the Classics (WBBM, WJBK)
With the Great Masters (CHRC)
With the Ladies (KOH)
With the Masters (CJCA, WHP, WHLB, KGKO)
With the Muses (WBAX)
With the Poets (WCBM, WDAF)
With the Shut-ins (WBZ-A)
With the Stamp Collectors (WSGN)
With Them It's Different (KIRO)
With Your County Agent (KDLR, KGEZ)
Within the Pages (KTBS)
Without a Name (WDRC)
Without Further Comment (CHWK)
Wives Night Out (WBBM)
Wizard of Oz (NBC)
Wolf Point Herald of the Air (KGCX)
Woman Buys, The (WBZ-WBZA)
Woman in the Store (KMBC)
Woman in White, The (WMAQ)*
Woman Looks at the News, A (KGU, KYW)
Woman of the Hour (WFIL)
Woman of Tomorrow, The (NBC)
Woman of Tomorrow—Presented by Elizabeth Hart (WORL)
Woman on the Corner (KOB)
Woman on the Train, The (WDZ)
Woman Reporter, The (KYW)
Woman Speaks, The (WEEI, WPRO, WTIC)
Woman to Woman (KDYL, WHJB)
Woman Views the News, A (WKRC, KWKH)
Woman's Bureau of the Air (WSM)
Woman's Calendar (WCCO)
Woman's Club (WJAG)
Woman's Forum (WBRB)
Woman's Home Companion Shopper (WEEI)
Woman's Hour (KFUO, KGDE, CHSJ, WHN)
Woman's Hour, with Mary Landis (WBAL)
Woman's Magazine of the Air (WPTF)
Woman's Matinee (WWNC)
Woman's Outlook (WMIN)
Woman's Page (CKLW, KVI, WPAY)
Woman's Page—Ruth Paige (WGR)
Woman's Page of the Air (WDAS, KGLO, KSFO)
Woman's Place (CBS)
Woman's Point of View, A (WELI)
Woman's Quarter Hour (WCHV)
Woman's Radio Bazaar (WTIC)
Woman's Radio Hour, The (CHNS)
Woman's Radio Review (NBC)
Woman's Radio Roundtable (KTAT)
Woman's Side of the News, A (WTMV, WJSV)
Woman's Tiffin Hour (KDYL)
Woman's Viewpoint, A (KGVO)
Woman's Viewpoint, The (WDAF)
Woman's Viewpoint of the News (KTAT)
Woman's Way, The (WLAW)
Woman's World (CBO, WWNC, KPQ, WDGY, WOMT)
Woman's World with Martha Dulin (WBT)
Woman's World Review (WQXR)
Women, The (WEAN)
Women and News (NBC)
Women at Home Hour (CFCY)
Women at the Crossroads (WJJD)
Women in the Headlines (KDYL, WBBM)
Women in the News (KSL, KTUL, WMBC, WSAU, WHN, WXZY, KDFN, KOIL, UP, WDAY, WHO, WIBX, KFAC, WAPI)
Women in Today's News (KPMC)
Women in Washington (WMCA)
Women Make News (WBT)
Women of Central Illinois (WMBD)
Women of Destiny (KWJJ)
Women of the Hour (WROK)
Women of the New Age (WFOY)
Women of the World (KHJ, WTAD)
Women of Today (WMBD)
Women Only (KYA, WHAM, WDAY)
Women Speak, The (WBBM)
Women Talk It Over, The (WFBR)
Women to Women Hour (NBC)
Women Who Are Making Laws (WMC)
Women's Aviation Hour (CBS)
Women's Club Forum (WGAR)
Women's Club of the Air (WMBO, WCAE, KPDN, WCMI)
Women's Club Reporter (KLO)
Women's Column of the Air (WEW)
Women's Corner, The (KTKC)
Women's Federated Club Program (WOI)
Women's Hour, The (CHNC, WHN, CKPR)
Women's Magazine of the Air (KGO-KPO)
Women's News Parade (KHJ)
Women's News Review (UP, WBY, WJAX)
Women's Newspaper of the Air (WFBL)*
Women's Page (CBS)
Women's Page of the Air (WSNJ)
Women's Press Association, The New England (WORL)
Women's Radio Bazaar, The WTIC (WTIC)
Women's Radio Edition (KFRU)
Women's Reporter, The (WELI)
Women's Scrapbook (WGL)
Women's Service Club of the Air (WPEN)
Women's Side of the Exposition (KSFO)
Women's Side of the News (KFAM)
Women's Varieties (WTAD)
Women's Variety Revue (WKZO)
Women's World (KSOO)

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Wonder Children, The (WLTH)
Wonder Dog, The (NBC)
Wonder Kitchen, The WSAI (WSAI)
Wonder Show (CBS)
Wonder Waltz (KWTN)
Wonder-Waltz Program (KWTN)
Wonderful Women of the World (KMPC)
Wonderful Words (CFQC)
Wonderland (KTHS)
Wonderland of Music (WELI)
Wonders of Nature (KFUO)
Wonders of the Earth (KGO-KPO)
Wonders of the Heavens (WBBM)
Wonders of the Sky (KGO-KPO)
Woodland Echoes (CJCA)
Woods and Waters of Wisconsin (WTMJ)
Woodsman, The (KGO-KPO)
Woody and Lefty Lou (KFVD)
Worcester Yesterdays (WORC)
Word a Day (WJAG)
Word and Song (KFUO)
Word Bout, The (KGVO)
Word Clinic (KTAR, KROW)
Word Doctor (WRC)
Word for Rhythm (KSFO)
Word Game, The (CBS)
Word King, The (WOV)
Word Man, The (CKWX, WFBR, KDYL, KSL, WFAS, WSYR)
Word Master, The (KFVS)
Word of Truth, The (WCBD)
Word to the Wives, A (KFOX, IBS)
Word Woman, The (WJBK)
Wordcaster, The (WMEX)
Wordology (WMBR)
Words About Words (KHSL)
Words and Music (CKX, WAYZ, WSAU, WSVA, KFPY, WCAU, WTBO, WSBT, WFAM, CFRB, CJLS, WSGN)
Words and Music for Women (KTUL)
Words for You (KBIX)
Words in Music (WFMD)
Words of Life (WBIG)
Words Plus Music (WIP)
Words Without Music (CBS)
Work of Great Composers (NBC)
Work Pays America (WMBC)
Work Wanted (WSBT-WFAM)
Workers' Changing World, The (WHA)
Works of the Masters (WFTC)
Workshop (CBS)
World Adventure Club (WWJ)
World Adventures with Floyd Gibbons (NBC)
World Affairs (KHJ)
World Affairs Forum (WIP)
World as It Appears, The (WMBG)
World at Large, The (WFLA)
World at Work—The World at Play, The (CFCF)
World at Work and World at Play (CKCO)
World Book Man (WOPI)
World Bookman, The (KGEZ)
World Business Clinic (NBC)
World Court of the Air (WKZO)
World Dances (WBS, WSUN)
World Economic Co-Operation (CBS)
World Entertains (WBS)
World Events (WOR)
World Events in Review (WRR)
World Fair Tour (WMMN)
World Goes By, The (KGW)
World Headlines (WGAR)
World in Music, The (NBC)
World in Review, The (KONO, WINS, WATR)
World International Program (WINS)
World Is Yours, The (FTRD)
World Matinee (CKWX)
World News, The WGRC (WGRC)
World News About Women (NBC)
World News Parade (KSOO)
World of Fashion (WHB)
World of Missions (WMCA)
World of Science (NBC)
World of Sport (WBIL)
World of Sports, The (WDRC)
World of the Waltz, The (CJOC)
World Parade, The (WOR)
World Peaceways Forum (WQXR)*
World Radio Congregation (WOW)
World Review (WRUF)
World Spotlight (WDZ)
World Through a Windshield, The (NBC)
World Today (WOV, WJAY, WHK, KGDM)
World Tour (WCFL)
World Traveler (WCLE)
World Varieties (WBS)
World We Live In (KSFO)
World-Wide Facts (KSLM)
World Wide Sports (WFBR)
World's Best Music, The (WHAI)
World's Business (CBS)
World's Fair Party (KFRC)
World's Fair-est Music (WMCA)
World's Going On, The (NBC)
World's Great Music, The (WTHT)
World's Greatest Artists (WOI)
World's Largest Chorus (KMBC)
World's Worst Program (WIBG)
Worry Clinic (CBS)
Wotta-U-Think (WCFL)
Would It Surprise You (WMMN)
Would You Believe It (KYA)
Wozzeck (NBC)
Wrangling with Words (WWNC)
Wrestling Interview (CJOR, KGHI)
Wrestling Matches Direct from the Ringside (WAPI)
Wrightville Clarion, The (WTIC)
Write a Song (WSM)
Write Your Name on the Air (WIOD)
Writers and Readers (KVOO, WTCN)
Wyoming Buckaroos (WAVE)
Wyoming Ranch Life (NBC)
Wythe Williams' Foreign News Forum (WMCA)

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X

X Bar Ranch (KFJZ)
X-Boys, The (CFCY)
Xmas Shopper, Ann Sterling, The (WDZ)
Xmas Shopping Lady (WHB)
Xylophone Capers (CFCN)
Xylophonics (KRGV)

Y

YMCA Boys' Hobbies Talks (CBS)
YMCA Devotional Hour (WINS)
YMCA Open House (WHIO)
"Y" Time (YMCA), (WKBN)
Ya Gotta Get Up (WCFL)
Yacht Club, The (WBRC)
Yadkin Valley Hoedown (WSTP)
Yankee Minute Men (WNAC)
Yankee Philharmonic Chorus (WNAC)
Yankee Philosopher, The (WCOP)
Yankee Philosopher from Punkin Center (WTAG)
Yankee Singers (WNAC)
Yankee Singing Strings (WNAC)
Yankee Yarns (WNAC)*
Yarn Spinner (KFOR)*
Yarnspinner (WOL)
Yawn Club (WWJ)
Yawn Patrol (WMBD, WNLC, CJRC, KFIZ, KVOE)
Yawns and Stretches (CFAC)
Ye Merry Minstrels of Olde (WWJ)
Ye Old Song Shoppe (KIUL)
Ye Old Town Crier (WBNY)
Ye Olde English Tea Shoppe (WBZ-A)
Ye Olde Music Room (WRVA)
Ye Olde Nitte Witte (WHBQ)
Ye Olde Time Music (WOAI)
Year Ago Today, A (KOY, KONO, KWOS)
Year Ago Tonight, A (WBT)
Year Gone By, A (WGY)
Yellow Blank Salute (WHAS)
Yellow Cab Welcome (WNBR)
Yellow Fang, The (WTAD)
Yellow Jackets (WAAT)
Yes and No (WGRC)
Yes or No (WIRE, KTAT)
Yesterday (WCPO)
Yesterday and Today (WHIO, KOIL)
Yesterday Meets Today (KGB)
Yesterday-Today (KNX)
Yesterday's Broadways (CFRN)
Yesterday's Favorites (KRE)
Yesterday's Front Page (WDAF)
Yesterday's Games (WTCN)
Yesterday's Headlines (WHAM)
Yesterday's Hit Parade (CHAB, KDYL)
Yesterday's Hit Tunes (KLO)
Yesterday's Memories (WGH)
Yesterday's Music (KGO-KPO)
Yesterday's Songs Today (WVFW)
Yestertho'ts (WHAM)
Yesteryear's Big Time (KONO)
Yiddish Bais-Din Hasholom (WBBC)
Yodelers, The Dixie (WFTC)
Yodelers, The Overall (WFTC)
Yodeling Cowboy (KHQ, WORL)
Yodeling Cowgirl—Georgia May (WORL)
Yodeling Kid, The (WPTF)
Yodeling Sweetheart, The WJBL (WJBL)
Yodeling Trail Rider—Tex Cochrane (CFCY)
Yogi Yorgesson (RRI)
You and Your Child (WBAA)
You and Your City (NBC)
You and Your County Government (KGIR)
You and Your Garden (WSPR)
You and Your Government (KGO-KPO)
You and Your Happiness (CBS)
You and Your Lawyer (WAAT)
You and Your Money (KGNC)
You and Your Public Library (KDYL)
You and Your Radio (WFBR)
You and Your State Government (KGIR, KPFA)

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You Asked for It (KTSM, KFVS, WCAX, WDAY, WEBC)
You Be the Judge (NCBS)
You Can Have Music (WWSW)
You Can Please Everyone (WFBR)
You Can't Stump Clarence (WBT)
You Do Like Poetry (WFBR)
You Don't Say (WMCA, KDKA)
You Guess the Tunes (WCOP)
You, I, and the Other Fellow (KROC)
You Name It! (KARK, KGHF, KLO, KGO-KPO)
You Name It Party (WFAS)
You Name the Tune (WOWO-WGL)
You Said It (CBS)
You Said It Yourself (WOC)
You Shall Have Music (WACO)
You Shall Have Rhythm (WACO)
You Tell Me (KGFW, WBTM)
You, the Unseen Jury (WEAF)*
You'll Want to Dance (KALE)
You're in the Money (KTUL)
You're Next (WMAL)
You're Singing, Neighbor (KMOX)
You're Telling Me! (CJCA, WMIN, WPG)
You're Welcome (WBIG)
You've Got Something There (WBEN)
You've Never Kept a Budget! (WATR)
Young America (WCAU, WJW)
Young America on the Air (WLAC, WWVA)
Young America Presents (WABY)
Young America Sings (WQXR)
Young Americans on the Air (WBT)*
Young Artists' Club (WHK)
Young Artists' Light Opera Series (NBC)
Young Artists' Series (WDGY)
Young Artists' Trio (NBC)
Young Cincinnatus at School (WSAI)
Young Folks Program (WDRC)
Young Folks Time (KMA)
Young Forty-Niners (WENR)*
Young Hickory (NBC)
Young Ideas (WCLE, WDGY)
Young Man's Fancy, A (CBL)
Young Memphis Speaks (WHBQ)
Young Men of Harmony (KRMD)
Young Men's Section (CJRC)
Young Mother, The (CBS)
Young New Yorkers, The (NBC)
Young People's Church of the Air (WMCA)
Young People's Concert (WQXR)
Young People's Conference (WMCA)
Young People's Hour (CKTB)
Young People's Program (KFUO)
Young Rochester (WSAY)
Young Stars of Tomorrow (WCHS)
Young Thespians, The (WDAF)
Young Washington (WOL)
Young Widder Brown (NBC)
Young Widder Jones (WBS)
Youngbloods of Beaver Bend (CKY)
Younger Generation (WLTH)
Youngster Speaks, The (WFAS)
Youngsters, The (WFAA)
Your Adventure with Floyd Gibbons (CBS)
Your Album and Mine (KWBG)
Your Announcer Presents (WMMN)
Your Answer, Please (KWJJ)
Your Baby (WABI)
Your Bank and You (KVOR)
Your Banker and You (WEBC)
Your Bible and You (WMCA)
Your Birthday (WSOC)
Your Birthday Party (WSAZ)
Your Boy's Future (KGO-KPO)
Your Branch Library (WJAY)
Your Brother's Safety Club (KOMA)
Your Building Dollar (WRJN)
Your Child (NBC)
Your Child Series (WNEW)
Your Children and Mine (KDAL, WDGY)
Your Church (WDAE)
Your Church and Mine (WAGM, WJMS)
Your Church To-morrow (WEED)
Your City and Mine (KSL)
Your City Government (WPHR, WCOL)
Your Civic Affairs (WHDL)
Your Coffee Maker (WGY)
Your Community (WEBR)
Your Confidential Counsellor (WMCA)
Your Congressman Says (KFOR)
Your Congressman Speaks (KQW)
Your Constitution (WBT)
Your Credit (WAVE)
Your Dance Parade (KFRO)
Your Dance Time (WACO)
Your Danceland Ballroom (WELI)
Your Devotional Hour (WACO)
Your Diet (CBS)
Your Dinner Table (WSAU)
Your Dog and Mine (KTSA, WRDW)
Your Electric Servant (KRBC)
Your Electric Servants (WWNC)
Your English (WFBR)
Your Escort (WJZ)
Your Eyes (NBC)
Your Family and Mine (CBS)
Your Family Counselor (WQAM)
Your Family Tree (WATR)
Your Fashion Magazine (WDNC)
Your Favorite Songstress (KOB)
Your Favorites (WAML)
Your Fellow Man's Opinion (KHJ)*
Your Foods and You (CBS)
Your Friend (WDNC)
Your Friend and Mine (KPLT)
Your Friend, the Philosopher (WCOP)
Your Friendly Advisor (KFUO)
Your Friendly Counselor (KHJ)
Your Friendly Neighbor (WCAO)
Your Friends, Two Pianos (CKCH)
Your Garden (WHEB)
Your Garden and Mine (KYW)
Your Garden of Memories (WHEB)
Your Girl Friend at the Movies (WMCA)
Your Good Health (WBAL, WINS)
Your Good Neighbor (KGU)

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Your Government at Your Service (KGO-KPO)
Your Government Reports (KECA)
Your Government Speaks (CJRM)
Your Guide (WGAR)
Your Handwriting Is You (WFAS)
Your Health (WHA, WISN, WFAS, WSGN, WHBB)
Your Health Advisor (WCOP)
Your Health in the News (KWJJ)
Your Hit Parade (CBS)
Your Hollywood Parade (NBC)
Your Hollywood Reporter (KROC)
Your Home (WHBF, WBS, KLZ, KSFO, WJRD)
Your Home and Mine (KYOS, WEAU, WEBC, WBZ-A, WAGA)
Your Home and You (WSAR)
Your Home Beautiful (WHO)
Your Home Program (WQDM)
Your Horoscope (WSAZ)
Your Host (KLO)
Your Host Is Buffalo (WBEN)
Your Hostess (CBS)
Your House and Your Home (WDAY)
Your Hut (KDFN)
Your Hymns & Mine (CHNS, RRI)
Your Ideal Race (WQAM)
Your Illinois (WJJD)
Your Income Tax (WBBM)
Your Invention (WMCA)
Your Inventions (WHN)
Your Invisible Host (WBNX)
Your Job (WIP)
Your Job and Mine (WDWS)
Your Kitchen Reporter (WCAX)
Your Land and My Land (WIBG)
Your Legislators (WFBL)
Your Library (WATR, WBZ-WBZA)
Your Los Angeles (KFWB)
Your Lover (WBS)
Your Lucky Number (WSAR)
Your Man Sunday (KSAN)
Your Market Basket (WWVA)
Your Matinee (WKRC)
Your Melody Hostess (WDEV)
Your Melody Man (KQV)
Your Money Talks (WJJD)
Your Morning Air Mail (WFBR)
Your Morning Bulletin Board (WTJS)
Your Morning Minstrel (WTIC)
Your Morning Paper (WHDL)
Your Morning Reporter (WBBM)
Your Morning Show (KONO)
Your Mother and Mine (KOIN)*
Your Music (WMC, KYW)
Your Music and Mine (CFAC, CFGP)
Your Musical Doctor (WCAX)
Your Name (WCOP)
Your Neck o' the Woods (CBS)
Your Negro Neighbors (KLZ)
Your Neighbor (WCOL)
Your Neighbor and Mine (WBBM)
Your Neighborhood Choir (KTAT)
Your Neighborhood Reporter (KCKN)
Your Neighbors (KGNC, WJAY)
Your News Courier (WBIG)
Your Next Door Neighbor (WAIM, KBIX, WCOA, KTRI)
Your Next Door Neighbors (WIS)
Your O G & E Program (WKY)
Your Old New Yorker (WQXR)
Your Opinion (KTAT)
Your Organization (WBBC)
Your Owensboro and Ours (WOMI)
Your Parlor Playhouse (WGN)*
Your Personal Shopper (KBIX, WQAM, KLZ)
Your Poetry and Mine (WIP, FTRD)
Your Postoffice Speaks (WLAC)
Your Problem and Mine (KXBY)
Your Problems and Mine (WAAT)
Your Program (KGO-KPO, KVOR, CKCW)
Your Pronouncer (KFWB)
Your Public Schools (WCAO)
Your Radio (WSOC)
Your Radio Dial (WFBC)
Your Radio Pastor (KRE)
Your Radio Reporter (WHAM)
Your Radio Review (KGW-KEX)
Your Radio Sportsgraph (KERN)
Your Request Program (WHDL)
Your Requests (WBNX)
Your Romance (KMTR)
Your Safety (WBAL)
Your Safety Friend (WACO)
Your San Francisco (KSFO)
Your Say-So (KWTO)
Your School Parade (WSVA)
Your Showtime Topics (WTJS)
Your Silent Partner (WAPI)
Your Six Servants (WNOX)
Your Social Calendar (CFCN)
Your Social Secretary (WTMJ)
Your Song for the Day (KROC)
Your Song Stylist (KDBO)
Your Songs (CHNS)
Your Songs and Mine (KFJB)
Your Sports Review (WWNC)
Your Star Reporter (WMFJ)
Your State Library (KOL)
Your Station and Mine (WHAI)
Your Stroller on the Street of Dreams (WTJS)
Your Sunday Date (WGN)
Your Sunday Serenade (WKY)
Your Swing Session (WCAX)
Your Telephone Reporter (WRVA)
Your Time Tonight (WGR)
Your Timekeeper (WRC)
Your Town (WGAR)
Your True Adventures (CBS)
Your Unseen Friend (CBS)
Your Voice (WCOP)
Your Wisconsin (WHA)
Your Witness (KNX)
Your World and Mine (KMPC)
Yours by Request (WGES)
Yours for the Answering (WCBS)
Yours for the Asking (KYOS, KFPY, WDAY, WTBO)
Yours Fraternally (WBBC)
Yours Sincerely (KNX)
Yours Truly, Mr. Dooley (WOW, WHB)
Youth and Crime (WMCA)
Youth and Experience (WTAM)
Youth and the World (KYW, WFBR)
Youth Bible Forum (WKBO)
Youth Challenges (WKST)
Youth Court of Character (WBRY)
Youth Crusade (WBIG)

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Youth Finds Itself (NBC)
Youth Forum (WBRB)
Youth Hour (WRDW)
Youth in Music (WTAG)
Youth in the Modern World (KLZ)
Youth in the News (WIP)
Youth Intervenes (CRCY, CBL, CBY)
Youth Looks Ahead (WHA)
Youth Meets Government (NBC)
Youth of Duluth, The (WEBC)
Youth of the World (NBC)
Youth on Parade (FTRD)
Youth on Wings of Song, Rochester (WHAM)
Youth Parade (WGY)*
Youth 'Round the World (WCFL)
Youth Sketches (KFUO)
Youth Speaks (WJR, WCOL, WIBX)
Youth Time (WHK)
Youthful Loveliness (WEEI)
Youths' Opportunity Program (WEAN)
Youth's Round Table of Current Events (KTFI)
Youth's Science Parade (WBNS)
Yvonne and the Off Beats (WBNS)

Z

Za Zoo Zology (WIBC)
Zac and Zeb (KROC)
Zada—Pet's Brown Mule (WOPI)
Zampecini Concerta (WDEV)
Zany Family, The (CBS)
Zarephath Bible Seminary Chorus (WAWZ)
Zeb Turner's Mountain Men (WJIM)
Zeke and Andy (KFH)
Zeke & His Saddle Pals (KWTO)
Zeke and Zeb (WJRD)
Zeke Manners' Gang (WMCA)
Zeke Smart (WJAY)
Zeke's Gazette (WJAY)
Zephyrs (CBS)
Zero Hour, The (IBS, WPG)
Ziegfeld Follies of the Air (CBS)*
Zig and Zag (KOL)
Zion Four (KRBC)
Zionist Program (WINS)
Zip and Old Timer (KTUL)
Zip Bentley's Zippers (WDRC)
Zither Tunes (WJAX)
Zollie Gand (KSLM)
Zoo Antics (KLRA)

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.

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RADIO SCREEN STAGE

VARIETY

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, $6. Single copies, 15 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under Act of March 3, 1879.
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NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citations, Survey Supplement, Made Under 12 Different Categories

Special citations are made annually by VARIETY under the general classifications listed below. Changing realities of the broadcasting industry may from time to time warrant modifications, omissions or additions to these categories but it is felt that the groups are basic and logical sub-divisions under which showmanship citations may sensibly be assigned.

Citations are made under 12 general heads. Order of listing of these designations does not suggest any relative importance as between one type of citation and another. Citations given are outstanding:

1. Program Originating Station.
2. Prestige Station.
3. Network Owned and Managed Station.
4. Farm Service Station.
5. Newspaper-Owned Station.
6. Part-Time Station.
7. Foreign Language Station.
8. Sports Station.
9. Social Service Station.
10. Nationally Exploited Station.
11. Community Exploited Station.
12. Canadian Station.

SURVEY CROSS-CHECKED THROUGH TIME-BUYERS

Showmanship is largely a matter of good judgment, and presupposes a flair among its practitioners. So does a good motion picture, a good advertising campaign, or a good book. By the same token VARIETY must necessarily undertake a certain arbitrary element of choice in its showmanship surveys and awards.

However, VARIETY has not relied upon its own information and judgment alone, but has drawn upon the intimate knowledge of local radio stations possessed by various personages within leading advertising agencies and upon spot broadcasting experts.

These experts cannot, for obvious reasons, be named. Their courtesy to VARIETY can only be acknowledged anonymously, though sincerely.

Additionally it has been the habit of VARIETY to permit stations to submit as evidence a detailed annual statement covering all pertinent aspects of their community showmanship. A majority of the stations do not fail to take advantage of this privilege.

Under this questionnaire stations are asked to define, first, their general policy and objectives; secondly, their local program creation; thirdly, their community group tie-ups; fourthly, their publicity showmanship; fifthly, what is called prestige showmanship; finally, activities characteristic of topical alertness.

Realization of the role played by showmanship in broadcast advertising has perhaps been nicely summed up in the question "What is the circulation of a dull program on a 50,000-watt station?" People listen to programs not to signals.

Statistics

Statistics are a valued source of information in radio. But they are judged by the statistician that gathered the data and by the faith of the trade in its credibility. Coverage maps have been frequently criticized.

Again—reverting to the missing element not quantitatively demonstrable—showmanship.

'ECCENTRICITY' IS DISCOUNTED

Showmanship in its best sense is apt to be synonymous with prestige. VARIETY'S annual survey and these supplemental citations particularly disregard anything that might be considered irresponsible publicity-seeking.

Showmanship is a calculated aspect of smart station management. It has nothing to do with eccentric exuberance or exaggerated and impractical ideas.

RECOGNITION IN SPECIAL GROUPS

Annual Follow-up to City-By-City Rankings Designates Leading Examples of Station Showmanship Under Various Types of Station

DATA

Each year for some time VARIETY has published a survey of community showmanship by radio stations. To this has been added, supplemental to the survey, a series of special citations to individual stations.

Granting of awards has not been practical in the showmanship survey itself because of the large number of ties for first place. Instead it has seemed useful and desirable to attempt special recognition within certain specified groups of outstanding examples each year of station showmanship. Such awards are largely based on data extracted from the showmanship survey, but do not necessarily coincide with the exact terms or limitations of the community rankings.

Special Citation

for

1937 AWARD

to

Showmanship's Meaning and Relation To the Problems of Station Operation

Signal Strength

Signal strength or wattage naturally is of importance to both stations and sponsors but is disregarded by VARIETY as a factor in showmanship enterprise in the meaning of the annual analysis.

Every station is separately considered on its activities—not its power.

ALL STATIONS ARE ELIGIBLE

All commercial radio stations in the United States and Canada are eligible to receive special citations. That is to say, VARIETY will not narrow the field of its possible selections to the natural limitations of the showmanship survey proper.

Where exceptional performance is noted on the part of stations without immediate competition and therefor not included in the annual analysis there will be due consideration given.

Showmanship, seemingly vague and all-inclusive as a mere term, in actuality is the day-to-day effort of the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of 'public interest, convenience and necessity' as laid down by the Federal Communications Commission.

The growing number of advertisers who are prepared to sponsor local programs or to deal with individual markets on a basis of the idiosyncrasies and characteristics of stations and communities creates a sponsor interest in the showmanship phase of station operation.

Reduced to an ultimate realistic basis, showmanship is a competitive lever which a station—regardless of size or facilities—fights for audiences and, of course, business. No incisive indication of this lever is found in standard coverage surveys or rate cards, and this all the more emphasizes the need of a showmanship survey.

AFFIRMATIVE REPLY TO 'ARE WE IN SHOW BIZ?'

Showmanship is not the whole problem nor a universal panacea in broadcast management. But the question 'are we in show business?' is now more generally answered in the affirmative by those who once found the suggestion repugnant. Emotional values was once attacked by competitive media and sheepishly deprecated by radio itself. This has been reversed. Emotional values are now acknowledged to be that which makes radio important. It becomes clearer from primary question of how to understand, discipline and manipulate showmanship.

A developing series have steadily manifested keen interest in VARIETY'S showmanship survey and their encouragement has been a primary reason for continuing and constantly expanding the service. VARIETY aims only to evaluate enterprise along showmanship lines and in so doing tries to eliminate purely mechanical and physical factors that may have a direct and important bearing on station popularity and prosperity, but may have little relation to showmanship itself.

Each individual station faces a problem more or less unique to itself. Yet all radio stations, from the smallest to the largest, tend to follow broad principles which time has verified as sound and useful. Naturally showmanship is judged in radio as elsewhere in relation to the boundaries implicit in size, social, economic and racial factors. Show business proper functions on a variety of levels. So, too, with the American broadcasting stations. Variations adapted to needs and facilities make it possible to use a single idea of times at all levels. Showmanship is the measure of finesse in the adaptations.

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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.....**Lever Bros. Co. (for "Lux Radio Theatre"; "Big Town" with Edward G. Robinson and Claire Trevor; and the Al Jolson program).**
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.
KSL, Salt Lake City, U.
1936.....WHAM, Rochester, N. Y.
WHAS, Louisville, Ky.

FARM SERVICE STATION

1938.....**WSM, Nashville, Tenn.**
1937.....KMMJ, Grand Island, Neb.
WDAY, Fargo, N. Dak.
1936.....WHO, Des Moines, Ia.
WLS, Chicago, Ill.

NETWORK-OWNED STATION

1938.....**KNX, Los Angeles, Calif.**
1937.....WBT, Charlotte, N. C.
KHJ, Los Angeles, Calif.
1936.....KMOX, St. Louis, Mo.

NEWSPAPER-OWNED STATION

1938.....**WWJ, Detroit, Mich.**
1937.....WDBJ, Roanoke, Va.
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.
WSMB, New Orleans, La.
1936.....WEVD, New York City.

SPORTS STATION

1938.....**No award.**
1937.....No award.
1936.....WIND, Gary, Ind.

NATIONALLY EXPLOITED STATION

1938.....**WOR, New York City.**
WFBR, Baltimore, Md.
1937.....No award.
1936.....WCKY, Cincinnati, O.

COMMUNITY EXPLOITED STATION

1938.....**KVOR, Colorado Springs, Colo.**
1937.....KWK, St. Louis, Mo.
WGN, Chicago, Ill.
1936.....KFPY, Spokane, Wash.

CANADIAN STATION

1938.....**No award.**
1937.....No award.
1936.....CFRB, Toronto, Ont.

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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 9 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.
4. Vick's Open House.
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.
11. Good News of 1938.
12. National Barn Dance.

Dramatic Division

1. One Man's Family.
2. Lux Radio Theatre.
3. Arnold Grimm's Daughter.
4. Bachelor's Children.
5. First Nighter.
6. Big Town.
7. Hollywood Playhouse.
8. The Story of Mary Marlin.
9. March of Time.
10. Gang Busters.
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.
4. Kaltenmeyer's Kindergarten.
5. Let's Pretend.
6. Little Orphan Annie.
7. The Lone Ranger.
8. Don Winslow of the Navy.
9. Jack Armstrong.
10. Our Barn.
11. Malcolm Claire.
12. Dick Tracy.

Best Actors

1. Don Ameche.
2. Nelson Eddy.
3. Lester Tremayne.
4. { Tyrone Power.
   { Michael Raffetto.
5. Ed Prentiss.
6. Edward G. Robinson.
7. Robert Taylor.
8. Ned Wever.
9. Bing Crosby.
10. Lanny Ross.
11. { James Ameche.
    { John Walsh.
12. Martin Gable.

Best Actresses

1. Jeanette MacDonald.
2. Barbara Luddy.
3. Joan Blaine.
4. Margarette Shanna.
5. Irene Rich.
6. Alice Frost.
7. Helen Hayes.
8. Helen Menken.
9. Elsie Hitz.
10. Betty Winkler.
11. Anne Seymour.
12. Myrna Loy.

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.
9. Deanna Durbin.
10. Connie Boswell.
11. Harriet Hilliard.
12. Anne Jamison.

Male Singers (Popular Songs)

1. Bing Crosby.
2. Jerry Cooper.
3. Donald Novis.
4. Kenny Baker.
5. Lanny Ross.
6. Nelson Eddy.
7. Jack Baker.
8. Robert Simmons.
9. Tony Martin.
10. Rudy Vallee.
11. Frank Parker.
12. Dick Powell.

Female Singers (Classical Songs)

1. Jessica Dragonette.
2. Anne Jamison.
3. Jeanette MacDonald.
4. Muriel Wilson.
5. Grace Moore.
6. Lily Pons.

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7. Deanna Durbin.
8. Margaret Speaks.
9. Gladys Swarthout.
10. Kirsten Flagstad.
11. Nadine Conner.
12. Jean Dickenson.

Male Singers (Classical Songs)

1. Nelson Eddy.
2. Lanny Ross.
3. John Carter.
4. Lawrence Tibbett.
5. Frank Parker.
6. Richard Crooks.
7. Frank Munn.
8. John Charles Thomas.
9. Conrad Thibault.
10. Nino Martini.
11. Bing Crosby.
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.
7. Bob Burns.
8. Burns and Allen.
9. Bob Hope. / Amos 'n' Andy. / Joe Penner.
10. Pick and Pat.
11. Al Pearce.
12. Fannie Brice.

Dance Orchestra

1. Richard Himber.
2. Phil Spitalny.
3. Wayne King.
4. Guy Lombardo.
5. Horace Heidt.
6. Ted FioRito.
7. Benny Goodman.
8. Kay Kyser.
9. Rudy Vallee.
10. Eddy Duchin.
11. Hal Kemp.
12. Sammy Kaye.

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.
4. Milton Cross.
5. Harry von Zell.
6. Howard Claney.
7. Everett Mitchell.
8. Ralph Edwards.
9. Paul Douglas.
10. James Wallington.

Sports Announcers

1. Ted Husing.
2. Graham McNamee.
3. Bob Elson.
4. Clem McCarthy.
5. Tom Manning.
6. Paul Douglas.
7. Pat Flanagan.
8. Red Barber.
9. Hal Totten.
10. Bill Stern.

Male Commentator

1. Boake Carter.
2. Lowell Thomas.
3. Edwin C. Hill.
4. Jimmie Fidler.
5. Walter Winchell.

Promising New Star

1. Anne Jamison.
2. Edward Roecker.
3. Jack Baker.
4. John Carter.
5. Deanna Durbin.
6. Edgar Bergen.
7. Kenny Baker. / Judy Garland.
8. Tommy Riggs.
9. James Ameche.
10. Bobby Breen.
11. Johnny Johnson.
12. Barry Wood.

Best Human-Interest Program

1. We, the People.
2. Vox Pop.
3. Professor Quiz.
4. Kay Kyser's Musical Klass and Dance.
5. Interesting Neighbors.
6. Uncle Jim's Question Bee.
7. What's My Name?
8. Information, Please.
9. America's Town Meeting.
10. Hobby Lobby.

Star of Stars

1. Jessica Dragonette.
2. Nelson Eddy.
3. Jack Benny.
4. Edgar Bergen.
5. Lanny Ross.
6. Bing Crosby.
7. Don Ameche.
8. Joan Blaine.
9. Rudy Vallee.
10. Eddie Cantor.
11. Frances Langford.
12. Lulu Belle.

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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.
5. Edward G. Robinson.
6. Charlie McCarthy (Edgar Bergen).
7. Joe E. Brown.
8. Billy House.
9. Fred Allen.
10. Dick Powell.

Favorite Performer (Girls)

1. Kate Smith.
2. Bing Crosby.
3. Eddie Cantor.
4. Billy House.
5. Joe Penner.
6. Baby Snooks (Fannie Brice).
7. Al Jolson.
8. Pick & Pat (Pick Malone, Pat Padgett).
9. Tyrone Power.

Favorite Program (Boys)

1. Gang Busters.
2. Lone Ranger.
3. The Shadow.
4. Jack Benny.
5. Joe Penner.
6. Kate Smith.
7. Benny Goodman.
8. Fred Allen.
9. Lux Radio Theatre.
10. Big Town.

Favorite Program (Girls)

1. Lux Radio Theatre.
2. Eddie Cantor.
3. Kate Smith.
4. Jack Benny.
5. Big Town.
6. Fred Allen.
7. Rudy Vallee.
8. Gang Busters.
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
14-15.	America's Town Meeting and Robert Benchley	20
16.	Philharmonic Symphony Orchestra	19
17.	Fibber McGee	15
18.	Detroit Symphony Orchestra	14
19-20.	Edward G. Robinson and Kate Smith	13

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

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10-11. Larry Clinton and Andre Kostelanetz 26
12. Eddy Duchin..... 23
13. Fred Waring..... 18
14. Hal Kemp..... 17
15-16. Russ Morgan and Phil Spitalny. 16
17. Casa Loma (Glen Gray)..... 12
18. Sammy Kaye..... 10

Female Popular Singers

1. Frances Langford..... 206
2. Kate Smith..... 174
3. Connie Boswell..... 102
4. Jane Froman..... 77
5. Dorothy Lamour..... 45
6-7. Maxine Sullivan and Bea Wain... 26
8. Mildred Bailey..... 21
9. Nan Wynn..... 15
10. Lucille Manners..... 14
11-12. Martha Tilton and Virginia Simms 13

Male Popular Singers

1. Bing Crosby..... 341
2. Kenny Baker..... 228
3. Frank Parker..... 64
4. Lanny Ross..... 51
5. Nelson Eddy..... 44
6. Jerry Cooper..... 18
7. Rudy Vallee 17
8. Buddy Clark..... 16
9. Frank Munn..... 15
10. Tony Martin..... 12
11. Donald Novis..... 11

Dramatic Programs

1. Lux Radio Theatre..... 269
2. Orson Welles (Campbell Playhouse) 198
3. One Man's Family..... 94
4. Edward G. Robinson (Big Town). 57
5. Columbia Workshop..... 54
6. Silver Theatre..... 32
7. First Nighter..... 26
8-9. Tyrone Power (Woodbury Playhouse) and Star Theatre (Texaco) 20
10. Gang Busters..... 15

New Stars

1. Orson Welles..... 296
2. Tommy Riggs (and Betty Lou).. 27
3. Clifton Fadiman..... 23
4. Bob Hope..... 21
5-6. Kay Kyser and H. V. Kaltenborn. 12

Commentators

1. H. V. Kaltenborn..... 168
2. Lowell Thomas..... 77
3. Edwin C. Hill..... 30
4. Dorothy Thompson..... 24
5. Walter Winchell..... 21
6. Alexander Woollcott..... 18
7. Paul Sullivan..... 17
8-9. Gabriel Heatter and Boake Carter 14

Sports Announcers

1. Ted Husing..... 301
2. Bill Stern..... 229
3. Clem McCarthy..... 93
4. Red Barber..... 27
5. Bob Elson..... 21
6. Graham McNamee..... 20
7. Tom Manning..... 17
8. Paul Douglas..... 14
9. Bill Slater..... 10

Studio Announcers

1. Don Wilson..... 152
2. Ken Carpenter..... 84
3. Harry von Zell..... 48
4. Milton Cross..... 42
5. David Ross..... 18
6. Paul Douglas..... 15
7-8. Ben Grauer and Graham McNamee 12

Symphonic Conductors

1. Arturo Toscanini..... 333
2. John Barbirolli..... 116
3. Frank Black..... 82
4. Jose Iturbi..... 42
5. Alfred Wallenstein..... 41
6. Leopold Stokowski..... 36
7. Andre Kostelanetz..... 32
8. Artur Rodzinski..... 23
9. Howard Barlow..... 22
10. Fritz Reiner..... 19
11. Erno Rapee..... 16
12. Eugene Ormandy..... 15

Classical or Operatic Singers

1. Nelson Eddy..... 150
2. Lawrence Tibbett..... 138
3. Richard Crooks..... 117
4. Lily Pons..... 93
5. Kirsten Flagstad..... 72
6. Margaret Speaks..... 47
7. Lucille Manners..... 44
8. John Charles Thomas..... 41
9. Gladys Swarthout..... 24
10. John Carter..... 19
11. Jeanette MacDonald..... 14
12. Beniamino Gigli..... 11
13-14. Grace Moore and Lauritz Melchior 10

Quarter-Hour Programs

1. Amos 'n' Andy..... 99
2. Lum and Abner..... 78
3. Easy Aces..... 60
4. Lowell Thomas..... 53
5. Walter Winchell..... 51
6. Vocal Varieties..... 36
7. Edwin C. Hill..... 26
8. Vic and Sade..... 21
9. Jimmie Fidler..... 20
10. Sophie Tucker..... 14
11. Uncle Ezra..... 10

Children's Programs

1. Let's Pretend..... 130
2. Ireene Wicker..... 122
3. Lone Ranger..... 72
4. Little Orphan Annie..... 68
5. American School of the Air..... 44
6. Dick Tracy..... 27

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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.

FIFTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE. Announced April 19, 1939.

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 Ireene 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").

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NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '37-'38 AND '38-'39

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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.

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NETWORK COMMERCIAL PROGRAMS EVENING *

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	52	1675.00
2. Straight Popular Music	28	764.50
3. Drama	39	538.75
4. Audience Participation	16	388.50
5. Semi-Classical Music	9	254.50
6. Classical Music	5	207.00
7. News Commentators	7	189.25
8. Familiar Music	6	171.50
9. Comedy Teams	6	164.75
10. Talks-Instruction	14	163.00
11. Sports	5	111.50
12. Religion	1	35.00
13. Brass, or Wind, Bands	1	9.00
Children's Programs	10	154.75

*Revised Figures.

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NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	64	2189.00
2. Drama	50	932.50
3. Audience Participation	27	639.75
4. Straight Popular Music	20	535.50
5. News Commentators	11	215.75
6. Semi-Classical Music	4	161.00
7. Comedy Teams	4	160.50
8. Familiar Music	7	137.00
9. Talks-Instruction	9	121.50
10. Sports	6	114.75
11. Classical Music	3	109.50
12. Religion	1	50.00
13. Single Act	1	3.00
Children's Programs	15	273.50

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NETWORK COMMERCIAL PROGRAMS DAYTIME *

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama	63	2117.50
2. Talks and Instruction	30	475.75
3. Variety	7	204.50
4. News Commentators	3	169.75
5. Familiar Music	3	48.75
6. Hymns	2	39.75
7. Popular Music	9	39.00
8. Religion	1	31.00
9. Song-Patter Teams	3	27.25
10. Novelty	3	14.75
11. Brass, or Wind, Bands	1	12.50
12. Single Act	1	6.25
13. Classical Music	1	4.50

*Revised Figures.

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NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama	60	2394.25
2. Talks and Instruction	23	325.75
3. Variety	3	152.50
4. News Commentators	7	76.25
5. Hymns	3	68.00
6. Religion	2	38.00
7. Single Act	4	28.50
8. Audience Participation	5	19.75
9. Brass, or Wind, Bands	1	12.50
10. Classical Music	1	9.75
11. Novelty	1	3.75
12. Familiar Music	2	1.50
13. Popular Music	1	1.00

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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.
Origination: Hollywood.
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.
Origination: New York.
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 Meighan (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")

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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.
Origination: New York.
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.
Dialogue Writer: 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 Haenschen's orchestra; Amsterdam Chorus.
Announcer: Andre Baruch.
Conductor: Gus Haenschen.
Length of Run: Started Oct. 11, 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.
Origination: Hollywood.
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.

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Origination: New York.
Air Time: Monday through Friday, 10:15 to 10:30 a.m.
Network: NBC Blue; 15 stations, plus transcriptions.
Production: Lawrence Holcomb (of the agency).
Script writer: Adapted by William Hodapp.
Talent: Ruth Yorke (Jane Arden); Spencer Bentley (Dr. Steven Gray); Betty Garde (Mrs. Arden); Richard Gordon (Mr. Arden); Edward Wragge (Jimmy Arden); Henry Wadsworth (Alabama Randall); Howard Smith (Senator Birch); Elliott (Ted) Reid (Harry Torp); Jerry Lesser (Scarlatti).
Agency Director: Lawrence Holcomb.
Announcers: Alan Kent, Paul Brenner (New York local).
Conductor: Christine Caton.
Length of run: Sept. 26, 1938 to June 23, 1939.

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.
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.).
Network: NBC Blue; 14 stations (before July 5, 1938). NBC Red; 65 stations (after July 5, 1938).
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 Hopkins; 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 Gerson [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.
Origination: New York.
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.

Aurora Laboratories, Inc.

(See "Hollywood Newsgirl")

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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); Neighbor 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.

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Conductor: Alice Parton (theme).
Length of Run: Original contract started Feb. 15, 1935; latest series started Oct. 24, 1938.

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.
Origination: New York and Hollywood.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 62 stations.
Production: Handled by the agency.
Script Writers: Sam Perrin, Arthur Phillips, Hal Block.
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.
Length of Run: Original contract started Sept. 29, 1935; last series ran from Feb. 20, 1938, to July 3, 1938.

Baker's Broadcast

Sponsor: Standard Brands, Inc. (Fleischmann's Yeast for Bread).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
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.
Length of Run: Original contract started Oct. 8, 1933; above program ran from Oct. 3, 1937, to June 26, 1938.

Lucille Ball

(See "Wonder Show—Jack Haley")

Ballard's OvenReady Biscuit Program

Sponsor: Ballard & Ballard Co. (OvenReady 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.
Origination: New York.
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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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, 1938; 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. (Huskies, Post's Bran Flakes).
Agency: Benton & Bowles, Inc.
Origination: New York.
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] Lambert, 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, 1938.

Believe It or Not

Sponsor: Nehi Corp. (Royal Crown Cola).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Friday, 10:30 to 11 p.m.
Network: CBS; 77 stations.
Script Writer: Robert L. Ripley.
Talent: Robert L. Ripley; Linda Lee; Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey); B. A. Rolfe's orchestra.
Agency Directors: Ken Webb, Dave White.
Announcers: Clayton Collyer, Ted Jewett.
Conductor B. A. Rolfe.
Music Arranger: B. A. Rolfe.
Length of Run: Started March 31, 1939.

Robert Benchley

(See "Melody and Madness")

Helen Bennett

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse 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.
Origination: New York.
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.
Origination: New York.
Air Time: Sunday 5:30 to 6 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 52 stations.

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Production: Handled by the agency.
Script Writers: Park Levy, Al Miller, Alan Lipscott.
Talent: Ben Bernie and orchestra: Lew Lehr; Bobby Gibson; Mary Small; Manny Prager.
Agency Director: William Rousseau.
Announcer: Harry von Zell.
Conductor: Ben Bernie.
Length of Run: Oct. 2, 1938, to June 25, 1939.

Ben Bernie and All the Lads

Sponsor: U. S. Tire Dealers Mutual Corp.
Agency: Campbell-Ewald Co. of New York, Inc.
Origination: New York.
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 12 midnight).
Network: CBS; 85 stations.
Production: Henry Souvaine (for the agency).
Script Writers: Park Levy, Al Miller, Alan Lipscott.
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: General Mills, Inc. (Bisquick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: NBC Red and Blue; 28 stations.
Production: Wyn Wright.
Script Writers: C. D. Morris and Associates.
Talent: Alice Hill (Betty Drake); Les Tremayne (Bob Drake); Edith Davis (Mrs. Drake); Jim Goss (Craig Foster); Olga Rosenova (Ann Meredith); Donna Reade (Agnes Stevens).
Agency Director: David Owen.
Announcer: Pierre Andre.
Length of Run: Started Oct. 10, 1932; latest series ended May 26, 1939.

Big Sister

Sponsor: Lever Brothers Co. (Rinso).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:30 to 11:45 a.m. (repeat from 2 to 2:15 p.m.).
Network: CBS; 65 stations.
Production: Handled by the agency.
Script Writers: Knowles Entrikin, Marjorie Bartlett. (Originally Lilian Lauferty).
Talent: Alice Frost (Ruth Evans Brewster); Martin Gabel (Dr. John Wayne); Junior O'Day (Ned Evans); Haila Stoddard (Sue Evans Miller); Bill Johnstone (various roles); Agnes Moorehead (various roles); Teddy Bergman (Asa Griffin); Alfred Swenson (Cornelius Porter).
Agency Director: F. Bourne Ruthrauff.
Announcer: Fred Uttal.
Conductor: Various organists.
Length of Run: Started Sept. 14, 1936.

Big Town

Sponsor: Lever Brothers Co. (Rinso).
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood.
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.
Length of Run: Started Oct. 19, 1937. (Off during summer of 1938 from July 12 to Sept. 20). (Off during summer of 1939 from July 4 to Sept. 19).

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 McCallion (Billy); Jackie Grimes (Oliver); Ted Reid (Melvin); Selena Royle (Mrs. 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")

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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.
Origination: New York.
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.
Origination: Hollywood.
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.).

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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.
Origination: Hollywood.
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.
Origination: Hollywood. (New York, May 5 to June 23, 1939).
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 102 stations.
Production: Bill Goodwin (of CBS, Hollywood), Marks Loeb (of CBS, New York).
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.
Origination: Hollywood.
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.
Origination: New York.

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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.
Origination: Hollywood.
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).
Agency: William Esty & Co.
Origination: Hollywood. (Previous to Jan. 13, 1939, New York).
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 Contented 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.
Length of Run: Original contract started Jan. 4, 1932; latest series runs from Jan. 2, 1939 to Dec. 25, 1939.

Dale Carnegie, How to Win Friends and Influence People

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Shave Cream).
Agency: Benton & Bowles—Chicago, Inc.
Origination: New York.
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.
Script Writer: Dale Carnegie.

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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.
Length of Run: Feb. 28, 1938 to Aug. 26, 1938.

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.
Length of Run: Feb. 13, 1939, to June 23, 1939.

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.
Script Writers: Nelson Shawn, R. J. Kornhauser.
Talent: Gary Breckner, interviewer.
Agency Director: George A. Taylor.
Announcer: Maurie Webster.
Length of Run: May 23, 1938, to July 29, 1938. (Continued as a local program on KNX, Hollywood, from Aug. 1 to Sept. 10, 1938). (Returned as network show, May 22, 1939).

Cavalcade of America

Sponsor: E. I. duPont de Nemours & Co. (Institutional).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
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.
Origination: New York.
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.
Script Writer: C. D. Morris, director.
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 Bateman).

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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.
Origination: Hollywood.
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.
Origination: New York.
Air Time: Monday through Saturday, 6:30 to 6:45 p.m.
Network: NBC Red; 50 stations.
Production: Al Williams.
Script Writer: Paul Douglas.
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.
Origination: New York.
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 Cohan (for the sponsor), Douglas Coulter (of CBS).
Script Writers: Al. Lewis, Hank Garson, Tom Langan (to March 25, 1938), Phil Cohan, 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")

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Circle, The

Sponsor: Kellogg Co. (Corn Flakes).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 10 to 11 p.m.
Network: NBC Red; 52 stations
Production: Handled by the agency.
Script Writers: General script under supervision of Dick Mack; Marx Brothers material written by Tiffany Thayer, Robert Colwell, John Whedon, Dick Chevillat, Stanley Davis, Manny Mannheim.*
Talent: Basil Rathbone, m.c. (replaced Ronald Colman, Feb. 12, 1939); Madeleine Carroll (replaced Carole Lombard, March 12, 1939); Cary Grant (off since Feb. 19, 1939); Harpo and Chico Marx; Lawrence Tibbett; The Foursome Quartet; Robert Emmet Dolan's orchestra; guests.
Announcer: Jack Frazer.
Conductor: Robert Emmet Dolan.
Length of Run: Jan. 15, 1939, to July 9, 1939.

**Information not supplied by agency.*

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. 18, 1927; latest series started Feb. 3, 1939.

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 Friday, 6:45 to 7 p.m. (repeat from 7:15 to to 7:30 p.m.).
Network: Mutual; 2 stations.
Production: George McGarrett (of the agency).
Script Writer: John Battle.
Talent: Buddy Clark; Frank Novak's orchestra; dramatic cast.
Agency Director: George McGarrett.
Announcer: Dick Willard.
Conductor: Frank Novak.
Music Arranger: Frank Novak.
Length of Run: April 11, 1938 to July 8, 1938.

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")

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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.
Origination: New York.
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.
Length of Run: Oct. 11, 1937, to July 3, 1938.

Criminal Case Histories, with Warden Lewis E. Lawes

Sponsor: William R. Warner Co. (Sloan's Liniment).
Agency: Warwick & Legler, Inc.
Origination: New York.
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")

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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)

Curtain Time

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Friday, 10 to 10:30 p.m.
Network: Mutual; 27 stations.
Production: Blair Walliser.
Talent: Varying dramatic cast; Henry Weber's orchestra.
Agency Director: Leslie Daniels.
Announcer: Don Gordon.
Conductor: Henry Weber.
Length of Run: Oct. 14, 1938, to Jan. 6, 1939.

D

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.
Script Writers: Ford Rush, J. A. Hovey.
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.
Length of Run: Sept. 16, 1938 to Dec. 14, 1938.

Stella Dallas

Sponsor: Chas. H. Phillips Chemical Co. (Phillips' Milk of Magnesia and Milk of Magnesia Cream).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
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.
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).
Agency: Westco Advertising Agency.
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).
Script Writer: Ward Caille.
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.

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 Cocomalt)

Honey Dean

(See "Two on a Shoestring")

Death Valley Days

Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.
Origination: New York.
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).

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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.
Length of Run: Original contract started Sept. 30, 1930; latest series runs from Sept. 30, 1938 to Sept. 22, 1939.

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.
Origination: New York.
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).
Agency Directors: Stephen Gross, Lloyd Rosenmond.
Conductor: Ann Leaf, organist (theme).
Length of Run: Started Jan. 23, 1939.

Dr. Christian

Sponsor: Chesebrough Mfg. Co. (Vaseline Products).
Agency: McCann-Erickson, Inc.
Origination: Hollywood and New York.
Air Time: Tuesday, 10 to 10:30 p.m.
Network: CBS; 57 stations.
Production: Dorothy Barstow.
Script Writers: Elaine Sterne Carrington, Ruth Adams Knight, Joe Bates Smith, Ruth Cornwall Woodman, Innis Osborn.
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.
Agency: Westco Advertising Agency.
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 Kleeb (Nurse Sarah); Earl Lee (Hank Elzey); Everett Glass (Kelton Pringle).
Agency Director: R. W. Stafford.
Announcers: Sam Moore, Archie Presby, Leo Cleary, Armand Girard.
Music Arranger: Charles Runyon.
Length of Run: Started Jan. 31, 1938.

Dog Heroes

Sponsor: Modern Food Process Co. (Thrivo Dog Food).
Agency: The Clements Co., Inc.
Origination: New York.
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.
Origination: New York.
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.
Origination: New York.
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.
Length of Run: Oct. 6, 1938 to Nov. 26, 1938. (Replaced Chesterfield Daily Sports Column).

Tommy Dorsey's Orchestra

Sponsor: Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
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; Edythe 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")

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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.
Origination: New York.
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.
Origination: New York.
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.
Agency: Sidney Garfinkel Advertising Agency.
Origination: Hollywood.
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.

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Script Writer: Knox Manning (replaced by Sam Hayes).
Talent: Knox Manning, commentator (replaced by Sam Hayes); guests.
Agency Director: Sidney Garfinkel.
Announcer: Don Forbes.
Length of Run: Started Nov. 23, 1937.

F

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.
Origination: New York.
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.
Origination: Hollywood (Chicago previous to Jan. 31, 1939).
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).

Jimmie Fidler

Sponsor: Proctor & Gamble (Drene Shampoo).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Hollywood.
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.
Announcer: Carleton Kadell (replaced Bob Sherwood, March 3, 1939).
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.
Origination: Hollywood.
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.
Announcer: Carleton Kadell (replaced Bob Sherwood Feb. 28, 1939).
Length of Run: Started Nov. 15, 1938.

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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.
Music Arrangers: Eric Sagerquist, Walter Dellers.
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.
Origination: New York.
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. (Replaced Interesting Neighbors).

Ed Fitzgerald—Informal Chatter

Sponsor: Thomas Leeming & Co. (Baume Bengue, Pacquin's Hand Cream).
Agency: William Esty & Co.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 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.
Origination: New York.
Air Time: Tuesday, 8:30 to 9 p.m. (Previous 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 Tonight and was heard Wednesday, 9:30 to 10 p.m.).

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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.
Announcer: Ben Grauer (replaced Fred Uttal, Oct. 11, 1938).
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).

Joe Fort

(See "Joe Penner")

Arlene Francis

(See "Johnny Presents 'What's My Name?'")

Fray & Braggiotti

Sponsor: Sales Affiliates, Inc. (Loxol Oil Tint Shapmoo).
Agency: Milton Weinberg Advertising Co.
Origination: Hollywood.
Air Time: Wednesday and Friday, 11:15 to 11:30 p.m. (Previous to April 27, 1938, 1:30 p.m. to 1:45 p.m.) (repeat from 3:15 to 3:30 p.m).
Network: CBS; 2 stations.
Production: Roger White.
Script Writer: W. H. Krauch.
Talent: Jacques Fray and Mario Braggiotti, piano team; Bob Carol.
Agency Director: Bernard Weinberg.
Announcer: Frank Graham.
Length of Run: Feb. 7, 1938, to Aug. 12, 1938.

Beverly Freeland

(See "Breezing Along")

Norman Frescott

(See "Town Hall Big Game Hunt")

Jane Froman

(See "Texaco Star Theatre")

Front Page Parade

Sponsor: Richman Clothes.
Agency: McCann-Erickson, Inc.
Origination: Cincinnati.
Air Time: Monday, Wednesday and Friday, 6:30 to 6:45 p.m. (repeat from 7:30 to 7:45 p.m.).
Network: Mutual; 7 stations.
Talent: Peter Grant, commentator and m.c.
Agency Director: J. Watt.
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")

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Gambarelli & Davitto

(See "Moonbeams")

Gang Busters

Sponsor: Colgate - Palmolive - Peet Co. (Palmolive Brushless Shave).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.). (Before June 15, 1938, 10 to 10:30 p.m., with repeat from 1 to 1:30 a.m.).
Network: CBS; 58 stations.
Production: Handled by the agency.
Script Writer: Phillips H. Lord.
Talent: Phillips H. Lord (replaced by Col. Norman H. Schwarzkopf, Jan. 12 to June 15, 1938), and dramatic cast.
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 Hooper Advertising Agency.
Origination: Hollywood.
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 Baking Co.

(See "Guy Lombardo & His Orchestra")
(See "The Lone Ranger" for Bond Bread)

General Electric Hour of Charm

Sponsor: General Electric Co.
Agency: Maxon, Inc.
Origination: New York.
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.
Announcer: Del Sharbutt (replaced Nelson Case, Oct. 3, 1938).
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 La-France, Satina, Minute Tapioca)
(See "Al Pearce & 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)

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(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.
Origination: New York.
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.
Origination: Hollywood.
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.
Script Writer: Fayette Krum.
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, 1936, 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.
Length of Run: Oct. 11, 1938, to Jan. 5, 1939.

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.
Origination: New York.
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

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(Mr. Kuhne); Menasha Skulnick (Uncle David); Judy Laub (Sybil); Jeanette Chinley (Libby).
Agency Director: Henry Selinger.
Announcer: Art Millet.
Length of Run: Started Sept. 13, 1937, on NBC; latest series, on CBS, started Jan. 3, 1938.

Golden Gate Quartette

(See "The Royal Crown Revue")

Good Morning Tonite

Sponsor: Alber Bros. Milling Co. (Cereals).
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.
Origination: Hollywood.
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.
Announcer: Warren Hull (previously Ted Pearson).
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.
Length of Run: Started Jan. 23, 1938. (Previously, from July 25, 1937, to Jan. 16, 1938, sponsored by MacFadden).

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: William Esty & Co.
Origination: New York.
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.
Origination: New York and Chicago. (Before March 24, 1939, New York, Chicago and Kansas City).
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

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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 Dirctor: Mary Louise Anglin.
Announcer: Jack Fraser.
Conductor: William Meeder, organist.
Music Arranger: William Meeder.
Length of Run: May 30, 1938, to Nov. 4, 1938.

Gospel Singer, The

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Thursday and Saturday, 9:45 to 10 a.m. (Previous to Nov. 28, 1938, 9:30 to 9:45 a.m.).
Network: NBC Red and Blue; 15 stations (previous to May 27, 1938, Blue only).
Production: James Haupt (of NBC).
Talent: Edward MacHugh; William Meeder, organist.
Agency Director: Mary Louise Anglin.
Announcer: Ralph Edwards.
Conductor: William Meeder, organist.
Music Arranger: William Meeder.
Length of Run: Original contract started July 6, 1936; latest series ran from Nov. 7, 1938, to July 1, 1939.

Ross Graham

(See "Cities Service Concerts")

Grand Central Station

Sponsor: Lambert Pharmacal Co. (Listerine Products, Prophylactic Brushes).
Agency: Lambert & Feasley, Inc.
Origination: New York.
Air Time: Friday, 10 to 10:30 p.m. (Previous to Sept. 20, 1938, Tuesday, 9 to 9:30 p.m.; previous to July 5, 1938, Sundays, 10 to 10:30 p.m.).
Network: CBS; 52 stations.
Production: Paul Munroe (prior to March 17, 1939, Himan Brown).
Script Writers: Various free lance.
Talent: Varies weekly.
Agency Director: Martin Horrell.
Announcer: Melvin Allen.
Length of Run: Original contract started on NBC, Oct. 8, 1937; latest series started on CBS, April 24, 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.

Cary Grant

(See "The Circle")

Peter Grant

(See "Front Page Parade")

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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.
Network: Mutual, Michigan Radio Network, Independent Stations.
Script Writer: Fran Striker.
Talent: WXYZ policy prevents listing of cast names.
Announcer: Fielden Farrington.
Length of Run: Started Jan. 31, 1936, on Michigan Radio Network; in Jan., 1937, on Mutual.

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.

Grouch Club, The

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Hollywood.
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 Leonardi and orchestra.
Agency Director: David Owen.
Announcer: James Berry.
Conductor: Leon Leonardi.
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.
Script Writer: Irna Phillips.
Talent: Arthur Peterson (Dr. Ruthledge); Sara Jane Wells (replaced Mercedes McCambridge) (Mary Ruthledge); Edward Prentiss (Ned 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 Tedro (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.
Origination: New York.
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.

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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).
Agency: McCann-Erickson, Inc. (Federal Advertising Agency, Inc., June to Sept., 1938, only).
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.
Length of Run: Jan. 3, 1938, to Sept. 30, 1938.

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.
Origination: New York.
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 Vail.
Announcer: Ford Bond.
Length of Run: Started Jan. 17, 1936.

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.
Agency: Fitzgerald Advertising Agency, Inc.
Origination: San Francisco.
Air Time: Monday, 9 to 9:30 p.m. (Previous to April 25, 1938, Wednesday, 8 to 8:30 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.
Length of Run: Started Oct. 28, 1935.

Sam Hayes

(See "The People's Vote")

Headlines

Sponsor: Locally sponsored.
Agency: Redfield-Johnstone, Inc.

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Origination: New York.
Air Time: Tuesday and Thursday, 7:30 to 7:45 p.m.
Network: Mutual; 3 stations (balance of network sustaining).
Production: Ernest Chappell (of Rocke Productions, Inc.).
Script Writer: Ernest Chappell.
Talent: Dramatic cast changes weekly.
Agency Director: Ernest Chappell (for the agency).
Announcers: Local announcers.
Length of Run: Dec. 14, 1937, to June 9, 1938.

Captain Tim Healy's Stamp Club

Sponsor: Kellogg Co. (Pep).
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
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 Heatter

(See "Gabriel Heatter")
(See "We, The People")

Gabriel Heatter

Sponsor: The Barbasol Co. (Shave Cream), R. B. Semler, Inc. (Kreml).
Agency: Erwin, Wasey & Co.
Origination: New York.
Air Time: Sunday and Tuesday, 9:45 to 10 p.m.
Network: Mutual; 2 stations.
Production: Handled by the agency.
Script Writer: Gabriel Heatter.
Talent: Gabriel Heatter.
Agency Director: John Shultz.
Announcer: Alois Havrilla.
Length of Run: Oct. 2, 1938, to Dec. 27, 1938. (Became a local show, over WOR, N. Y., Jan. 2, 1939).

Horace Heidt & His Brigadiers

Sponsor: Stewart-Warner Corp. (Alemite, Radios, Refrigerators).
Agency: Hays MacFarland & Co.
Origination: New York.
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 Trumpeters; Jerry Bowne; Bob McCoy.
Agency Director: Evelyn Stark.
Announcers: Howard Claney, Ben Grauer, Lyle Van.
Conductor: Horace Heidt.
Length of Run: Dec. 28, 1937, to Dec. 25, 1938.

Hello Peggy

Sponsor: The Drackett Co. (Drano and Windex).
Agency: Ralph H. Jones Co.
Origination: New York.
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.
Length of Run: Aug. 4, 1937, to July 29, 1938.

Her Honor, Nancy James

Sponsor: International Cellucotton Products Co. (Kleenex).
Agency: Lord & Thomas.
Origination: New York.
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.
Length of Run: Started Oct. 3, 1938.

Captain Herne

Sponsor: Axton-Fisher Tobacco Co., Inc.
Agency: McCann-Erickson, Inc.
Origination: WGN, Chicago.

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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.
Origination: New York.
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 (Marny); 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.
Origination: New York.
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.
Origination: New York.
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.
Origination: Hollywood.
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.

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Announcer: John Conte.
Conductor: Oscar Bradley.
Music Arranger: Earl Lawrence.
Length of Run: Jan. 8, 1939, to June 4, 1939.

Hollywood Hotel

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Origination: Hollywood.
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.
Origination: 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.
Origination: 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.
Origination: Hollywood.
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 Jems, Pineapple Juice).
Agency: Young & Rubicam, Inc.
Origination: 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).
Length of Run: Started Jan. 14, 1939.

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.

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Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m. (NBC Blue); 5 to 5:15 p.m. (NBC Red).
Network: NBC Blue (12 stations); NBC Red (17 stations).
Production: Alan Wallace.
Script Writer: Irving Vendig.
Talent: Doris Rich (Hannah); Norman Gottschalk (Dan); William Rose (Shamus); Edwin Love (Kevin); Jean MacDonald (Rosie); Michael Romano (Joe Mosey); Jim Andelin (Clem); Gene Byron (Ellen); Mora Martin (Mrs. Krupnick); Frank Dane (Andy Kruper); Earl George (Tony Pasquale).
Agency Director: Henry Selinger.
Announcer: Eugene Baker.
Length of Run: Started Sept. 26, 1938.

Household Finance Corp.

(See "It Can Be Done—with Edgar Guest")

Tom Howard

(See "Model Minstrels")

John B. Hughes

(See "News, Views and Sport Reviews by Hughes")

Hughesreel

Sponsor: The Borden Co.
Agency: Young & Rubicam, Inc.
Origination: San Francisco.
Air Time: Monday through Friday, 4:30 to 4:45 p.m.
Network: NBC Red; 32 stations.
Script Writer: Rush Hughes.
Talent: Rush Hughes, commentator.
Agency Director: Charles Flesher.
Announcer: Dresser Dahlstead.
Length of Run: Jan. 31, 1938, to July 29, 1938.

Budd Hulick

(See "Johnny Presents 'What's My Name?'")
(See "Johnny Presents 'Where Are We?'")

Human Side of the News

Sponsor: Campbell Soup Co. (Tomato Juice).
Agency: Ward Wheelock Co.
Origination: New York.
Air Time: Monday and Wednesday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).
Network: NBC Red; 39 stations.
Script Writer: Edwin C. Hill.
Talent: Edwin C. Hill, commentator.
Agency Director: Diana Bourbon.
Announcer: Ernest Chappell.
Length of Run: Sept. 26, 1938, to March 22, 1939.

Human Side of the News, The

Sponsor: American Oil Co.
Agency: The Joseph Katz Co.
Origination: New York.
Air Time: Monday through Friday, 6:05 to 6:15 p.m. (repeat from 11:05 to 11:15 p.m.).
Network: CBS; 40 stations.
Talent: Edwin C. Hill, commentator.
Announcer: David Ross.
Length of Run: Started May 1, 1939.

Ted Husing

(See "Monday Night Show")

Hymns of All Churches

Sponsor: General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).
Agency: Knox Reeves Advertising, Inc.
Origination: Chicago.
Air Time: Monday, Tuesday and Thursday, 2:45 to 3 p.m.
Network: NBC Red and Blue; 29 stations.
Production: Fred Jacky.
Talent: Joe Emerson and choir; Betty Pietsch; Edna Thompson; Kenneth Stevens; Russell Pyle; John Naher; Jack Law; Harriet Brewer Nelson; Friedel Schlippert; Betty Houston Herlocker; Paul Nettinga; Robert Speaker; Kenneth Morrow.
Agency Director: Lloyd Griffin.
Announcer: Pierre Andre.
Conductor: Fred Jacky (choir), William Sumner (organ).
Length of Run: May 30, 1938, to May 26, 1939.

I

I Love a Mystery

Sponsor: Standard Brands, Inc. (Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Monday through Friday, 2:15 to 2:30 p.m., PSDT (3:15 to 3:30 p.m. during Standard Time).
Network: NBC Red; 5 stations.
Script Writer: Carlton E. Morse.

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Talent: J. Anthony Smythe; Minetta Ellen; Page Gilman; Michael Raffetto; Kathleen Wilson; others.
Length of Run: Started Jan. 16, 1939.

I Want a Divorce

Sponsor: Sussman Wormser & Co. (S. & W. Fine Foods).
Agency: Emil Brisacher and staff.
Origination: San Francisco.
Air Time: Friday, 8 to 8:15 p.m., PST.
Network: CBS; 8 stations.
Production: Bill Lawrence, Van Fleming.
Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson, Van Fleming, Rex Rivers, Elsie Robinson.
Talent: Virginia Gordon; John Deering; dramatic cast.
Agency Directors: Emil Brisacher, Walton Purdom, Weston Settlemier.
Conductor: Van Fleming.
Length of Run: Started Oct. 16, 1938.

I Want a Divorce

Sponsor: Sussman Wormser & Co. (S. & W. Fine Foods).
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.
Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson, Van Fleming, Rex Rivers, Elsie Robinson.
Talent: Vicki Vola; Lou Tobin, dramatic cast.
Agency Directors: Emil Brisacher, Walton Purdom, Weston Settlemier.
Announcers: Archie Presby, Hal Gibney.
Conductor: Van Fleming.
Length of Run: Started Oct. 17, 1937 (Sunday), Oct. 20, 1937 (Wednesday); became once-a-week show on Jan. 16, 1938, and ended Oct. 9, 1938.

Information, Please

Sponsor: Canada Dry Ginger Ale Co., Inc.
Agency: J. M. Mathes, Inc.
Origination: New York.
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 Nov. 15, 1938.

Inside of Sports

Sponsor: Bayuk Cigars, Inc.
Agency: Ivey & Ellington, Inc.
Origination: Hollywood.
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).
Script Writer: Lennard T. Holton.
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 Fossler, organist; Roy Shield's orchestra; guests.
Agency Director: E. G. Naeckel.
Announcer: Fort Pearson.
Conductor: Roy Shield.
Length of Run: Sept. 26, 1937, to Aug. 28, 1938. (Replaced by Fitch Band Wagon).

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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, 1938, on CBS, and ended June 28, 1939.

It Happened in Hollywood

Sponsor: George A. Hormel & Co.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: Hollywood.
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.
Network: NBC Red; 2 stations.
Production: John Ribbe.
Script Writer: Curtis W. Roberts (of the agency).
Talent: Ira Blue and Paul Carson.
Agency Director: Curtis W. Roberts.
Announcer: Cliff Engel.
Length of Run: May 22, to Nov. 20, 1938.

J

Jell-O Program, Starring Jack Benny

Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
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).
Script Writers: Bill Morrow, Ed Beloin.
Talent: Jack Benny; Mary Livingstone; 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. (Replaced from June 26 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.
Origination: Hollywood and New York.
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. (Replaced 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.
Origination: WABC Playhouse No. 2, New York.
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).
Length of Run: Started Feb. 13, 1937.

Johnny Presents

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).
Agency: The Biow Co., Inc.
Origination: New York.
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.
Origination: New York.
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 Hulick; 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.
Origination: New York.
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 Hulick; 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.
Origination: New York.
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 Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
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.

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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.
Origination: New York.
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.
Origination: New York.
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 26, 1937.

Joyce Jordan—Girl Interne

Sponsor: McKesson & Robbins, Inc. (Calox Tooth Powder, Solid Albolene, Soretone).
Agency: Bowman & Columbia, Inc.
Origination: New York.
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 Coulouris (Neil Reynolds); Michael Fitzmaurice (David Morgan).
Agency Director: Himan Brown (for the agency).
Announcer: Len Sterling.
Length of Run: May 30, 1938, to May 26, 1939; returned July 3, 1939, sponsored by General Foods thrice-weekly, and sustaining twice-weekly.

Journal of Living

(See "Victor H. Lindlahr")

Just Dogs*

Sponsor: Old Trusty Dog Food Co.
Agency: H. B. Humphrey Co.
Origination: Boston.
Air Time: Sunday, 5:15 to 5:30 p.m.
Network: CBS; 3 stations.
Length of Run: Started April 9, 1939.

* *This information was not supplied by the agency as the program appeared in CBS records too late for checking.*

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.

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Just Plain Bill

Sponsor: Anacin (Mon., Tues., Wed.), Kolynos Toothpaste (Thurs., Fri.).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:30 to 10:45 a.m.
Network: NBC Red; 44 stations.
General Supervisors of Script and Production: Anne and Frank Hummert.
Authors of Title and Original Story Line: Anne and Frank Hummert.
Dialogue Writers: Robert Andrews (Dec. 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 Russell (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.

K

Kaltenborn Comments

Sponsor: General Mills, Inc. (Institutional).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Sunday, 10:30 to 10:45 p.m.
Network: CBS; 24 stations.
Talent: H. V. Kaltenborn, commentator.
Length of run: Jan. 1, 1939, to March 26, 1939.

Kaltenborn Edits the News

Sponsor: The Pure Oil Co.
Agency: Leo Burnett Co., Inc.
Origination: New York and Chicago.
Air Time: Sunday and Tuesday, 10:30 to 10:45 p.m.
Network: CBS; 38 stations.
Production: R. W. Winsor (of the agency).
Script Writers: R. W. Winsor, Jack O'Kieffe.
Talent: H. V. Kaltenborn, commentator.
Agency Director: R. W. Winsor.
Announcers: Frank Gallop (New York); Ken Ellington (Chicago).
Length of Run: Started April 30, 1939.

Milton Kaye Orchestra

(See "James McCormack & Milton Kay's Orchestra")

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 "Howie 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.

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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; 59 stations.
Production: George L. Fogle.
Script Writer: Robert Gould, John L. Greene, and free lance writers.
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.
Origination: Hollywood.
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.
Origination: New York.
Air Time: Wednesday, 10 to 11 p.m.
Network: NBC Red; 96 stations.
Production: Handled by the agency.
Script Writers: Frank Wilson, Gordon Auchincloss.
Talent: Kay Kyser's orchestra; Virginia Simms; 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")

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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.
Origination: New York.
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.
Length of Run: Sept. 12, 1938, to Jan. 22, 1939.

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")

Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster

Sponsor: Westinghouse Electric & Mfg. Co.
Agency: Fuller, Smith & Ross, Inc.
Origination: New York (World's Fair).
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.
Length of Run: Sept. 25, 1938, to March 19, 1939.

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)

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Elliott Lewis

(See "Knickerbocker Playhouse")
(See "Midstream")

Fulton Lewis, Jr.

Sponsor: Local sponsors (fuel companies).
Agency: Varies.
Origination: 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.
Origination: 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.
Origination: 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 Soloman); 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.
Origination: 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 Soloman); 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.
Origination: 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.
Agency: Austin & Spector Co., Inc. (replaced Franklin Bruck Adv. Corp.).
Origination: 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.

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Script Writer: Victor H. Lindlahr.
Talent: Victor H. Lindlahr.
Announcer: Jeff Sparks.
Length of Run: Jan. 25, 1937, to July 29, 1938.

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 Corntassel); 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 & Osborn, Inc.
Origination: New York.
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.
Length of Run: Sept. 6, 1936, to Aug. 14, 1938.

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 Loughrane, 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 & Osborn, 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.
Length of Run: Program originally started Nov., 1933. General Baking took over sponsorship Feb. 13, 1939 (previously sponsored by Gordon Bakeries).

Lone Ranger, The

Sponsor: Local sponsors.
Agency: Various.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday, half-hour periods at varying times.
Network: Mutual, Michigan Radio Network, Don Lee, Independent Stations.
Script Writer: Fran Striker.
Talent: John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal; Brace 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."

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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 Screenscoops" 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.
Origination: Hollywood.
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 28).

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.
Conductors: William B. Heyne, Norman Gienapp.
Length of Run: Original contract started Oct. 4, 1936; latest series ran from Oct. 23, 1938, to April 16, 1939. (Scheduled to return in October, 1939).

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.
Length of Run: Started July 29, 1935. (Off during summer of 1938 from July 4 to Sept. 12).

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.

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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: Glicksman Advertising Co., Inc.
Origination: New York.
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 Glicksman.
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.
Origination: New York.
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

Sponsor: American Tobacco Co. (Roi-Tan).
Agency: Lawrence C. Gumbinner Advertising Agency.
Origination: Hollywood.
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.

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Origination: New York.
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: Ford Bond.
Conductor: 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 Serenader" 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.
Origination: New York.
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.
Length of Run: First series, Oct. 14, 1937, to March 31, 1938; second series, July 8, 1938, to Dec. 2, 1938; third series, Feb. 3, 1939, to April 28, 1939.

March of Time

Sponsor: Servel, Inc (Electrolux Refrigerators).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
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.")

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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; 39 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.
Agency Director: Carol Irwin.
Announcer: Ken Roberts.
Conductor: Milt Krass, pianist.
Length of Run: Started Oct. 4, 1937. (Off for summer of 1938 from July 1 to Aug. 1).

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 Interne" 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")

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Jim McWilliams' National Question Bee

Sponsor: G. Washington Coffee Refining Co.
Agency: Cecil & Presbrey, Inc. (previously Warwick & Legler, Inc.).
Origination: New York.
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.
Agency: Westco Advertising Agency.
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

Sponsor: P. Lorillard Co. (Old Gold Cigarettes).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood (New York previous to March 26, 1939).
Air Time: Tuesday, 9 to 9:30 p.m. (Previous to May 23, 1939, Sunday, 10 to 10:30 p.m.).
Network: NBC Blue; 90 stations (CBS; 78 stations, prior to May 14, 1939).
Production: Mann Holiner (of the agency).
Script Writers: Al Lewis, Hank Garson.
Talent: Robert Benchley; Artie Shaw's orchestra; Dick Todd (to Feb. 26, 1939).
Agency Director: Mann Holiner.
Announcer: Del Sharbutt.
Conductor: Artie Shaw.
Length of Run: Started Nov. 20, 1938, on CBS; shifted to NBC May 23, 1939. (Off for the summer of 1939 beginning June 27).

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.
Origination: New York.
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.

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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).
Agency: H. W. Kastor & Sons.
Origination: 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.
Origination: 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; Alf Shirley; Francis Woodbury; Karl Swenson; James Boles; James Monks; Robert Lynn; Craig McDonnell; John Milton; Said Riza; Jack Orrison; Maurice Franklin.
Agency Directors: Irving Mitchell, John Martin.
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.
Origination: 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 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.
Origination: 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.
Dialogue Writers: Robert Andrews (Jan. 1 to Aug. 26, 1938), John DeWitt (Aug. 27 to Oct. 17, 1938), Stuart Sterling (Oct. 18 to Nov. 4, 1938), Jerome Ross (Nov. 7 to 18, and Nov. 22 to Dec. 2, 1938), Robert Webb (one script, Nov. 21, 1938), Friend Lawson (Dec. 5 to 23, 1938).

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Agency Script Editor: Mildred Fenton.
Talent: Betty Garde (Mrs. Wiggs); Jay Jostyn (Mr. Wiggs); Agnes Young (Miss Hazy); John McGovern (Mr. Prentiss); Peg Calvert (Mrs. Prentiss); Andy Donnelly (Billy); Mary Lou Forster (Europina); Peggy Zinke (Australia); Van Heflin (Joe); Ed O'Brien (Gregory).
Agency Director: Martha Atwell.
Announcer: George Ansbro.
Length of Run: Sept. 14, 1936, to Dec. 23, 1938.

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.
Origination: New York.
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.
Origination: New York.
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

Sponsor: Gambarelli & Davitto (Speas California Apple Wine, Italian Swiss-Colony Wines, G. & D. Vermouth).
Agency: De Biasi Advertising Agency, Inc.
Origination: New York.
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.
Origination: New York.
Air Time: Saturday, 11 to 11:15 a.m.

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Network: NBC Red; 41 stations, plus 4 spot stations on Wednesday and Saturday.
Production: Aldo Ghisalbert (of NBC).
Script Writer: Betty Moore.
Talent: Betty Moore; George Crook, organist.
Agency Director: Fred Thrower (of NBC).
Announcer: Hjerluf Provensen.
Conductor: George Crook, organist.
Length of Run: Original contract started May 8, 1929; latest series ran from Jan. 7, 1939, to April 1, 1939.

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")

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.
Length of Run: Started Jan. 2, 1938. (Off during summer of 1938 from June 26 to Sept. 11). (Off during the summer of 1939, beginning June 25).

Musterole Co.

(See "Carson Robison & His Buckaroos")

My Secret Ambition

Sponsor: Durkee Famous Foods, Inc.
Agency: Bostford, Constantine and Gardner.
Origination: San Francisco (previous to Jan. 16, 1938, Hollywood).
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 Holtby, 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 Moyles.
Conductor: Newell Chase.

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Music Arranger: Newell Chase.
Length of Run: Dec. 26, 1937, to July 1, 1938.

Myrt and Marge

Sponsor: Colgate-Palmolive-Peet (Concentrated Super Suds).
Agency: Benton & Bowles, Inc.
Origination: New York.
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 Damerel (Marge); Gene Morgan; Ray Hedge; Edith Evanson; Santos Ortega; Leo Curley; Linda Carlon; 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.
Origination: New York.
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.
Length of Run: Original contract started Dec. 4, 1935; latest series ran from May 30, 1938, to Nov. 24, 1938.

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).
Agency: Wade Advertising Agency.
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.
Script Writers: P. C. Lund, A. R. Rice.
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 Ossenbrink); 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")

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News, Views and Sport Reviews by Hughes

Sponsor: Brown & Williamson Tobacco Corp.
Agency: Russel M. Seeds Co., Inc.
Origination: Hollywood.
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, 9 to 9:15 p.m., PST. (At previous periods, Tuesday, 8:15 to 8:30 p.m.; 7:45 to 8 p.m.).
Network: NBC Red; 7 to 11 stations (seasonal).
Production: Dave Drummond.
Script Writer: Hal Burdick.
Talent: Hal Burdick (Night Editor); Wally Elliott (Bobby).
Agency Director: Wallace F. Elliott.
Announcers: Cliff Engle, Larry Keating.
Length of Run: Started Sept. 12, 1934.

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: Allan Sheppard.
Length of Run: Oct. 16, 1938 to Jan. 22, 1939.

Ray Noble Orchestra

(See "Burns & Allen")

Noxzema Chemical Co.

(See "Professor Quiz")

O

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

Sponsor: Gospel Broadcasting Association.
Agency: R. H. Alber Co.
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.
Lenth 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.
Origination: New York.
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.
Announcers: Howard Petrie.
Length of Run: Original contract started Oct. 8, 1935; latest series ran from July 4, 1938, to June 30, 1939.

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One Man's Family

Sponsor: Standard Brands, Inc. (Tender Leaf Tea).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
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.
Origination: New York.
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.
Origination: New York.
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.
Origination: New York.
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.
Origination: Hollywood.
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

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Phil Kramer); Martha Wentworth; Dick Lane; Margaret Brayton; Gay Seabrook; Roy Atwell; Joe Marks, Paula (Peegee) Gayle; Ben Pollack's orchestra (replaced Jimmy Grier). (*Note:* Not all talent listed was on program for entire length of run).
Agency Director: Nathan Tufts.
Announcer: Jackson Wheeler.
Conductor: Ben Pollack (replacing Jimmy Grier).
Length of Run: Oct. 4, 1936, to June 26, 1938. (Off during summer of 1937 from June 27 to Oct. 3).

Frank Parker

(See "Burns & Allen" for Chesterfields)

Seth Parker

Sponsor: Vick Chemical Co. (VapoRub, Va-Tro-Nol, Cough Drops).
Agency: Morse International, Inc.
Origination: New York.
Air Time: Sunday, 7:30 to 8 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: NBC Blue and Red; 57 stations.
Production: Phillips H. Lord.
Script Writers: Phillips H. Lord and staff.
Talent: Phillips H. Lord (Seth Parker); Effie Shannon (Ma Parker); Mrs. Phillips H. Lord (Lizzie Peters); Raymond Hunter (Capt. Bang); Bennett Kilpack (Cefus).
Agency Director: Richards Nicholls.
Announcer: George Hicks.
Length of Run: Sept. 25, 1938, to March 19, 1939.

Bert Parks

(See "Eddie Cantor's Camel Caravan")

Epy Parsons

(See "Thirty Minutes in Hollywood")

Harriet Parsons (Hollywood News)

Sponsor: Emerson Drug Co. (Bromo-Seltzer).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Wednesday, 8:30 to 8:45 p.m.
Network: NBC Blue; 32 stations.
Production: Handled by the agency.
Talent: Harriet Parsons.
Announcer: Joy Storm.
Length of Runs Jan. 19 to June 29, 1938.

Passing Parade

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
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.
Origination: Hollywood.
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.
Length of Run: April 25, 1938, to Oct. 22, 1938.

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.
Origination: Hollywood (New York from Jan. 30 to April 3, 1939).
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).
Script Writers: Monroe Upton, Jack Roberts, Jack Hasty, Thomas K. Carpenter, Jr.
Talent: Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady;

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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.
Origination: Hollywood.
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.
Length of Run: Oct. 6, 1938, to March 30, 1939.

People's Rally and Fun Quiz, The

Sponsor: The Mennen Co.
Agency: H. M. Kiesewetter Advertising Agency, Inc.
Origination: New York.
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.
Length of Run: Started Oct. 16, 1938.

People's Vote, The

Sponsor: The Mennen Co.
Agency: H. M. Kiesewetter Advertising Agency, Inc.
Origination: Hollywood.
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.
Length of Run: Started Oct. 10, 1938.

Pepper Young's Family

Sponsor: Procter & Gamble (Camay Soap).
Agency: Pedlar & Ryan, Inc.
Origination: New York.
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 Sothern (Eddie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Cordner (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.
Origination: Hollywood.

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Air Time: Tuesday, 10 to 10:30 p.m.
Network: NBC Red; 58 stations.
Production: Thomas A. McAvity.
Script Writers: Mel Frank, Norman Panima, Al Schwartz, Norman Sullivan, Milt Josephsberg, Mel Shavelson, Jack Douglas, Arthur Stander.
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 Seckler, Vincent Degan, 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

Sponsor: Pet Milk Co. (Irradiated Pet Milk).
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.
Origination: New York.
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 Roecker; 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.

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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: Whitey 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.
Origination: New York.
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 (Olive 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.
Origination: New York.
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 Choat (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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Agency Director: Marigold Cassin.
Announcer: Joe Walters.
Length of Run: Started Jan. 15, 1939.

Procter & Gamble

(See "Central City" for Oxydol)
(See "Jimmie Fidler" for Drene Shampoo)
(See "Jimmie Fidler's Hollywood Gossip" for Drene Shampoo)
(See "The Goldbergs" for Oxydol)
(See "The Gospel Singer" for Ivory Soap)
(See "Houseboat Hannah" for Lava Soap)
(See "Kitty Keene, Inc." for Dreft)
(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'Neills" for Ivory Flakes)
(See "Pepper Young's Family" for Camay)
(See "The Road of Life" for Chipso)
(See "Story of Mary Marlin" 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).
Agency: Geyer, Cornell & Newell, Inc.
Origination: New York.
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: 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. (Noxzema Skin Cream).
Agency: Ruthrauff & Ryan, Inc.
Origination: New Amsterdam Roof, New York.
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. (Previous 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.
Length of Run: Oct. 18, 1937, to Oct. 10, 1938.

Pull Over, Neighbor

Sponsor: Wilshire Oil Co.
Agency: Dan B. Miner Co.
Origination: Hollywood.
Air Time: Saturday, 6 to 6:30 p.m., PST. (Previously Tuesday same time).
Network: NBC Red; 2 stations.

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Production: John Guedel (of the agency); Bob Maas (of NBC).
Script Writer: John Guedel.
Talent: Arthur Shank (program conductor, guide of "mythical tour"); Herb Allen ("Polly," who handles scoring and standing of drivers).
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: New York. (Hollywood, March 4 to April 8, 1939).
Air Time: Saturday, 8 to 8:30 p.m.
Network: NBC Red; 60 stations.
Production: Handled by the agency.
Script Writers: Gene Conrad, Jerry Devine.
Talent: Tommy Riggs and Betty Lou; Bea Wain; 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.
Origination: New York.
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.
Length of Run: Oct. 4, 1938, to Dec. 27, 1938.

R

R & R Entertainers, The

Sponsor: Richardson & Robbins (Boned Chicken).
Agency: Charles W. Hoyt Co., Inc.
Origination: New York.
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 Jeidell, 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.
Origination: New York.
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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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

Sponsor: Allis Chalmers Mfg. Co.
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 Camels, Prince Albert)
(See "Benny Goodman's Orchestra" for Camels, Prince Albert)

Rhyming Minstrel, The

Sponsor: Bosco Co. (Chocolate Health Drink).
Agency: Kenyon & Eckhardt, Inc.
Origination: New York.
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.
Agency: Hixson-O'Donnell, Inc.
Origination: Hollywood.
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.
Origination: New York.
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.
Length of Run: Oct. 3, 1938, to April 25, 1939.

Rio Grande Oil, Inc.

(See "Calling All Cars")

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Robert L. Ripley

(See "Believe It or Not")

Road of Life, The

Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: Chicago (New York prior to Oct. 24, 1938).
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.
Script Writer: Irna Phillips.
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, 1939, 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.
Origination: New York.
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.

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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.
Origination: New York and Hollywood.
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.
Length of Run: Original Standard Brands contract with Rudy Vallee (for Fleischmann's Yeast) started Sept. 5, 1929; latest series started Sept. 24, 1936.

Charles Ruggles

(See "Texaco Star Theatre")

Ry-Krisp Presents Marion Talley

Sponsor: Ralston Purina Co. (Ry-Krisp).
Agency: Gardner Advertising Co.
Origination: Hollywood.
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.
Agency: H. M. Kiesewetter Advertising Agency, Inc.
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 & Braggiotti" for Loxol Oil Tint Shampoo)

Harry Salter Orchestra

(See "Hobby Lobby")
(See "Honolulu Bound")

Julia Sanderson

(See "Battle of the Sexes")

Saturday Night Serenade

Sponsor: Pet Milk Co. (Irradiated Pet Milk).
Agency: Gardner Advertising Co.
Origination: New York.
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.
Announcer: William Adams.
Conductor: Gustav Haenschen.
Music Arranger: Gustav Haenschen.
Length of Run: Started Oct. 3, 1936; latest series began Oct. 1, 1938.

Scattergood Baines

Sponsor: William Wrigley, Jr., Co. (Wrigley Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.

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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.
Origination: New York.
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: Carl L. Bixby (June 2, 1937, to April 26, 1938), 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.
Origination: Hollywood.
Air Time: Monday, 8 to 8:30 p.m., PST.
Network: NBC Red; 10 stations.
Talent: Conrad Nagel.
Length of Run: Jan. 26, 1938, to Oct. 22, 1938.

* *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.
Length of Run: Original contract ran from Sept. 26, 1937, to March 20, 1938; latest series ran from Sept. 25, 1938, to March 19, 1939.

Artie Shaw Orchestra

(See "Melody and Madness")

W. A. Sheaffer Pen Co.

(See "Lifetime Revue")

George Shelton

(See "Model Minstrels")

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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.).
Script Writers: William Barr, Leonard Feinstein, Jules Pollock.
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.
Origination: Hollywood.
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.
Length of Run: Original contract started Oct. 3, 1937; latest series, with above set-up, started Oct. 2, 1938 and ended May 28, 1939.

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).
Script Writers: Agency writers: Dave Gudebrod, Larry Sizer, Meredith Page.
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.
Origination: New York.
Air Time: Monday through Thursday, 5:30 to 5:45 p.m.
Network: NBC Blue; 13 stations.
Production: Ireene Wicker.
Script Writer: Ireene Wicker.
Talent: Ireene Wicker.
Agency Director: Nicholas Keesely.
Announcer: Milton J. Cross.
Conductor: Milton Rettenberg.
Length of Run: Original contract started Jan. 11, 1932; last series ran from Jan. 3, 1938, to Aug. 11, 1938.

Skelly Oil Co.

(See "Court of Missing Heirs")

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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

Sponsor: Acme White Lead and Color Works (Paint Products and Lin-X).
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.
Origination: New York.
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.
Origination: New York.
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.
Length of Run: Started Oct. 4, 1938.

Kate Smith's Hour

Sponsor: General Foods Corp. (Calumet Baking Powder, Swans Down Cake Flour).
Agency: Young & Rubicam, Inc.
Origination: New York.
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 Penman]); 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.
Length of Run: Oct. 2, 1938, to May 16, 1939.

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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.
Origination: New York.
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.
Length of Run: Sept. 10, 1937, to June 10, 1938.

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.
Origination: New York.
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).

Sperry Flour Co.

(See "Dangerous Road" for Pancake and Waffle Flour)
(See "Dr. Kate")
(See "Martha Meade")
(See "Woman's Magazine of the Air")

Phil Spitalny Orchestra

(See "General Electric Hour of Charm")

Spy Secrets

Sponsor: Cummer Products Co. (Energine).
Agency; Stack-Goble Advertising Agency.
Origination: New York.
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.

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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).
Conductors: (1938-39), Pierre Monteux, Gaetano Merola, Otto Klemperer, Nikolai Sokoloff, Henry Svedrofsky, Basil Cameron, Willem Van Hoogstraten, Mishel Piastro, Willem Van den Burg, Edouard Hurlimann, and guest conductors.
Length of Run: Started Oct. 23, 1927.

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; LesWeinrott.
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.
Length of Run: Started Jan. 17, 1938.

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.
Origination: New York.
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 Cruisinberry.
Talent: Anne Seymour (Mary Marlin); Robert Griffin (Joe Marlin); Carlton Brickert (David Post); Arthur Kohl (Arnold); June Meredith (Eve Underwood); Dolores Gillon (Davey Marlin); Phillip Lord (Frazer Mitchell); Frances Carlon (Bunny Mitchell); Rupert La Belle (Rufus Kane); Harvey Hays (Michael Dorne); Frankie Pacelli (Timothy); Helen Behmiller (Sarah Jane Kane);

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Arthur Peterson (Pater Hujas); Catherine Card (Della Worthington); Robert Jellison (Oswald Ching); Renne Radier (Celeste); Mary McKinley (Maria Higgins).
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).
Agency: Gale & Pietsch, Inc. (replaced McJunkin Advertising Co., July 3, 1938).
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. Stoopnagle)

(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.
Origination: New York.
Air Time: Monday, Tuesday and Wednesday, 5:15 to 5:30 p.m.
Network: NBC Blue; 19 stations.
Production: Himan Brown.

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Script Writer: George Lowther.
Talent: Jackie Kelk (Terry); Clayton Collyer (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.
Origination: Hollywood.
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.
Script Writers: Harry Kronman, Hal Block, Leo Townsend, Rosewell Rogers, Robert J. Ross; and various free lance, including Ashmead Scott, Konrad Bercovicci, Paul Conlon, Forrest Barnes, Ed Gardner, Samuel French, John L. Greene, Milton Geiger, Charles Isaacs, Larry Giffen, Ed Kelso, Ed Eberdeer, Len Levinson, Edward James, Patterson McNutt, Arch Oboler, Jess Oppenheimer, Edward Sheldon, Richard Weil, Ken Browne, Shirley Warde, Alex Gottlieb.
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.)
Agency Directors: Fred M. Jordan, Louis A. Witten.
Announcer: James Wallington.
Conductor: David Broekman.
Music Arrangers: Sidney B. Cutner, Theadore 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: Rocke 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 Berdahl]); Jack Raymond; Epy Persons; Josephine Starr.
Agency Director: Norman S. Livingston.
Announcers: Local announcers.
Conductor: Tommy Tucker.
Length of Run: Oct. 10, 1937, to July 3, 1938.

This Day Is Ours

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 1:45 to 2 p.m.
Network: CBS; 22 stations.
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Jay Jostyn (Curt Curtis); Templeton Fox (Eleanor MacDonald); Erik Rolf (Paul Cromwell); Alan Devitt (Wong); Joe Granby (Rev. MacDonald); Julian Noa (Eugene Snell); Helene Dumas (Beulah); Santos Ortega (General 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 & Cunnyngham, Inc.
Oirigination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: NBC Blue; 24 stations.
Production: Charles Warburton (of NBC).
Script Writer: Lowell Thomas.
Talent: Lowell Thomas.
Announcer: Hugh James.
Length of Run: Original contract started June 13, 1932; latest series runs from Jan. 30, 1939, to Jan. 26, 1940.

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.

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Origination: Chicago.
Air Time: Monday through Friday, 1:45 to 2 p.m.
Network: NBC Red and Blue; 17 stations.
Production: Jack Hurdle.
Script Writer: Cliff Thomas.
Talent: Bill Bouchey (Gordon Gilman); Edith Adams (Ethel Gilman); Cornelius Peeples (Wheezy); Henrietta Tedro (Aunt Bessie); John Hench (Stan); Joan Kay (Phyllis).
Agency Director: David Owen.
Announcer: Don Thompson.
Length of Run: Aug. 22, 1938, to May 26, 1939.

Those We Love

Sponsor: Lamont Corliss & Co. (Pond's Cream and Face Powder).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
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 Allwite).
Agency: Bermingham, Castleman & Pierce, Inc.
Origination: New York.
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 LeMaire; Nan Wynn; Mickey Bloom; Eddie Kusby; Bob Trout; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan).
Agency Directors: Arch Bermingham, Stewart Wark.
Announcer: David Ross.
Conductor: Hal Kemp.
Length of Run: First series: April 19, 1938 to Oct. 11, 1938. Second series: started May 2, 1939.

Town Hall Big Game Hunt

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).
Agency: Young & Rubicam, Inc.
Origination: New York.
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 Frescott; 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.
Origination: New York (originally Hollywood).
Air Time: Wednesday, 9 to 10 p.m., (repeat from 12 midnight to 1 a.m.).
Network: NBC Red; 53 stations.

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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.
Origination: New York.
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.
Origination: New York.
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: Handled by WLW, Cincinnati.
Script Writer: Felix Jager.
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.
Origination: New York and elsewhere.
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.
Announcer: Bill Spargrove (replaced Al. Robinson, Oct. 2, 1938).
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.

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Origination: New York and elsewhere.
Air Time: Monday, 10 to 10:30 p.m.
Network: Mutual; 12 stations.
Production: Handled by the agency.
Script Writer: Dr. Harry Hagen (prepares questions).
Talent: Dr. Harry Hagen and two competing teams each week.
Announcer: Tom Slater.
Length of Run: Started Jan. 3, 1938. (Shifted to NBC, July 4, 1938).

True Story Time*

Sponsor: Macfadden Publications, Inc.
Agency: Arthur Kudner, Inc.
Origination: 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).

** This information not supplied by agency. Program started too near press time to permit checking.*

Sophie Tucker & Her Show

Sponsor: American Tobacco Co. (Roi-Tan Cigars).
Agency: Lord & Thomas.
Origination: 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.
Origination: Hollywood.
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.
Script Writers: Ed Ettinger, Ken Brown, Wilkie Mahoney, Bob Marko. (Before March 22, 1938: Al Lewis, Hank Garson, Joe Watson, Ben Freedman, Bob Marko, Sam Kurtzman, Ray Buffum, Sid Zealinka, Howard Snyder, Hugh Wedlock.)
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, 1936; 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.
Origination: 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).
Script Writer: William Spier.
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.
Origination: WOR, New York.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: Mutual; 6 stations.
Talent: Honey Dean, Eleanor Phelps.
Length of Run: Oct. 17, 1938, to Dec. 16, 1938.

U

Uncle Ezra

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.

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Origination: Chicago.
Air Time: Tuesday and Friday, 10:30 to 10:45 p.m. (Previous to Nov. 15, 1938, 10:45 to 11 p.m.) (repeat from 11:15 to 11:30 p.m.)
Network: NBC Red; 44 stations.
Production: Edward Simmons, P. C. Lund.
Script Writer: Pat Barrett.
Talent: Pat Barrett (Uncle Ezra); Cliff Soubier; Carleton Guy; Nora Cunneen; Henry Burr; Lucille Long; Cornelius Peeples; Charles Egelston; 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); Florence Folsom (Mrs. Whipple); Clarence Hartzell (Uncle Billy).
Agency Director: W. A. Wade.
Announcers: Jack Holden, Charles Lyon.
Length of Run: Oct. 17, 1934, to April 21, 1939. (Off during 1938 from Aug. 12, to Oct. 22).

Uncle Ezra's Sunday Afternoon in Rosedale

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
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).
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Music Arranger: Eugene Ostergren.
Length of Run: Oct. 23, 1938 to April 16, 1939.

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 Uttal

(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.
Origination: New York.
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.

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Announcer: Art Millet.
Length of Run: Started March 7, 1938 on CBS; shifted to NBC on May 30, 1938 and ended May 26, 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.
Length of Run: Started Jan. 14, 1939.

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-Tro-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.
Origination: New York (Hollywood, May and June, 1939).
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).

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Agency Director: John T. Gibson.
Announcer: John Shultz.
Length of Run: Original contract started Dec. 27, 1937; latest series started Sept. 5, 1938.

Voice of Firestone, The

Sponsor: Firestone Tire & Rubber Co.
Agency: Sweeney & James Co.
Origination: New York.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 78 stations.
Talent: Alfred Wallenstein and orchestra; Margaret Speaks; Richard Crooks.
Agency Director: Frank G. James.
Announcer: Gene Hamilton.
Conductor: Alfred Wallenstein.
Music Arranger: Alfred Wallenstein.
Length of Run: Original contract started Dec. 3, 1928; last continuous series started Dec. 4, 1933.

Don Voorhees Orchestra

(See "Cavalcade of America")

Vox Pop

Sponsor: Cummer Products (Molle Shaving Cream).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat on Monday, 12:30 to 1 a.m.).
Network: NBC Red; 29 stations.
Production: Agency and Paul Wing (of NBC).
Talent: Parks Johnson and Wallace Butterworth in interviews.
Agency Director: R. A. Porter.
Announcer: Wallace Butterworth.
Length of Run: Original contract started Feb. 7, 1935; last series ran from Jan. 19, 1937 to Sept. 13, 1938. (Replaced by Battle of the Sexes).

Vox Pop

Sponsor: Penn Tobacco Co. (Kentucky Club Pipe Tobacco).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Saturday, 9 to 9:30 p.m.
Network: NBC Red; 30 stations.
Production: Handled by the agency.
Talent: Parks Johnson and Wallace Butterworth in interviews.
Agency Director: Nathan Tufts.
Announcer: Graham McNamee.
Length of Run: Started Oct. 1, 1938; closing date contemplated at press time was Sept. 23, 1939.

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

Sponsor: Charles H. Phillips Chemical Co. (Phillips' Milk of Magnesia).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
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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Dialogue Writer: Frank Hummert.
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.
Origination: New York.
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

Sponsor: Ford Motor Co. (Ford, Lincoln, Lincoln-Zephyr).
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
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.
Origination: New York.
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 Heatter and guests; Mark Warnow's orchestra.
Agency Director: Hendrik Booraem (formerly Adrian Samish).
Announcer: Harry von Zell.
Conductor: Mark Warnow.
Length of Run: Started Oct. 7, 1937. (Off during summer of 1938 from May 12 to Sept. 27).

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.

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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.
Origination: Hollywood.
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.
Length of Run: Original contract started Oct. 4, 1933; latest series runs from Aug. 14, 1938 to Aug. 6, 1939.

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.
Origination: New York.
Air Time: Monday through Friday, 2:45 to 3 p.m., EDST.
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 Tetzel (Sylvia Field); Michael Fitzmaurice (Phil Stanley); Irene Winston (Eve Topping); Marion Barney (Anne Davis); Laddie Seaman (Tom Davis).
Announcer: Frank Gallop.
Length of Run: Started May 29, 1939.

Paul Whiteman Orchestra

(See "Chesterfield Program")

Ireene Wicker

(See "Singing Lady")

Louise Wilcher at the Musette

Sponsor: Winter & Co. (Musette Pianos).
Agency: Samuel C. Croot Co.
Origination: New York.
Air Time: Tuesday 5:45 to 6 p.m.
Network: Mutual; 2 stations.
Script Writer: S. C. R. Parkhurst.
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.
Origination: Hollywood.
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. (Sunsweet Prunes).
Agency: Long Advertising Service.
Origination: Hollywood.
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.

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Fletcher Wiley

Sponsor: Soil-Off Mfg. Co. (Cleaning Fluid).
Agency: Hillman-Shane Advertising Agency, Inc.
Origination: Hollywood.
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.
Origination: New York.
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.
Origination: New York.
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.
Script Writer: Wilfred G. Moore.
Talent: William Janney (Howie Wing); Mary Parker (Donna Cavendish); Neil O'Malley; others.
Announcer: Ralph Edwards.
Length of Run: Started Oct. 3, 1938.

Paul Wing

(See "Spelling Bee")

Don Winslow of the Navy

Sponsor: Kellogg Co. (Wheat Krispies).
Agency: Hays MacFarland & Co.
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.
Script Writers: Al Barker, Lt. Commander Frank Martinek.
Talent: Bob Guilbert (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 Printzlau); 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.

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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.).
Script Writer: Irna Phillips.
Talent: Luise Barclay (Karen Adams); Ruth Bailey (Alice Day Craig); Toni Gilman (Betty Adams); Willard Farnum (John Adams); Henrietta Tedro (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. Henehan); 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.
Agency: Westco Advertising Agency.
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 Benny & 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 Kleeb (the Fashionable Finneys); Charlie Marshall; Happy Gordon & his Rangers (cowboy orchestra); Verna Osborne (soprano); Hazen Warner (contralto); Lucille 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.
Agency: Wm. A. Ingoldsby, Inc.; Kenyon & Eckhardt, Inc.; J. Walter Thompson Co.; Newell-Emmett Co.; Lord & Thomas; 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.
Origination: Hollywood.
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; Ricardi's Chorus; guests.
Agency Director: Kenneth MacGregor.
Announcer: Gale Gordon.
Conductor: Ted Fio Rito.
Music Arranger: Ted Fio Rito.
Length of Run: Oct. 14, 1938 to April 7, 1939.

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Woodbury's Hollywood Playhouse

Sponsor: Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
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.
Length of Run: Started Oct. 3, 1937. (Replaced by Win Your Lady from June 26 to Oct. 2, 1938).

Wm. Wrigley, Jr., Co.

(See "Catalina Islander")
(See "Gateway to Hollywood")
(See "Just Entertainment")
(See "The Laugh Liner")
(See "Scattergood Baines")

Y

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.
Origination: New York.
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.
Dialogue Writers: Winifred Dunn (Sept. 26, 1938 to Oct. 7, 1938); Nan Murphy (Oct. 10, 1938 to Oct. 24, 1938); Katherine Seymour (Oct. 25, 1938 to Dec. 30, 1938); E. R. McGill (Jan. 2, 1939 to date).
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.
Origination: New York.
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.
Origination: New York.
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.

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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).

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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 minimum terms and conditions promulgated by them for the engagement of radio artsists 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 Artists (herein called AFRA) agrees and represents 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 artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, 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 engagement of radio performers for all such present 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 purpose 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 under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period 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 jurisdiction.

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* *See also AFRA's "Letter to CBS and NBC" on pages 536 ff.*

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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

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$15.00	$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

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

Number of Appearances per Week	*Discount*	*Guaranteed Minimum*
5	15%	$105
4	10%	100
3	5%	80

BROADCAST AND REPEAT

Number of Appearances per Week	*Discount*	*Guaranteed Minimum*
5	15%	$140
4	10%	125
3	5%	100

ADVANCE RECORDING PLUS LIVE NETWORK BROADCAST

(Each appearance means one for recording and one for live)

Number of Appearances per Week	*Discount*	*Guaranteed Minimum*
5	15%	$160
4	10%	145
3	5%	115

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 per cent. 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

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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 heretofore in this scale.

Dramatized Commercials: Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$15	$ 7.50
16 to 30 minutes	20	10.00
31 to 60 minutes	25	12.50

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

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$14	$7
16 to 30 minutes	16	8
31 to 45 minutes	18	9
46 to 60 minutes	20	10

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

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$24	$ 8
16 to 30 minutes	28	10
31 to 45 minutes	32	12
46 to 60 minutes	36	14

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

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$30	$10
16 to 30 minutes	35	12
31 to 45 minutes	40	14
46 to 60 minutes	45	16

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

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$40	$15.00
16 to 30 minutes	50	17.50
31 to 45 minutes	60	20.00
46 to 60 minutes	70	22.50

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.

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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

Length of program	*Fee*	*Re-broadcast fee*
15 minutes or less	$15	$10.00
16 to 30 minutes	25	12.50
31 to 60 minutes	35	17.50

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:

Times a week	*Weekly Minimum Compensation*	*Weekly fee for re-broadcast*
5	$75.00	$37.50
6	85.00	42.50

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 uncancellable 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-

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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

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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 re-broadcasts; $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.

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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 complied 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

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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 rebroadcast; 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 origination.

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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NETWORKS

NATIONWIDE CHAINS

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.	Bush, Prescott S.
Levy, Leon	Swope, Herbert Bayard
Louchheim, Jerome H.	Levy, Isaac D.
Paley, Samuel	Iglehart, J. A. W.
Paley, Jacob	Richardson, Dorsay
Colin, Ralph F.	Runyon, Mefford R.
Klauber, Edward	Keston, Paul W.

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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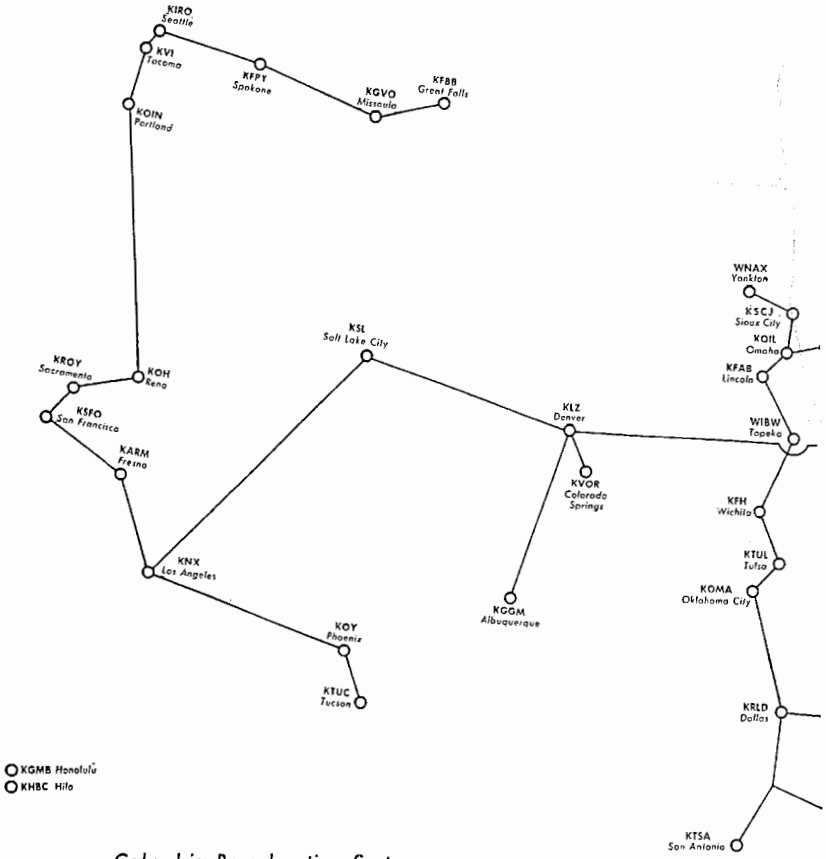
This is the Columbia



Columbia Broadcasting System

July 1, 1939

Additional Stations

Effective July 15, 1939, KWFT Wichita Falls, Texas

Effective May 1, 1940, WMT Cedar Rapids, Iowa

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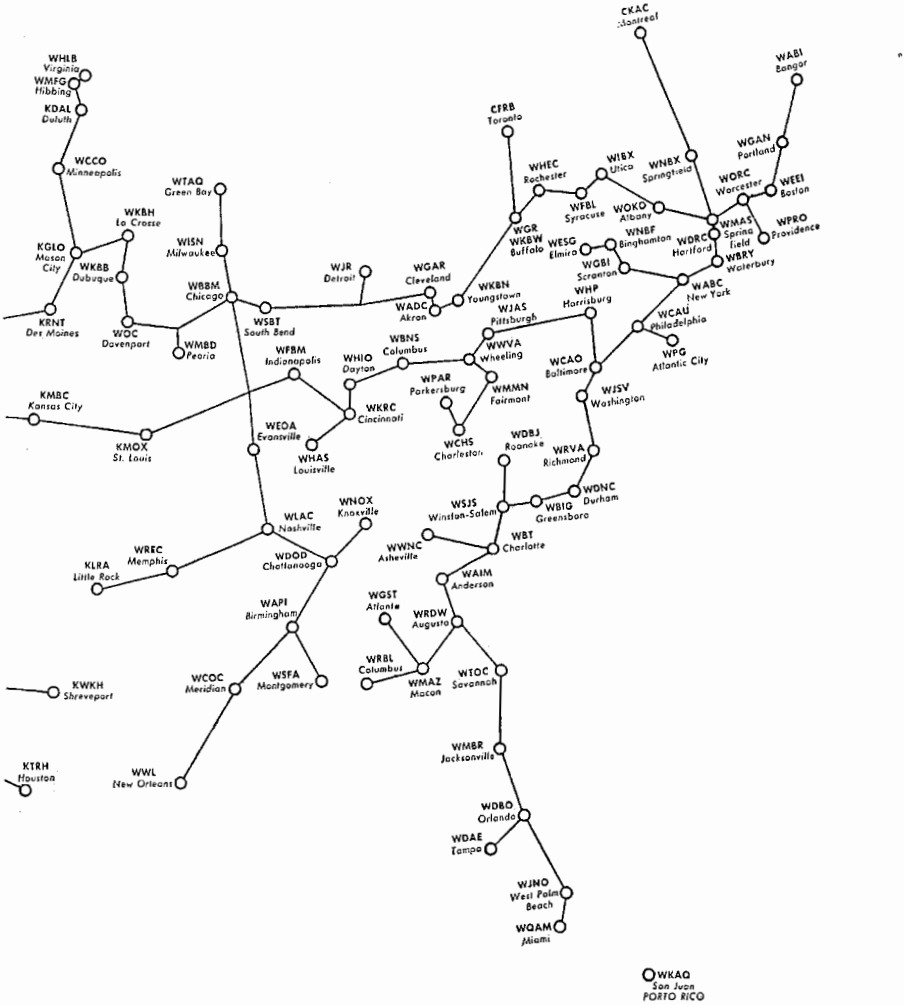
Broadcasting System



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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 Enginering
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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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
Dolph, 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

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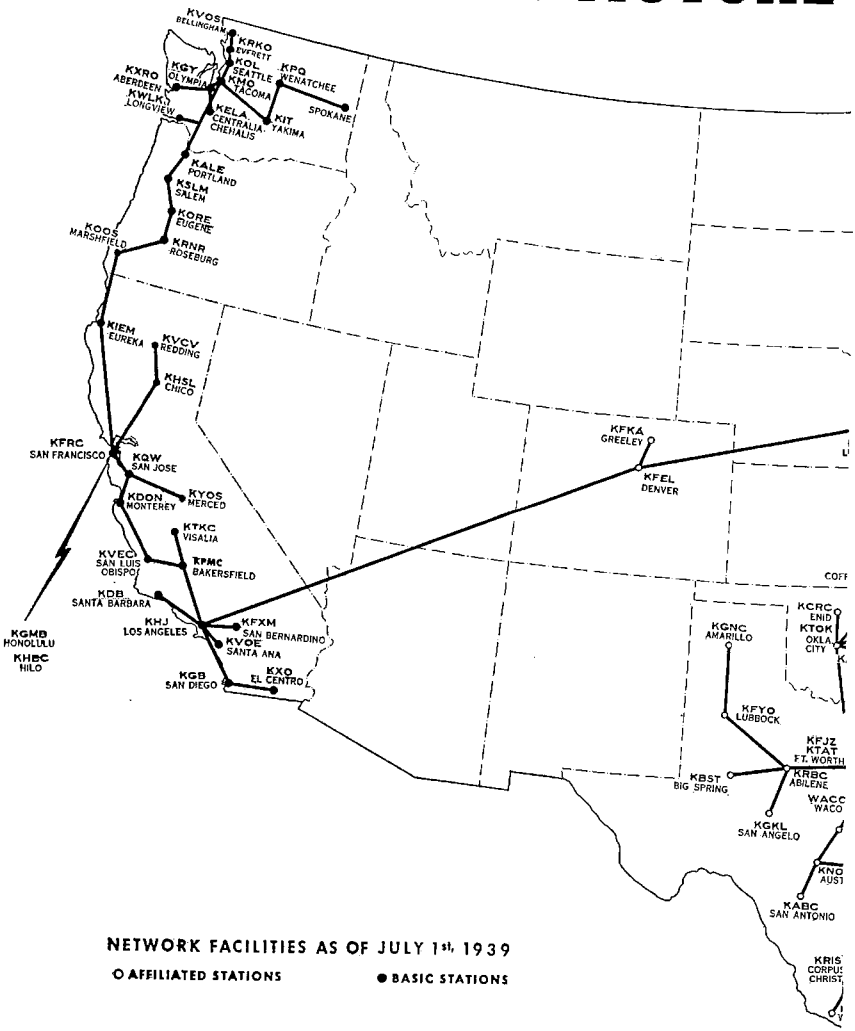

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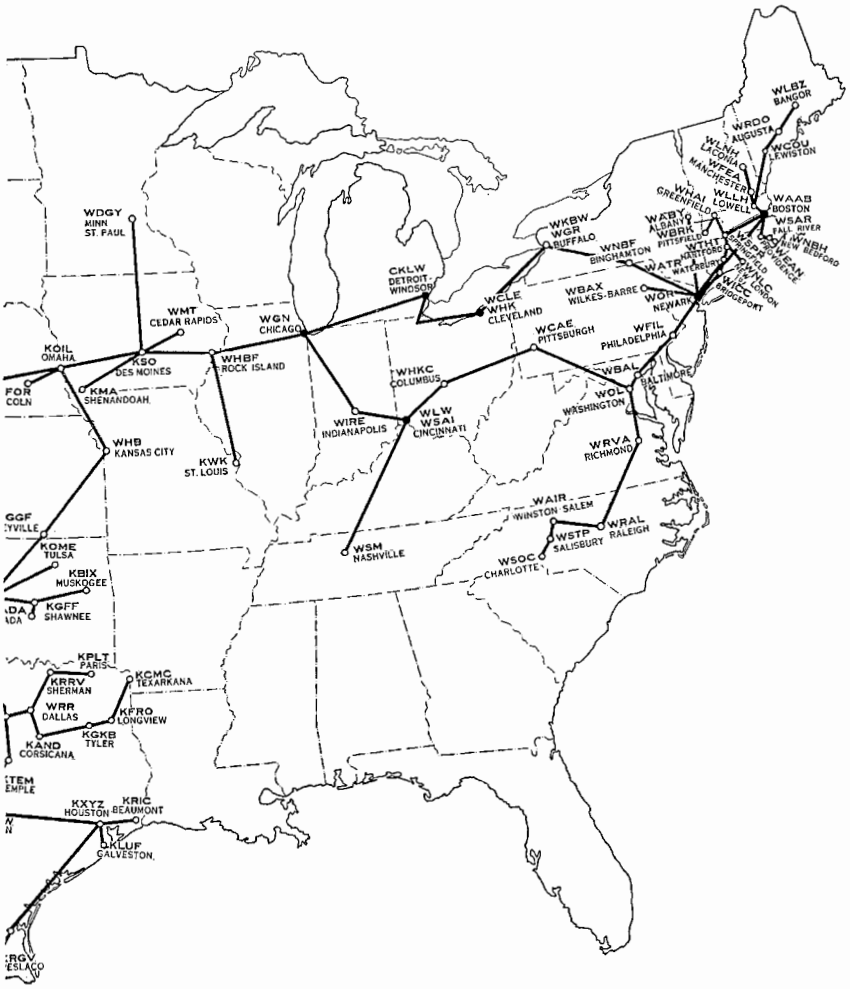
BROADCASTING SYSTEM



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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

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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.
Boston: 21 Brookline Avenue. Commonwealth 0800.
England: Underdowns, Chaldon Way, Coulsdon, Surrey.
Detroit: Union Guardian Building. Cadillac 7200.
San Francisco: 1000 Van Ness Avenue. Prospect 0100.
Cincinnati: 1329 Arlington Street. Kirby 4800.
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
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
Lohr, Lenox R.
McGrady, Edward F.
Millhauser, DeWitt
Nally, Edward J.
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

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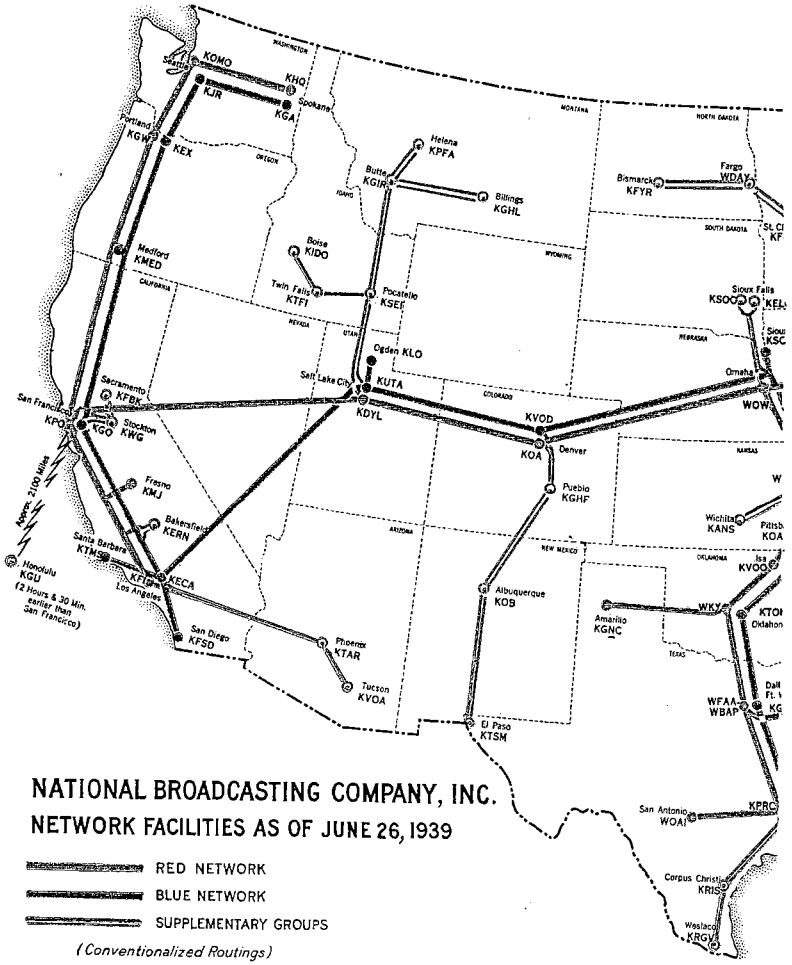
This is the National



NATIONAL BROADCASTING COMPANY, INC.

NETWORK FACILITIES AS OF JUNE 26, 1939

RED NETWORK

BLUE NETWORK

SUPPLEMENTARY GROUPS

(Conventionalized Routings)

KSCJ, Sioux City is scheduled to become affiliated with NBC on Sept, 24

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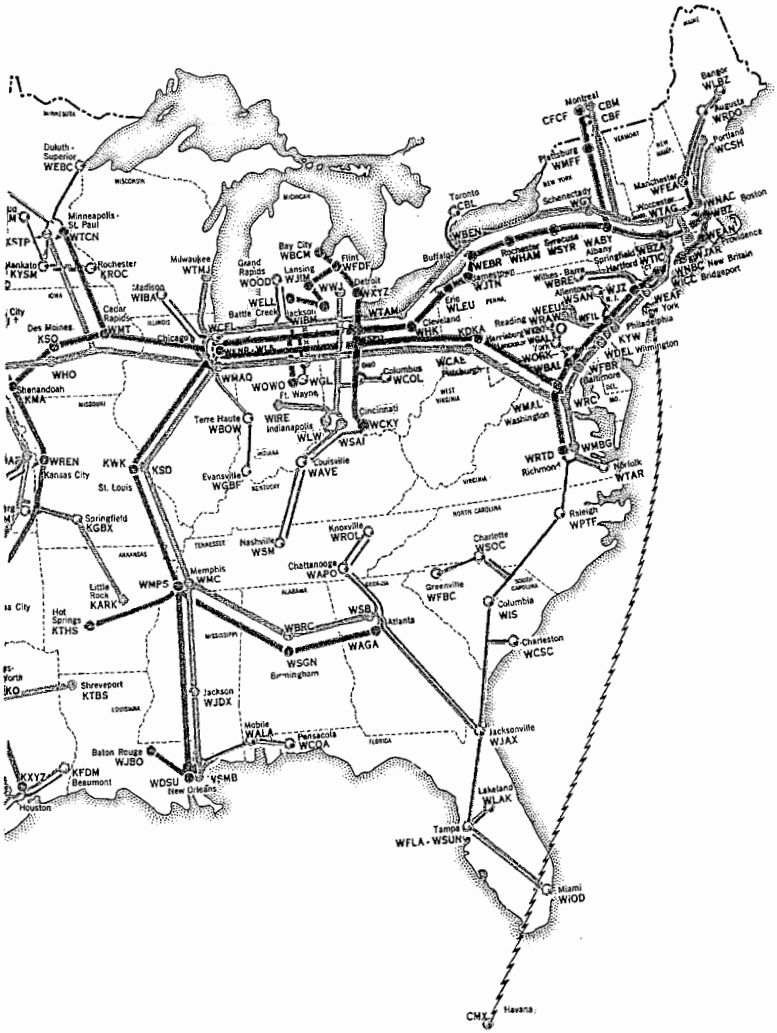
Broadcasting Company



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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.....
Hurley, J.....Attorney—Washington
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

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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.....Director 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
Wailes, 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.
Joy, Leslie W.....Manager, KYW, Philadelphia, Pa.
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

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The World's Greatest

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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.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

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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.....Manager of Artists Service
Stockmar, Edward.....Traffic Supervisor
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

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KGO, San Francisco, Calif.....Owned by General Electric; managed, operated and programmed by the NBC
KOA, Denver, Colo.....Owned by General Electric; managed, operated and programmed by the NBC
WGY, Schenectady, N. Y.....Owned and operated by General Electric; programmed by the NBC
WBZ, Boston, Mass.....Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
WBZA, Springfield, Mass.....Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KDKA, Pittsburgh, Pa.....Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KYW, Philadelphia, Pa.....Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KEX, Portland, Ore.....Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Oregonian Publishing Company
KJR, Seattle, Wash.....Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA, Spokane, Wash.....Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Louis Wasmer

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.

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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 a 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.

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4. Sacrilegious, 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

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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 administrtaion 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

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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

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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 honor 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, unremediable, 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:

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No torture or suggestion of torture.
No horror—present or impending.
No use of the supernatural or of superstition likely to arouse fear.

No profanity or vulgarity.

No kidnapping or threats of kidnapping.

In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.

Dramatic action should not be overaccentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

4. It is consistent that fair play and considerate 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 general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial 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 necessary 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 present 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 alleged "luck-bearing" powers for its attractiveness or in any fashion appeals 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 introduced on children's programs. Sometimes 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 introduction 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 unbiased, non-partisan viewpoint.
2. News shall be treated factually and analytically, never sensationally.
3. News announcements involving crime or sex shall be avoided unless of national importance.
4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents 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 permitted.
8. The news announcer shall not deliberately distort the news by any inflection of the voice.
9. Fictional events shall not be presented in the form of authentic news announcements.
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 broadcast 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 broadcast advertising.

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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.

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).

President: R. B. Williams. **Manager:** Dick Lewis. **Commercial manager:** J. R. Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Publicity director:** Hal Roach. **Promotion manager:** T. M. Pennington.

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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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

Address: 836 N. Central Ave., Phoenix, Ariz. **Stations:** KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas. **Operating schedule:** 6:30 A.M. to 11:45 P.M. **Type of lines used:** Class C. **Founded:** Sept. 26, 1937; KSUN added Jan. 17, 1938. **Base rate:** $150.

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

Address: WEBC Bldg., Duluth, Minn. **Stations:** (Minnesota): WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; (Michigan): WJMS, Ironwood. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** 1935. **Base rate:** $200.

Business manager: Thomas Gavin.

Rep: George P. Hollingbery 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

Address: McClatchy Broadcasting Co., Sacramento, Calif. **Stations:** KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. **Operating schedule:** 8 A.M. to 12 midnight. **Stock:** Held entirely by the McClatchy Broadcasting Co. **Founded:** 1936. **Base rate:** $814.

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; WTHT, 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.

President: John Shepard, III. **Vice-president in charge of operations:** Roy Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Sales manager:** William Warner. **Public relations:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Colonial Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Publicity:** A. J. Stephenson. **Merchandising:** Carleton McVarish.

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

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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) KRNR, 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.

President: Thomas Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Production manager, program director:** Van C. Newkirk. **Continuity editor:** David Young.

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. 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

Address: P. O. Box 229, Columbus, Ga. **Stations:** WATL, Atlanta; WRBL, Columbus; WGPC, Albany. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** $270.

Executive manager: J. W. Woodruff, Jr.

Rep: Sears & Ayer, Inc.

Merchandising: Full service available, including embossed display signs.

Copy restrictions: Accept transcriptions, beer and wine; no hard liquor; all copy subject to FCC regulations and approval of network management.

GEORGIA MAJOR MARKET TRIO

Address: WGST, Atlanta, Ga. **Stations:** WGST, Atlanta; WMAZ, Macon; WTOC, Savannah. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** $400.

Rep: The Katz Agency, Inc.

No further information available.

INTER-CITY BROADCASTING SYSTEM

Address: 1657 Broadway, New York, N. Y. **Stations:** WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster Pa.; WORK, York, Pa.; **Operating schedule:** 7:00 A.M. to 1:15 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** $555.80 (evening quarter-hour).

President: Donald Flamm. **General manager:** Donald S. Shaw. **Sales director:** Charles Stark.

Rep: J. M. Ward, G. B. McDermott, 360 N. Michigan Ave., Chicago.

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 hookups available—WMT linked with KSO or with KRNT and WNAX).

President: Gardner Cowles, Jr. **Vice-presidents:** John Cowles, Sumner Quarton. **Vice-president, treasurer:** Luther L. Hill. **Secretary:** Fred Little. **Commercial manager (KSO, KRNT):** Craig Lawrence. **Commercial manager (WMT):** William Quarton. **National sales manager:** Ted Enns. **Program director (KSO, KRNT):** Ed. Linehan. **Program director (WMT):** Douglas Grant.

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

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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. **Stations:** WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, 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.

President: George W. Trendle. **Treasurer and general manager:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Advertising and sales promotion manager:** Charles C. Hicks. **Publicity director:** Felix C. Holt.

Rep: The Paul H. Raymer Co.

Merchandising: Complete service offered to advertisers using five evening quarter-hours per week; varying amount of co-operation 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. **Stations:** KSTP, Minneapolis-St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. **Operating schedule:** 7 A.M. to 12 midnight. **Founded:** March, 1939. **Base Rate:** $550 (full hour, 6 to 10:15 P.M.).

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); WEBC, Duluth; WMFG, Hibbing; WHLB, 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.

National sales office: 341 Madison Ave., New York City.

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 brodcasts 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:**

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Held by the member stations. **Founded:** April 1, 1937. **Base rate:** $310.

President: Ross U. Porter. **Vice-president:** Tams Bixby, Jr. **Secretary and managing director:** Kenyon M. Douglass.

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.

Address: 914½ Broadway, Tacoma, Wash. **Stations** (Oregon): KRNR, Roseburg, KORE, Eugene; KSLM, Salem; KALE, Portland; KOOS, Marshfield; (Washington): KGY, Olympia; KXRO, Aberdeen; KOL, Seattle; KVOS, Bellingham; KPQ, Wenatchee; KIT, Yakima; KMO, Tacoma; KRKO, Everett; KWLK, Longview. **Operating schedule:** 7:45 A.M. to 11:45 P.M. **Founded:** Sept. 26, 1937. **Base rate** (full hour, 6 to 10:30 P.M.): $700, complete network; $525, Washington Network; $245, Oregon Network.

President, general manager: Carl E. Haymond. **Secretary:** Louis Wahmer. **Vice-president:** Archie Taft.

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, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport. (Harrisburg station optional). **Operating schedule:** No regular schedule. **Founded:** 1938. **Rates:** On request.

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

General sales offices: Widener Bldg., Philadelphia, Pa. **Stations:** WFIL, Philadelphia, key station when available; WWSW, Pittsburgh key station when available; choice of other available stations in Philadelphia and Pittsburgh.

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

Address: Any of the member stations. **Stations:** WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. **Operating schedule:** 6 A.M. to 12 midnight. **Type of lines:** Class C. **Founded:** Sept. 10, 1934. **Base rate:** $390 (quarter-hour).

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; KNOW, 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; KFYO, 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.

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Wilhelm. **Vice-president in charge of station relations:** Harry A. Hutchinson. **Vice-president, manager:** Gerald Stanley. **Vice-president in charge of promotion, publicity, merchandising:** Benton Ferguson. **Musical director:** Ralph Rose. **Assistant musical director:** George McCullough. **Production manager:** Jack Mitchell. **Director women's activities:** Gail Northe. **Merchandising manager:** Bill Fields. **Publicity director:** Louise Cox. **Chief arranger:** Ted Dreher. **Chief engineer:** Truett Kimsey. **Script director:** Clark Fulks. **Sports supervisor:** Zack Hurt.

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.

Address: News Leader Arcade, Richmond. **Stations:** WCHV, Charlottesville; WBTM, Danville; WGH, Newport News; WRNL, Richmond; WLVA, Lynchburg. **Type of lines:** Class C. **Founded:** January, 1936. **Base rate:** $250.

President: Earl Sowers.

Rep: Burn-Smith Co., Inc.

No further information available.

WEST VIRGINIA NETWORK

Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. **Stations:** WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. **Operating schedule:** 5 A.M. to 12 midnight. **Type of lines:** CBS, Class A; West Virginia Network, Class B. **Founded:** February, 1937. **Base rate:** $243.

President, general manager: John A. Kennedy. **Assistant general manager:** Howard L. Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson.

Rep: The Branham Co.

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, Poynette; 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.

President: P. L. Deutsch. **Vice-president, general manager:** A. J. Kendrick. **Vice-president, sales manager:** Norton Cotterill. **Station relations manager:** A. B. Sambrook. **Advertising, publicity manager:** S. J. Henry, Jr.

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; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, 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.

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Vice-president in charge of sales and production: Linus Travers. **Assistant sales manager:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Yankee Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Merchandising:** Carleton McVarish. **Publicity director:** A. J. Stephenson.

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.

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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:

	1939	1938
500,000 watts	0 stations	1 station
50,000 watts	40 stations	34 stations
25,000 watts	1 station	1 station
25,000 and 10,000 watts	0 stations	1 station
20,000 watts	1 station	1 station
10,000 watts	7 stations	11 stations
7,500 watts	1 station	1 station
5,000 watts	29 stations	27 stations
5,000 and 1,000 watts	105 stations	94 stations
5,000 and 500 watts	1 station	1 station
2,500 watts	1 station	2 stations
2,500 and 1,000 watts	5 stations	6 stations
2,500 and 500 watts	3 stations	3 stations
1,000 watts	97 stations	90 stations
1,000 and 750 watts	0 stations	1 station
1,000 and 500 watts	34 stations	37 stations
1,000 and 250 watts	8 stations	4 stations
500 watts	44 stations	50 stations
500 and 250 watts	3 stations	2 stations
250 watts	43 stations	51 stations
250 and 100 watts	203 stations	158 stations
200 watts	1 station	2 stations
100 watts	141 stations	152 stations
50 watts	3 stations	3 stations
Wattage not assigned	3 stations	0 stations
TOTAL	774 stations	733 stations
Commercial stations in operation	693 stations	652 stations
Non-commercial stations	39 stations	39 stations
Construction permit only	42 stations	42 stations

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LOCATION OF U. S. STATIONS

CKLW, Detroit, Mich.
KABC, San Antonio, Tex.
KABR, Aberdeen, S. Dak.
KADA, Ada, Okla.
KALB, Alexandria, La.
KALE, Portland, Ore.
KAND, Corsicana, Tex.
KANS, Wichita, Kans.
KARK, Little Rock, Ark.
KARM, Fresno, Calif.
KASA, Elk City, Okla.
KAST, Astoria, Ore.
KATE, Albert Lea, Minn.
KAWM, Gallup, N. Mex.
KBIX, Muskogee, Okla.
KBKR, Baker, Ore.
KBND, Bend, Ore.
KBPS, Portland, Ore.
KBST, Big Spring, Tex.
KBTM, Jonesboro, Ark.
KCKN, Kansas City, Kans.
KCMC, Texarkana, Tex.
KCMO, Kansas City, Mo.
KCRC, Enid, Okla.
KCRJ, Jerome, Ariz.
KDAL, Duluth, Minn.
KDB, Santa Barbara, Calif.
KDFN, Casper, Wyo.
KDKA, Pittsburgh, Pa.
KDLR, Devils Lake, N. Dak.
KDNT, Denton, Tex.
KDON, Monterey, Calif.
KDRO, Sedalia, Mo.
KDTH, Dubuque, Ia.
KDYL, Salt Lake City, Utah
KECA, Los Angeles, Calif.
KEEN, Seattle, Wash.
KEHE, Los Angeles, Calif.
KELA, Centralia-Chehalis, Wash.
KELD, Eldorado, Ark.
KELO, Sioux Falls, S. Dak.
KERN, Bakersfield, Calif.
KEUB, Price, Utah
KEX, Portland, Ore.
KFAB, Lincoln, Nebr.
KFAC, Los Angeles, Calif.
KFAM, St. Cloud, Minn.
KFAR, Fairbanks, Alaska
KFBB, Great Falls, Mont.
KFBI, Abilene, Kans.
KFBK, Sacramento, Calif.
KFDA, Amarillo, Tex.
KFDM, Beaumont, Tex.
KFDY, Brookings, S. Dak.
KFEL, Denver, Colo.
KFEQ, St. Joseph, Mo.
KFGQ, Boone, Ia.
KFH, Wichita, Kans.
KFI, Los Angeles, Calif.
KFIO, Spokane, Wash.
KFIZ, Fond du Lac, Wis.
KFJB, Marshalltown, Ia.
KFJI, Klamath Falls, Ore.
KFJM, Grand Forks, N. Dak.
KFJZ, Fort Worth, Tex.
KFKA, Greeley, Colo.
KFKU, Lawrence, Kans.
KFNF, Shenandoah, Ia.
KFOR, Lincoln, Nebr.
KFOX, Long Beach, Calif.
KFPL, Dublin, Tex.
KFPW, Ft. Smith, Ark.
KFPY, Spokane, Wash.
KFQD, Anchorage, Alaska
KFRC, San Francisco, Calif.
KFRO, Longview, Tex.
KFRU, Columbia, Mo.
KFSD, San Diego, Calif.
KFSG, Los Angeles, Calif.
KFUO, Clayton, Mo.
KFVD, Los Angeles, Calif.
KFVS, Cape Girardeau, Mo.
KFWB, Los Angeles, Calif.
KFXD, Nampa, Idaho
KFXJ, Grand Junction, Colo.
KFXM, San Bernardino, Calif.
KFYO, Lubbock, Tex.
KFYR, Bismarck, N. Dak.
KGA, Spokane, Wash.
KGB, San Diego, Calif.
KGBU, Ketchikan, Alaska
KGBX, Springfield, Mo.
KGCA, Decorah, Ia.
KGCI, Couer d'Alene, Idaho
KGCU, Mandan, N. Dak.
KGCX, Wolf Point, Mont.
KGDE, Fergus Falls, Minn.
KGDM, Stockton, Calif.
KGEK, Sterling, Colo.
KGER, Long Beach, Calif.
KGEZ, Kalispell, Mont.
KGFF, Shawnee, Okla.
KGFI, Brownsville, Tex.
KGFJ, Los Angeles, Calif.
KGFL, Roswell, N. Mex.
KGFW, Kearney, Nebr.
KGFX, Pierre, S. Dak.
KGGF, Coffeyville, Kans.
KGGM, Albuquerque, N. Mex.
KGHF, Pueblo, Colo.
KGHI, Little Rock, Ark.
KGHL, Billings, Mont.
KGIR, Butte, Mont.
KGIW, Alamosa, Colo.
KGKB, Tyler, Tex.
KGKL, San Angelo, Tex.
KGKO, Fort Worth, Tex.
KGKY, Scottsbluff, Nebr.
KGLO, Mason City, Ia.
KGLU, Safford, Ariz.
KGMB, Honolulu, Hawaii
KGNC, Amarillo, Tex.
KGNF, North Platte, Nebr.
KGNO, Dodge City, Kans.
KGO, San Francisco, Calif.
KGU, Honolulu, Hawaii
KGVL, Greenville, Tex.
KGVO, Missoula, Mont.
KGW, Portland, Ore.
KGY, Olympia, Wash.
KHBC, Hilo, Hawaii
KHBG, Okmulgee, Okla.
KHJ, Los Angeles, Calif.
KHQ, Spokane, Wash.
KHSL, Chico, Calif.
KHUB, Watsonville, Calif.
KICA, Clovis, N. Mex.
KID, Idaho Falls, Idaho
KIDO, Boise, Idaho
KIDW, Lamar, Colo.
KIEM, Eureka, Calif.
KIEV, Glendale, Calif.
KINY, Juneau, Alaska
KIRO, Seattle, Wash.
KIT, Yakima, Wash.
KITE, Kansas City, Mo.
KIUL, Garden City, Kans.
KIUN, Pecos, Tex.
KIUP, Durango, Colo.
KJBS, San Francisco, Calif.
KJR, Seattle, Wash.
KLAH, Carlsbad, N. Mex.
KLBM, La Grande, Ore.
KLCN, Blytheville, Ark.
KLO, Ogden, Utah
KLPM, Minot, N. Dak.
KLRA, Little Rock, Ark.
KLS, Oakland, Calif.
KLUF, Galveston, Tex.
KLX, Oakland, Calif.
KLZ, Denver, Colo.
KMA, Shenandoah, Ia.
KMAC, San Antonio, Tex.
KMBC, Kansas City, Mo.
KMED, Medford, Ore.
KMJ, Fresno, Calif.
KMLB, Monroe, La.
KMMJ, Grand Island, Nebr.
KMO, Tacoma, Wash.
KMOX, St. Louis, Mo.
KMPC, Beverly Hills, Calif.
KMTR, Los Angeles, Calif.
KNEL, Brady, Tex.
KNET, Palestine, Tex.
KNOW, Austin, Tex.
KNX, Los Angeles, Calif.
KOA, Denver, Colo.
KOAC, Corvallis, Ore.
KOAM, Pittsburg, Kans.
KOB, Albuquerque, N. Mex.
KOBH, Rapid City, S. Dak.
KOCA, Kilgore, Tex.
KOCY, Oklahoma City, Okla.
KOH, Reno, Nev.
KOIL, Omaha, Nebr.
KOIN, Portland, Ore.
KOKO, La Junta, Colo.
KOL, Seattle, Wash.
KOMA, Oklahoma City, Okla.
KOME, Tulsa, Okla.
KOMO, Seattle, Wash.
KONO, San Antonio, Tex.
KOOS, Marshfield, Ore.
KORE, Eugene, Ore.
KOTN, Pine Bluff, Ark.
KOVC, Valley City, N. Dak.
KOVO, Provo, Utah

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KOWH, Omaha, Nebr.
KOY, Phoenix, Ariz.
KPAB, Laredo, Tex.
KPAC, Port Arthur, Tex.
KPDN, Pampa, Tex.
KPFA, Helena, Mont.
KPLC, Lake Charles, La.
KPLT, Paris, Tex.
KPMC, Bakersfield, Calif.
KPO, San Francisco, Calif.
KPOF, Denver, Colo.
KPPC, Pasadena, Calif.
KPQ, Wenatchee, Wash.
KPRC, Houston, Tex.
KQV, Pittsburgh, Pa.
KQW, San Jose, Calif.
KRBA, Lufkin, Tex.
KRBC, Abilene, Tex.
KRBM, Bozeman, Mont.
KRE, Berkeley, Calif.
KRGV, Weslaco, Tex.
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRKD, Los Angeles, Calif.
KRKO, Everett, Wash.
KRLC, Lewiston, Idaho
KRLD, Dallas, Tex.
KRLH, Midland, Tex.
KRMC, Jamestown, N. Dak.
KRMD, Shreveport, La.
KRNR, Roseburg, Ore.
KRNT, Des Moines, Ia.
KROC, Rochester, Minn.
KROD, El Paso, Tex.
KROW, Oakland, Calif.
KROY, Sacramento, Calif.
KRRV, Sherman, Tex.
KRSC, Seattle, Wash.
KSAC, Manhattan, Kans.
KSAL, Salina, Kans.
KSAM, Huntsville, Tex.
KSAN, San Francisco, Calif.
KSCJ, Sioux City, Ia.
KSD, St. Louis, Mo.
KSEI, Pocatello, Idaho
KSFO, San Francisco, Calif.
KSL, Salt Lake City, Utah
KSLM, Salem, Ore.
KSO, Des Moines, Ia.
KSOO, Sioux Falls, S. Dak.
KSRO, Santa Rosa, Calif.
KSTP, Minneapolis-St. Paul, Minn.
KSUB, Cedar City, Utah
KSUN, Lowell, Ariz.
KTAR, Phoenix, Ariz.
KTAT, Fort Worth, Tex.
KTBC, Austin, Tex.
KTBS, Shreveport, La.
KTEM, Temple, Tex.
KTFI, Twin Falls, Idaho
KTHS, Hot Springs, Ark.
KTKC, Visalia, Calif.
KTMS, Santa Barbara, Calif.
KTOH, Lihue, Hawaii
KTOK, Oklahoma City, Okla.
KTRB, Modesto, Calif.
KTRH, Houston, Tex.
KTRI, Sioux City, Ia.
KTSA, San Antonio, Tex.
KTSM, El Paso, Tex.
KTSW, Emporia, Kans.
KTUC, Tucson, Ariz.
KTUL, Tulsa, Okla.
KTW, Seattle, Wash.
KUJ, Walla Walla, Wash.
KUMA, Yuma, Ariz.
KUOA, Siloam Springs, Ark.
KUSD, Vermillion, S. Dak.
KUTA, Salt Lake City, Utah
KVAK, Atchison, Kans.
KVAN, Vancouver, Wash.
KVCV, Redding, Calif.
KVEC, San Luis Obispo, Calif.
KVGB, Great Bend, Kans.
KVI, Tacoma, Wash.
KVNU, Logan, Utah
KVOA, Tucson, Ariz.
KVOD, Denver, Colo.
KVOE, Santa Ana, Calif.
KVOL, Lafayette, La,
KVOO, Tulsa, Okla.
KVOR, Colorado Springs, Colo.
KVOS, Bellingham, Wash.
KVOX, Moorhead, Minn.
KVRS, Rock Springs, Wyo.
KVSF, Santa Fe, N. Mex.
KVSO, Ardmore, Okla.
KVWC, Vernon, Tex.
KWAL, Wallace-Kellogg, Idaho
KWBG, Hutchinson, Kans.
KWEW, Hobbs, N. Mex.
KWFT, Wichita Falls, Tex.
KWG, Stockton, Calif.
KWJB, Globe, Ariz.
KWJJ, Portland, Ore.
KWK, St. Louis, Mo.
KWKH, Shreveport, La.
KWLC, Decorah, Ia.
KWLK, Longview, Wash.
KWNO, Winona, Minn.
KWOC, Poplar Bluff, Mo.
KWOS, Jefferson City, Mo.
KWSC, Pullman, Wash.
KWTN, Watertown, S. Dak.
KWTO, Springfield, Mo.
KWYO, Sheridan, Wyo.
KXA, Seattle, Wash.
KXL, Portland, Ore.
KXO, El Centro, Calif.
KXOK, St. Louis, Mo.
KXOX, Sweetwater, Tex.
KXRO, Aberdeen, Wash.
KXYZ, Houston, Tex.
KYA, San Francisco, Calif.
KYCA, Prescott, Ariz.
KYOS, Merced, Calif.
KYSM, Mankato, Minn.
KYW, Philadelphia, Pa.
WAAB, Boston, Mass.
WAAF, Chicago, Ill.
WAAT, Jersey City, N. J.
WABC, New York City
WABI, Bangor, Me.
WABY, Albany, N. Y.
WACO, Waco, Tex.
WADC, Akron, Ohio
WAGA, Atlanta, Ga.
WAGF, Dothan, Ala.
WAGM, Presque Isle, Me.
WAIM, Anderson, S. C.
WAIR, Winston-Salem, N. C.
WALA, Mobile, Ala.
WALR, Zanesville, Ohio
WAML, Laurel, Miss.
WAPI, Birmingham, Ala.
WAPO, Chattanooga, Tenn.
WARD, New York City
WASH, Grand Rapids, Mich.
WATL, Atlanta, Ga.
WATR, Waterbury, Conn.
WAVE, Louisville, Ky.
WAWZ, Zarephath, N. J.
WAYX, Waycross, Ga.
WAZL, Hazelton, Pa.
WBAA, West Lafayette, Ind.
WBAB, Atlantic City, N. J.
WBAL, Baltimore, Md.
WBAP, Fort Worth, Tex.
WBAX, Wilkes-Barre, Pa.
WBBC, New York City
WBBL, Richmond, Va.
WBBM, Chicago, Ill.
WBBR, New York City
WBBZ, Ponca City, Okla.
WBCM, Bay City, Mich.
WBEN, Buffalo, N. Y.
WBEO, Marquette, Mich.
WBHP, Huntsville, Ala.
WBIG, Greensboro, N. C.
WBIL, New York City
WBLK, Clarksburg, W. Va.
WBNS, Columbus, Ohio
WBNX, New York City
WBNY, Buffalo, N. Y.
WBOW, Terre Haute, Ind.
WBRB, Red Bank, N. J.
WBRC, Birmingham, Ala.
WBRE, Wilkes-Barre, Pa.
WBRK, Pittsfield, Mass.
WBRY, Waterbury, Conn.
WBT, Charlotte, N. C.
WBTH, Williamson, W. Va.
WBTM, Danville, Va.
WBZ, Boston, Mass.
WBZA, Boston, Mass.
WCAD, Canton, N. Y.
WCAE, Pittsburgh, Pa.
WCAL, Northfield, Minn.
WCAM, Camden, N. J.
WCAO, Baltimore, Md.
WCAP, Asbury Park, N. J.
WCAT, Rapid City, S. Dak.
WCAU, Philadelphia, Pa.
WCAX, Burlington, Vt.
WCAZ, Carthage, Ill.
WCBA, Allentown, Pa.
WCBD, Chicago, Ill.
WCBM, Baltimore, Md.
WCBS, Springfield, Ill.
WCCO, Minneapolis-St. Paul, Minn.
WCFL, Chicago, Ill.
WCHS, Charleston, W. Va.
WCHV, Charlottesville, Va.
WCKY, Cincinnati, Ohio
WCLE, Cleveland, Ohio
WCLO, Janesville, Wis.
WCLS, Joliet, Ill.
WCMI, Ashland, Ky.
WCNW, New York City

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WCOA, Pensacola, Fla.
WCOC, Meridian, Miss.
WCOL, Columbus, Ohio
WCOP, Boston, Mass.
WCOS, Columbia, S. C.
WCOU, Lewiston, Me.
WCOV, Montgomery, Ala.
WCPO, Cincinnati, Ohio
WCRW, Chicago, Ill.
WCSC, Charleston, S. C.
WCSH, Portland, Me.
WDAE, Tampa, Fla.
WDAF, Kansas City, Mo.
WDAH, El Paso, Tex.
WDAN, Danville, Ill.
WDAS, 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.
WDSU, New Orleans, La.
WDWS, Champaign, Ill.
WDZ, Tuscola, Ill.
WEAF, New York City
WEAN, Providence, R. I.
WEAU, Eau Claire, Wis.
WEBC, Duluth, Minn.
WEBQ, Harrisburg, Ill.
WEBR, Buffalo, N. Y.
WEDC, Chicago, Ill.
WEED, Rocky Mount, N. C.
WEEI, Boston, Mass.
WEEU, Reading, Pa.
WELI, New Haven, Conn.
WELL, Battle Creek, Mich.
WEMP, Milwaukee, Wis.
WENR, Chicago, Ill.
WENY, Elmira, N. Y.
WEOA, Evansville, Ind.
WESG, Elmira, N. Y.
WEST, Easton, Pa.
WEVD, New York City
WEW, St. Louis, Mo.
WEXL, Royal Oak, Mich.
WFAA, Dallas, Tex.
WFAM, South Bend, Ind.
WFAS, White Plains, N. Y.
WFBC, Greenville, S. C.
WFBG, Altoona, Pa.
WFBL, Syracuse, N. Y.
WFBM, Indianapolis, Ind.
WFBR, Baltimore, Md.
WFDF, Flint, Mich.
WFEA, Manchester, N. H.
WFIL, Philadelphia, Pa.
WFLA, Tampa, Fla.
WFMD, Frederick, Md.
WFMJ, 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.
WGAR, Cleveland, Ohio
WGAU, Athens, Ga.
WGBB, Freeport, N. Y.
WGBF, Evansville, Ind.
WGBI, Scranton, Pa.
WGBR, Goldsboro, N. C.
WGCM, Gulfport, Miss.
WGES, Chicago, Ill.
WGH, Newport News, Va.
WGIL, Galesburg, Ill.
WGKV, Charleston, W. Va.
WGL, Ft. Wayne, 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, Schenectady, N. Y.
WHA, Madison, Wis.
WHAI, Greenfield, Mass.
WHAM, Rochester, N. Y.
WHAS, Louisville, Ky.
WHAT, Philadelphia, Pa.
WHAZ, Troy, N. Y.
WHB, 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, Hammond, 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, Poynette, Wis.
WIBW, Topeka, Kans.
WIBX, Utica, N. Y.
WICA, Ashtabula, Ohio
WICC, Bridgeport, Conn.
WIL, St. Louis, Mo.
WILL, Urbana, Ill.
WILM, Wilmington, Del.
WIND, Gary, Ind.; Chicago, Ill.
WING, Dayton, Ohio
WINN, Louisville, Ky.
WINS, New York City
WIOD, Miami, Fla.
WIP, Philadelphia, Pa.
WIRE, Indianapolis, Ind.
WIS, Columbia, S. C.
WISE, Asheville, N. C.
WISN, Milwaukee, Wis.
WJAC, Johnstown, Pa.
WJAG, Norfolk, Nebr.
WJAR, Providence, R. I.
WJAS, Pittsburgh, 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, Jacksonville, Fla.
WJIM, Lansing, Mich.
WJJD, Chicago, Ill.
WJLS, Beckley, W. Va.
WJMC, Rice Lake, Wis.
WJMS, Ironwood, Mich.
WJNO, West Palm Beach, Fla.
WJR, 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, Muskegon, 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.
WLB, Minneapolis-St. Paul, Minn.
WLBC, Muncie, Ind.
WLBL, Stevens Point, Wis.
WLBZ, Bangor, Me.
WLEU, Erie, Pa.
WLLH, Lowell, Mass.
WLNH, Laconia, N. H.
WLOK, Lima, Ohio
WLS, Chicago, Ill.
WLTH, New York City
WLVA, Lynchburg, Va.
WLW, Cincinnati, Ohio
WMAL, Washington, D. C.
WMAQ, Chicago, Ill.
WMAS, Springfield, Mass.
WMAZ, Macon, Ga.

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WMBC, Detroit, Mich.
WMBD, Peoria, Ill.
WMBG, Richmond, Va.
WMBH, Joplin, Mo.
WMBI, Chicago, Ill.
WMBO, Auburn, N. Y.
WMBR, Jacksonville, Fla.
WMBS, Uniontown, Pa.
WMC, Memphis, Tenn.
WMCA, New York City
WMEX, Boston, Mass.
WMFD, Wilmington, N. C.
WMFF, Plattsburg, N. Y.
WMFG, Hibbing, Minn.
WMFJ, Daytona Beach, Fla.
WMFO, Decatur, Ala.
WMFR, High Point, N. C.
WMIN, Minneapolis-St. Paul, Minn.
WMMN, Fairmont, W. Va.
WMOB, Mobile, Ala.
WMPC, Lapeer, Mich.
WMPS, Memphis, Tenn.
WMRO, Aurora, Ill.
WMSD, Sheffield, Ala.
WMT, Cedar Rapids, Ia.
WNAC, Boston, Mass.
WNAD, Norman, Okla.
WNAX, Yankton, S. Dak.
WNBC, New Britain, Conn.
WNBF, Binghamton, N. Y.
WNBH, New Bedford, Mass.
WNBX, Springfield, Vt.
WNBZ, Saranac Lake, N. Y.
WNEW, New York City
WNLC, New London, Conn.
WNOE, New Orleans, La.
WNOX, Knoxville, Tenn.
WNYC, New York City
WOAI, San Antonio, Tex.
WOC, Davenport, Ia.
WOCB, Hyannis, Mass.
WOI, Ames, Ia.
WOKO, Albany, N. Y.
WOL, Washington, D. C.
WOLS, Florence, S. C.
WOMI, Owensboro, Ky.
WOMT, Manitowoc, Wis.
WOOD, Grand Rapids, Mich.
WOPI, Bristol, Tenn.
WOR, New York City
WORC, Worcester, Mass.
WORK, York, Pa.
WORL, Boston, Mass.
WOSU, Columbus, Ohio
WOV, New York City
WOW, Omaha, Nebr.
WOWO, Ft. Wayne, Ind.
WPAD, Paducah, Ky.
WPAR, Parkersburg, W. Va.
WPAX, Thomasville, Ga.
WPAY, Portsmouth, Ohio
WPEN, Philadelphia, Pa.
WPG, Atlantic City, N. J.
WPIC, Sharon, Pa.
WPIV, Petersburg, Va.
WPRO, Providence, R. I.
WPTF, Raleigh, N. C.
WQAM, Miami, Fla.
WQAN, Scranton, Pa.
WQBC, Vicksburg, Miss.
WQDM, St. Albans, Vt.
WQXR, New York City
WRAK, Williamsport, Pa.
WRAL, Raleigh, N. C.
WRAW, Reading, Pa.
WRBL, Columbus, Ga.
WRC, Washington, D. C.
WRDO, Augusta, Me.
WRDW, Augusta, Ga.
WREC, Memphis, Tenn.
WREN, Lawrence-Kansas City, Kans.
WRGA, Rome, Ga.
WRJN, Racine, Wis.
WRKL, Rock Hill, S. C.
WRNL, Richmond, Va.
WROK, Rockford, Ill.
WROL, Knoxville, Tenn.
WRR, Dallas, Tex.
WRTD, Richmond, Va.
WRUF, Gainesville, Fla.
WRVA, Richmond, Va.
WSAI, Cincinnati, Ohio
WSAJ, Grove City, Pa.
WSAL, Salisbury, Md.
WSAN, Allentown, Pa.
WSAR, Fall River, Mass.
WSAU, Wausau, Wis.
WSAV, Savannah, Ga.
WSAY, Rochester, N. Y.
WSAZ, Huntington, W. Va.
WSB, Atlanta, Ga.
WSBC, Chicago, Ill.
WSBT, South Bend, Ind.
WSFA, Montgomery, Ala.
WSGN, Birmingham, Ala.
WSIX, Nashville, Tenn.
WSJS, Winston-Salem, N. C.
WSKB, McComb, Miss.
WSLI, Jackson, Miss.
WSM, Nashville, Tenn.
WSMB, New Orleans, La.
WSNJ, Bridgeton, N. J.
WSOC, Charlotte, N. C.
WSPA, Spartanburg, S. C.
WSPD, Toledo, Ohio
WSPR, Springfield, Mass.
WSTP, Salisbury, N. C.
WSUI, Iowa City, Ia.
WSUN, St. Petersburg, Fla.
WSVA, Harrisonburg, Va.
WSVS, Buffalo, N. Y.
WSYB, Rutland, Vt.
WSYR-WSYU, Syracuse, N. Y.
WTAD, Quincy, Ill.
WTAG, Worcester, Mass.
WTAL, Tallahassee, Fla.
WTAM, Cleveland, Ohio
WTAQ, Green Bay, Wis.
WTAR, Norfolk, Va.
WTAW, College Station, Tex.
WTAX, Springfield, Ill.
WTBO, Cumberland, Md.
WTCN, Minneapolis-St. Paul, Minn.
WTEL, Philadelphia, Pa.
WTHT, Hartford, Conn.
WTIC, Hartford, Conn.
WTJS, Jackson, Tenn.
WTMA, Charleston, S. C.
WTMC, Ocala, Fla.
WTMJ, Milwaukee, Wis.
WTMV, E. St. Louis, Ill.
WTNJ, Trenton, N. J.
WTOC, Savannah, Ga.
WTOL, Toledo, Ohio
WTRC, Elkhart, Ind.
WTRY, Troy, N. Y.
WTSP, St. Petersburg, Fla.
WVFW, New York City
WWAE, Hammond, Ind.
WWJ, Detroit, Mich.
WWL, New Orleans, La.
WWNC, Asheville, N. C.
WWRL, New York City
WWSW, Pittsburgh, Pa.
WWVA, Wheeling, W. Va.
WXYZ, Detroit, Mich.

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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*

Autauga	2,380	Dallas	8,450	Marion	2,770
Baldwin	3,830	DeKalb	4,350	Marshall	4,580
Barbour	4,080	Elmore	3,850	Mobile	21,880
Bibb	2,680	Escambia	3,480	Monroe	3,370
Blount	3,070	Etowah	9,700	Montgomery	18,520
Bullock	2,570	Fayette	2,050	Morgan	6,790
Butler	3,730	Franklin	2,920	Perry	3,130
Calhoun	6,370	Geneva	3,340	Pickens	2,810
Chambers	4,730	Greene	2,500	Pike	4,170
Cherokee	2,090	Hale	3,150	Randolph	3,110
Chilton	2,800	Henry	2,480	Russell	3,420
Choctaw	2,430	Houston	6,250	St. Clair	2,980
Clarke	3,200	Jackson	4,080	Shelby	3,440
Clay	1,910	Jefferson	85,710	Sumter	3,220
Cleburne	1,390	Lamar	1,930	Talladega	5,570
Coffee	3,730	Lauderdale	5,480	Tallapoosa	3,800
Colbert	4,420	Lawrence	2,860	Tuscaloosa	9,000
Conecuh	2,920	Lee	5,270	Walker	7,850
Coosa	1,330	Limestone	4,270	Washington	1,910
Covington	5,160	Lowndes	2,700	Wilcox	2,970
Crenshaw	2,750	Macon	3,230	Winston	1,660
Cullman	4,500	Madison	8,530		
Dale	2,820	Marengo	4,780		

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.)

General and station manager: John S. Pitts. **Commercial manager, artists bureau head:** Allen Brown. **Program and musical director:** Harold Russey. **Chief engineer:** Vernon Storey. **Publicity director:** Edwin Mullinax.

Rep: None. **Seating facilities:** Auditorium in WHMA Building can accommodate 600 persons. **Merchandising:** Distribute window cards, and arrange for newspaper stories and photos of artists; service rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $30.

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.

WAPI, 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.)

President, general manager: Thad Holt. **National sales representative:** H. H. Holtshouser. **Program directors:** Lionel Baxter and Clint Blakely. **Merchandising director:** Delmar Bradley. **Studio manager:** Nelle McFarland.

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.

Program policies: CBS program policies. **E. T. library:** Associated. **News:** UP.

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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

Operator: Birmingham Broadcasting Co., Inc. Bankhead Hotel. **Phone:** 3-9293. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** May 18, 1925.

President: K. G. Marshall. **Vice-president:** J. C. Bell. **Secretary-treasurer:** Mrs. H. P. Hanna. **Assistant manager:** John Connolly.

Rep: Paul H. Raymer. **Seating facilities:** Studio, 50. **Merchandising:** Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on "Don't Miss It" broadcast, 10-10:15 A.M. daily. **Foreign language programs:** Will consider such programs. **Artists bureau:** None. **Stock:** Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. **Base rate:** $96 (½ hr.).

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.)

Vice-president, general manager: Henry P. Johnston. **Program director:** Robert McRaney. **Chief engineer:** Paul B. Cram.

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

Operator: James R. Doss, Jr., 418½ Second Ave. **Phone:** Decatur 802. **Power:** 100 watts on 1370 kc (daytime). **Affiliation:** Alabama Network. **Opened:** June 26, 1935. (Note: James R. Doss, Jr., also operates WJRD, Tuscaloosa.)

Owner: James R. Doss, Jr. **Station manager:** Ted R. Woodward. **Commercial manager:** Robert H. Allbright. **Chief engineer:** Fred L. James, Jr. **Program director:** Charles H. Clements.

Rep: Kelly-Smith Co. **Seating facilities:** "Limited audiences"—no capacity given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists about 10 groups, orchestras, etc. **Base rate:** $40.

Copy restrictions: Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance. **E. T. library:** None listed. **News:** UP. **News periods:** 7:20-7:30 A.M., 9-9:15 A.M., noon-12:15 P.M. (sports news), 2-2:15 P.M., Monday through Saturday; 4:30-4:45 P.M., Sunday.

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., 204½ E. Main St. **Phone:** 1430. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 14, 1933.

Station manager: Julian C. Smith. **Commercial manager:** Fred C. Moseley. **Program director:** Samuel Hall. **Chief engineer:** John T. Hubbard. **Publicity director:** Bill Spencer.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Limited. **Merchandising:** None. **Foreign language programs:** Not accepted; no foreign element in this territory. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval. **News:** Transradio.

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. **Phone:** 88. **Power:** 250

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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 (½ 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 1380 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. Pill. **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 (½ 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; 9-9:10 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:**

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100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

Station manager: W. J. Reynolds, Jr. **Program director:** Ward A. Coleman. **Chief engineer:** William Pigg.

Rep: None. **Seating facilities:** None. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists, bands, etc. **Base rate:** $20 (½ hr.).

Copy restrictions: Accept beer, wines, alcoholic beverages of any type; reserve right to cancel any programs of objectionable character. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8-8:10 A.M., 10-10:10 A.M., 1-1:10 P.M., 6-6:08 P.M, 7:45-8 P.M., all daily.

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.)

Director: James R. Doss, Jr. **Manager:** J. Leslie Doss. **Commercial manager:** J. "Ed" Reynolds. **Chief engineer:** Ellis H. Eudy. **Program and production director:** Wilhelmina Quarles.

Rep: Kelly-Smith Co. **Seating facilities:** About 100 persons. **Merchandising:** Partial service; carried on by local salesmen. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** $25 (½ hr.).

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

(79,500 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

Apache	2,240	Greenlee	1,640	Pinal	3,510
Cochise	7,790	Maricopa	28,060	Santa Cruz	1,780
Coconino	2,350	Mohave	1,140	Yavapai	5,480
Gila	5,930	Navajo	3,360	Yuma	3,500
Graham	1,580	Pima	11,240		

KWJB, GLOBE

Operator: Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1938.

Owner, station manager: Bartley T. Sims. **Commercial manager:** Vester Sansing. **Program director:** Jack Stafford. **Chief engineer:** William Carberry.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Limited service rendered gratis. **Foreign language programs:** Spanish accepted (station claims large Spanish-speaking population in its area). **Artists bureau:** None. **Base rate:** $25.

Copy restrictions: Beer and wine copy accepted; no hard liquors. **E. T. library:** None. **News:** Transradio. **News periods:** 12:30 P.M., 5 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KCRJ, JEROME

Operator: Charles C. Robinson (owner), Clinkscale Building. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1930.

Rep: None. **Foreign language programs:** Apparently accepted according to rate-card information. **Base rate:** $20.

No other information available.

KSUN, LOWELL

Operator: Copper Electric Co., Inc. **Power:** 250 and 100 watts on 1200 kc. **Opened:** 1933.

Base rate: $40.

No other information available.

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KOY, 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.)

President: Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director, artists bureau head, musical director:** John R. Williams. **Chief engineer:** E. E. Alden. **Publicity director:** Jack Copeland.

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.

Copy restrictions: Not listed. **E. T. library:** Lang-Worth; Langlois & Wentworth; World. **News:** Transradio. **News periods:** 8-8:10 A. M., 10:15-10:30 A. M., 12:30-12:40 P. M., 4-4:10 P. M., 6:30-6:45 P. M., 10:45-11 P. M., Monday through Saturday; 4-4:15 P. M., Sunday only; 9-9:15 P. M., Sunday through Friday.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. **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.)

General manager: Dick Lewis. **Commercial manager:** J. Richard Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Artists bureau head:** Fay Meyerson. **Publicity director:** Hal Roach.

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

Operator: Gila Broadcasting Co., Inc., 6th Ave. & Relation St. **Phone:** Safford 15. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1938.

Station and commercial manager: John Merino. **Program director:** Beatrice Merino. **Chief engineer:** Paul Merrill. **Publicity director:** Ralph Langley.

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,

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Saturday; 2 P.M. (Monitor news), Monday through Friday.

KTUC, TUCSON

Operator: Tucson Motor Service Co., 142 S. 6th Avenue. **Phone:** 5800. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

President: F. Z. Howe. **Station manager:** D. B. Roush. **Chief engineer:** Clifford Livingston. **Studio manager:** Dick Johnson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** $40.

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 2888. **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 KTAR, Phoenix.)

Station manager: R. B. Williams. **Chief engineer:** Leonard L. Nalley. **Program director:** Andrew White.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Complete service offered; no charge unless special services are wanted. **Foreign language programs:** No restrictions on acceptance. **Artists bureau:** None. **Base rate:** $80.

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

Operator: Silver Crest Theatres, Lee Hotel Bldg. **Phone:** Yuma 88. **Power:** 100 watts on 1420 kc (operates specified hours). **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

Lessee: A. H. Schermann. **General manager and program director:** E. N. Sturdivant. **Engineer:** Willard J. Starkey.

Rep: Walter Biddick Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Spanish programs and announcements encouraged. **Artists bureau:** None. **Base rate:** $25.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages. **E. T. library:** MacGregor. **News:** Local; Christian Science Monitor. **News periods:** 7:15-7:30 A.M., noon-12:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

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	3,180	Craighead	5,780	Howard	2,050
Ashley	3,060	Crawford	3,050	Independence	3,030
Baxter	1,110	Crittenden	5,080	Izard	1,390
Benton	5,000	Cross	3,270	Jackson	3,320
Boone	2,110	Dallas	1,850	Jefferson	10,280
Bradley	2,240	Desha	3,160	Johnson	2,430
Calhoun	1,010	Drew	2,520	Lafayette	2,220
Carroll	1,990	Faulkner	3,450	Lawrence	2,470
Chicot	3,260	Franklin	1,780	Lee	3,610
Clark	3,110	Fulton	1,150	Lincoln	2,420
Clay	3,150	Garland	6,930	Little River	1,860
Cleburne	1,280	Grant	1,050	Logan	2,860
Cleveland	1,310	Greene	3,310	Lonoke	3,790
Columbia	3,220	Hempstead	3,940	Madison	1,410
Conway	2,580	Hot Spring	2,480	Marion	950

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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

Operator: Charles Leo Lintzenich. **Power:** 100 watts on 1290 kc (daytime).

No other information available after repeated requests.

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **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.)

President: R. E. Meinert. **Vice-president, general manager:** G. E. Zimmerman. **Station manager:** F. E. Bolls. **Commercial manager:** T. P. Thompson. **Program director:** Rodney Smith. **Chief engineer:** Charles Mathis. **Artists bureau head, musical director:** Rodney Smith. **Publicity director, assistant manager:** Leon Sipes.

Rep: Joseph Hershey McGillvra. **Seating falicities:** 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.

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth." **E. T. library:** World. **News:** Transradio. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., Monday through Saturday.

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** July 27, 1930.

President: John A. England. **Station manager, program and musical director:** Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Hoisington.

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 (½ 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

Operator: Hot Springs Chamber of Commerce, Chamber of Commerce Bldg. **Phone:** 1160. **Power:** 10,000 watts on 1060 kc. (operates to sunset, and from 8 P.M. to midnight). **Affiliation:** NBC Red or Blue Southwestern group. **Opened:** Dec. 20, 1924.

Manager: John I. Prosser. **Commercial manager:** E. C. Appler. **Chief engineer:** J. C. Norman.

Rep: John Blair & Co. **Seating facilities:** Chamber of Commerce studios, 50 persons; city auditorium, 1,200; Gross 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

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liquor; 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

Operator: Regional Broadcasting Co., 104½ W. Washington Ave. **Phone:** 433. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None. **Opened:** March, 1930.

Manager, commercial manager: Jay P. Beard. **Program director:** Martha Jean Booker. **Chief engineer:** J. C. Warren. **Merchandising director:** Phil Williams. **Continuity and publicity director:** Clarence Adams.

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.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. **E. T. library:** Standard. **News:** Transradio; also local. **News periods:** 7:55-8 A.M., 8:55-9 A.M., 9:30-9:40 A.M. (local), 9:55-10 A.M., 10:55-11 A.M., 12:15-12:30 P.M., 1:55-2 P.M., 2:55-3 P.M., 3:45-3:55 P.M., (N. E. Arkansas), 3:55-4 P.M., 4:40-4:45 P. M., all weekdays; 12:15-12:30 P.M., Sunday only.

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. **Phones:** LD-224; 2-1841. **Power:** 1,000 watts on 890 kc. **Affiliation:** NBC Southwestern Red Group. **Opened:** 1931.

Vice-President, general manager: G. E. Zimmerman. **Station manager:** Larry Meinert. **Commercial manager:** C. K. Beaver. **Program and publicity director:** Jack Lewis. **Chief engineer:** D. L. Winn.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Full cooperation with advertisers when "cost is within reason." **Foreign language programs:** Will accept; governed by same rules as other advertising. **Artists bureau:** None. **Base rate:** $120.

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).

President, owner: A. L. Chilton. **Station and commercial manager:** R. G. Terrill. **Program and musical director, artists bureau head:** Ed King. **Chief engineer:** Bill Van Dusen. **Publicity director:** Bob Buice.

Rep: None. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** No information furnished. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** $40.

Copy restrictions: Accept beer, wine and some patent medicine advertising; no hard liquor. **E. T. library:** Standard. **News:** None.

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.)

General manager: S. C. Vinsonhaler. **Commercial manager:** Ray Long. **Chief engineer:** K. F. Tracy.

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 Theasurus. **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

Operator: Universal Broadcasting Corp., 505½ Main St. **Phone:** 464. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 12, 1934.

Station and commercial manager: B. J. Parrish. **Chief engineer:** J. R. Whitworth.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** "Reasonable amount" of service rendered free. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** $37.50.

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

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kc (daytime). **Affiliation:** None. **Opened:** 1922. (Note: This station is owned by John Brown University).

Manager: Storm Whaley. **Chief engineer:** J. L. Miller.

Rep: To be appointed soon. **Seating facilities:** None. **Merchandising:** Limited services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $62.50.

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
Glenn	3,370	Orange	36,130	Sonoma	19,660
Humboldt	12,790	Placer	7,250	Stanislaus	16,570
Imperial	15,960	Plumas	2,310	Sutter	4,110
Inyo	2,260	Riverside	24,310	Tehama	4,340
Kern	24,030	Sacramento	38,400	Trinity	980
Kings	7,000	San Benito	3,170	Tulare	21,800
Lake	2,520	San Bernardino	39,600	Tuolumne	2,890
Lassen	3,340	San Diego	67,530	Ventura	15,820
Los Angeles	694,810	San Francisco	189,470	Yolo	6,550
				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.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). **Station manager, program director:** Robert L. Stoddard. **Commercial manager, publicity director:** Jack Crawford. **Chief engineer:** Verne Shatto.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 400. **Merchandising:** Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $42.

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

Operator: Pioneer Mercantile Co., 20th and Eye Sts. **Phone:** 4500. **Power:** 1,000 watts on 1550 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Feb. 13, 1935.

President: Frank Schamblin. **Station and commercial manager:** Leo A. Schamblin. **Program director:** Curtis Sturm. **Chief engineer:** Leo Jarvis. **Publicity director:** Harold Carlock.

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Full Showing of *Foster & Kleiser* Billboards Now Proclaim to Greater Los Angeles that...

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

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Rep: None. **Seating facilities:** 75 persons. **Merchandising:** Commercial department renders service; supply data on market conditions and distribution. **Foreign language programs:** None on station currently. **Artists bureau:** Maintained nominally only. **Base rate:** $50.

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

Operator: Central California Broadcasters, Inc., 601 Ashby Ave. **Phone:** Ashberry 7715. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

Director, station manager: Arthur Westlund. **Program director:** M. Donald Hambly. **Musical director:** Harold S. Hawley. **Sales manager:** Fred Macpherson.

Rep: None. **Seating facilities:** None. **Merchandising:** Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services bear a charge. **Foreign language programs:** Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. **Artists bureau:** None. **Base rate:** $62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medecines 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

Operator, KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. **Phone:** Oxford 6211. **Power:** 500 watts on 710 kc (6 A.M. to sunset and 8:30 P.M. to 1 A.M.) **Affiliation:** None. **Opened:** December, 1928.

President: G. A. Richards.* **Vice-president, general manager:** Leo B. Tyson. **Program director:** Ted Gates. **Chief engineer:** Roger Love. **Publicity director:** Lois Cowan.

Rep: Gene Furgason & Co. **Seating facilities:** Studio, 150 persons. **Merchandising:** Mail 100 letters free of charge; other services as desired by sponsor, rendered at actual cost. **Foreign languag programs:** Not accepted. **Artists bureau:** None. **Base rate:** $90.

Copy restrictions: Commercial announcements 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.

Also president of WJR, Detroit, and WGAR, Cleveland.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Golden Empire Bldg. **Phone:** Chico 237. **Power:** 250 watts on 1260 kc. **Affiliation:** None. **Opened:** April 17, 1935. (Note: Same operator also controls KVCV, Redding.)

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

Operator: E. R. Irey and F. M. Bowles, 793 Main St. **Phone:** 1100. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee. **Opened:** January, 1927.

Owner, station manager: F. M. Bowles.

Rep: For any business outside network broadcasts, 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

Operator: Redwood Broadcasting Co., Inc., Vance Hotel. **Phone:** 93. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1933.

General manager, chief engineer: Wm. B. Smullin. **Engineers:** Charles Baker, Alvor Olson. **Program director:** Dean Metcalf. **Local advertising manager:** Hugh

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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.

MUTUAL DON LEE BROADCASTING SYSTEM

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Gilmore. **Educational director:** Earl Roberts. **Religious director:** Charles Hudson.

Rep: John Blair. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service offered sponsors buying sustained campaigns. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by William B. Smullin. **Base rate:** $37.50.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words: all copy subject to station approval. **E. T. library:** World. **News:** UP; Christian Science Monitor. **News periods:** 7:45-8 A.M., Monday through Saturday; 9-9:05 A.M., Monday, Tuesday, Thursday, Saturday; 12:30-12:45 P.M., every day; 5-5:15 P.M. (Monitor News), Monday through Friday; 9:55-10 P.M., every day.

KARM, FRESNO

Operator: George Harm, 1333 Van Ness Ave. **Phone:** 24151. **Power:** 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** Jan. 15, 1938.

Owner: George Harm. **Station and commercial manager:** Lou Keplinger. **Program director:** Dick Wegener. **Chief engineer:** John Scales. **Publicity director:** Milton Cook.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Large studio seats 175 persons; smaller studio accommodates 25. **Merchandising:** Render complete gratis service to sponsors desiring merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $65.

Copy restrictions: No rules beyond that "all advertising must be strictly in good taste." **E. T. library:** Associated. **News:** INS. **News periods:** 7:15 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 6:30-8:45 P.M., every day.

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.)

Station and commercial manager: Keith B. Collins. **Program and musical director:** Coyle Chambers. **Chief engineer:** Irvin E. Dickinson. **Publicity director:** Frank Wilbur.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 300. **Merchandising:** Distribution of window displays, surveys and cooperation in newspaper publicity rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $126.

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

Operator: Cannon System, Ltd., 701 E. Broadway. **Phones:** Chapman 5-2388; Citrus 1-1133. **Power:** 250 watts on 850 kc (daytime). **Affiliation:** None. **Opened:** 1933.

General and station manager: L. W. Peters. **Program director:** Wally MacLain. **Chief engineer:** George Neff. **Musical director:** Robert Greene. **Publicity director:** "Pat" Patrick.

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

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. **Phone:** 672-81. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** California Radio System. **Opened:** 1924.

Owner, president, program director: Hal G. Nichols. **Commercial manager, chief engineer:** Lawrence W. McDowell.

Rep: Walter Biddick Co. **Seating facilities:** None. **Merchandising:** Retains National Research Bureau, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Hal G. Nichols. **Base rate:** $87.

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.

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KGER, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. **Phone:** 660-41. **Power:** 1,000 watts on 1360 kc. **Affiliation:** None. **Opened:** December, 1925.

President, station manager: C. Merwin Dobyns. **Commercial manager:** John A. Dobyns. **Business manager:** Tom Hunter. **Sales manager:** Don Alderman. **Program director:** Helene Smith. **Technical director:** Jay Tapp. **Public relations manager:** Lee Wynne.

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.)

President: Earle C. Anthony. **Station manager:** Harrison Holliway. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowinson. **Chief engineers:** H. L. Batterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KFI). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $250.

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*

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. **Phone:** Exposition 1341. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** None. **Opened:** May 1, 1925.

Station manager: Jack O. Gross. **National sales manager:** John Livingston. **Program director:** Al Poska. **Chief engineer:** Fred Ragsdale. **Musical director:** Jack Stanley. **Publicity director:** Kay Shaffer.

Rep: International Radio Sales. **Seating facilities:** Studio theatre, seating 300 persons. **Merchandising:** Offer complete service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $136.

**As 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

Operator: Los Angeles Broadcasting Co., Inc., 645 So. Mariposa Ave. **Phone:** Fitzroy 1231. **Power:** 1,000 watts on 1300 kc. **Affiliation:** None. **Opened:** 1931.

President, general manager: Calvin J. Smith. **Program director, artists bureau head:** Van Des Autels. **Chief engineer:** H. W. Andersen. **Publicity director:** Lucile Dinsmore.

Rep: None. **Seating facilities:** Audience room, seating 300 persons. **Merchandising:** No set procedure; service varies with individual cases. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Stock:** Entirely held by E. L. Cord. **Base rate:** $75.

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

Operator: Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

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President: Earle C. Anthony. **Station manager:** Harrison Holliway. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowinson. **Chief engineers:** H. L. Blatterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep. Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KECA). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $660.

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.

KFSG, LOS ANGELES

Operator: Echo Park Evangelistic Association. **Power:** 2,500 and 500 watts on 1120 kc (divides times with KRKD).

This station does not sell time.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 338 S. Western Ave. **Phone:** Drexel 2391. **Power:** 1,000 watts on 1000 kc (operates 6 A.M. to sunset, and 11 P.M. to 4 A.M.). **Affiliation:** None. **Opened:** 1925.

General and station manager: J. Frank Burke, Jr. **Commercial manager:** F. J. Smalley, Jr. **Chief engineer:** John Smithson. **Musical director:** J. Newton Yates. **Publicity director:** Anne Harrison.

Rep: None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $40.

Copy restrictions: No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 9:15 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** California Radio System; Southern California Network. **Opened:** March 4, 1925.

General and station manager: Harry Maizlish. **Commercial manager:** Chester Mittendorf. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion manager:** William Ray.

Rep: Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $225.

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

Operator: Ben S. McGlashan, 1417 S. Figueroa Street. **Phone:** Prospect 2434. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** December, 1926.

Owner, general and station manager: Ben S. McGlashan. **Assistant manager: commercial manager:** H. Duke Hancock. **Program director:** Al Weinert. **Chief engineer:** Charles Whitney. **Publicity director:** Thelma Kirchner.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 1,500 persons when necessary. **Merchandising:** "No definite policy." **Foreign language programs:** Spanish and Italian programs current. **Artists bureau:** None. **Base rate:** $30.

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;

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Don Lee Broadcasting System. **Opened:** April 13, 1922.

President: Thomas S. Lee. **General and station manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Thayer Ridgway. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity director:** Frances Zoloth. **Public relations director:** Mark Finley.

Rep: John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmarte 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).

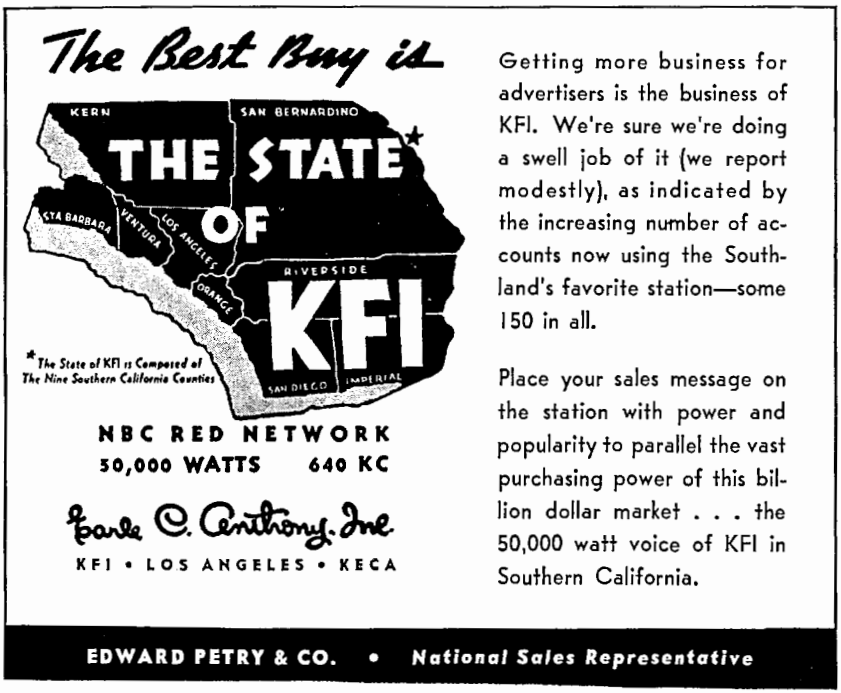
KMTR, LOS ANGELES

Operator: KMTR Radio Corp., 1000 Cahuenga Blvd. **Phone:** Hillside 1161. **Power:** 1,000 watts on 570 kc. **Affiliation:** None. **Opened:** 1924.

President: Victor E. Dalton. **Station manager, publicity director:** Kenneth O. Tinkham. **Program director:** Bud Ernst, Jr. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Corinne Stengel.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Publicity service rendered. **Foreign language programs:** Accepted. **Artists bureau:** Maintains complete artist staff. **Base rate:** $125.

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



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Monitor. **News periods:** 11-11:10 A.M., (Monitor News), 7-7:15 P.M., midnight-12:30 A.M., all Monday through Saturday.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. **Phone:** Hollywood 1212. **Power:** 50,000 watts on 1050 kc. **Affiliation:** CBS. **Opened:** Oct. 10, 1924.

Vice-president, general manager: Donald W. Thornburgh. **Assistant to vice-president:** John M. Dolph. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder. **Chief engineer:** Lester H. Bowman. **Program director:** Jack Dolph. **Assistant program director:** Benjamin Paley. **Musical director (Western Division):** Lud Gluskin. **Musical director (KNX):** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** Edwin W. Buckalew. **Publicity director:** Hal B. Rorke. **Public affairs director:** Fox Case. **Traffic manager:** Alan N. Cormack.

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.

Copy restrictions: CBS Program Policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:45 A.M., daily except Sunday; 5:30-5:45 P.M., Tuesday, Wednesday, Friday; 8-8:15 P.M., Monday only; 9:45-10 P.M., daily except Tuesday and Friday.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 500 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

President: Frank P. Doherty. **General manager:** John Austin Driscoll. **Assistant secretary and treasurer:** Hazel Ryan Jones. **Program director and studio manager:** Howard R. Bell. **Chief engineer:** Willis O. Freitag. **Publicity director, continuity chief:** Joe Micciche. **Assistant publicity director:** Ruth A. Pritchard.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio A, 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** $62.50.

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 must 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).

President: Peter McClung. **Station and commercial manager:** D. K. Stoddard. **Production manager:** Charles Kinsley, Jr. **Chief engineer:** Morton Wiebers.

Rep: Walter Biddick Co.; Cox and Tanz; Northwest Radio Advertising Co. **Seating facilities:** About 100. **Merchandising:** Regional accounts merchandised within radius of 50 miles; service is free. **Foreign language programs:** Will accept, with restrictions; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** $30.

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

Operator: Central California Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

General manager: T. R. McTammany.

Rep: Walter Biddick Co.; Cox and Tanz. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Accepted if complying with rules and regulations of FCC. **Artists bureau:** None. **Base rate:** $40.

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.

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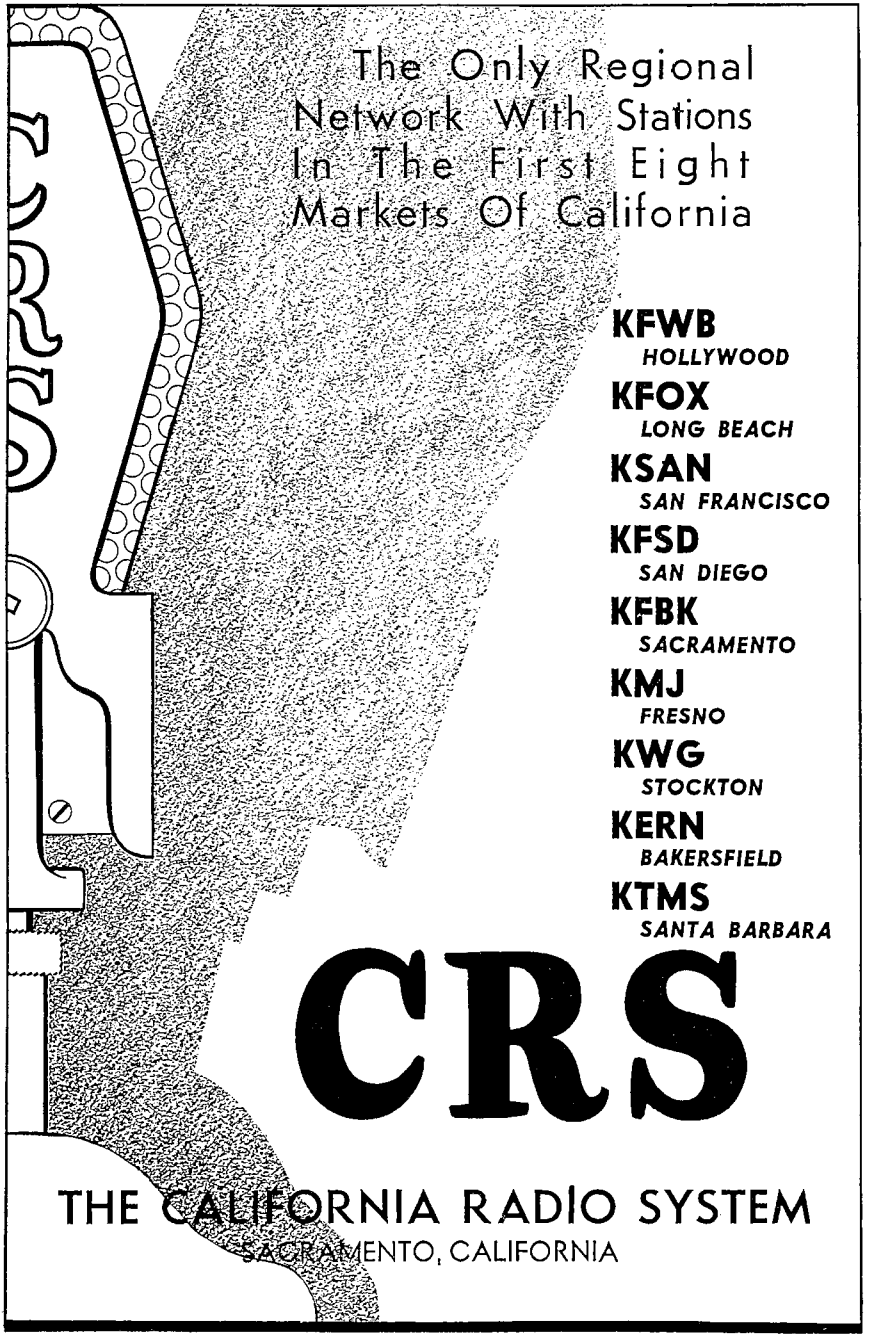

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KDON, MONTEREY

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.)

Station and commercial manager: Howard V. Walters. **Chief engineer:** Melvin Johnson. **Musical director:** Jack Eliassen.

Rep: John Blair & Co. **Seating facilities:** Monterey Studio, 30; Salinas Studio, 50; Santa Cruz Studio, 400. **Merchandising:** Newspaper publicity; aids in securing window and counter displays; free quarter cards. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Allen Griffin and Salinas Newspapers, Inc. **Base rate:** $35.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Mac Gregor. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., daily except Sunday; 7:45-8 A.M. participation period Monday, Wednesday, Friday.

KLS, OAKLAND

Operator: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. **Phone:** Higate 1212. **Power:** 250 watts on 1280 kc. **Affiliation:** None. **Opened:** 1921.

Station manager: S. W. Warner. **Commercial manager:** F. Wellington Morse. **Program director:** Jan Kenyon. **Chief engineer:** Russell Butler.

Rep: None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Italian and Spanish programs current. **Artists bureau:** None. **Base rate:** $36.

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **News periods:** One-minute bulletins daily except Sunday at 7:30 A.M., 8:30 A.M., 9:30 A.M., 10:30 A.M., 11:30 A.M., 2:30 P.M., 3:30 P.M., 4:30 P.M., 5:30 P.M., 6:30 P.M., 9:30 P.M., 10:30 P.M., 11:30 P.M.; 10-minute periods daily except Sunday at 11 A.M., and 3 P.M.

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.)

President (Tribune Building Co.): J. R. Knowland, Jr. **Station and commercial manager:** Preston D. Allen. **Program director:** Charles Lloyd. **Chief engineer:** R. S. Smith.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **News periods:** 10:20-10:30 A.M., 2-2:05 P.M., 7-7:15 P.M., 9:30-9:45 P.M. daily (periods not subject to sale).

KROW, OAKLAND

Operator: Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glencourt 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

President, general manager: H. P. Drey. **Program director:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Andy Potter.

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.

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Rep: None. **Base rate:** $45.

No other information available after repeated requests.

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.)

General manager: G. C. Hamilton. **Station and commercial manager:** Howard Lane. **Program and musical director:** George Breece. **Chief engineer:** Norman D. Webster. **Publicity director:** Henry Jacobsen.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium studio, seating 300 persons. **Merchandising:** Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $168.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15-7:30 A.M., 9:30-9:40 A.M., noon-12:10 P.M., 4:30-4:40 P.M., Monday through Saturday; 12:10-12:15 P.M., Tuesday, Thursday, Saturday; 9-9:15 P.M., every day.

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. **Phone:** Main 666. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** CBS. **Opened:** March 15, 1937.

Station head: Royal Miller. **Station and commercial manager:** Will Thompson, Jr. **Chief engineer:** Milton Cooper.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). **Seating facilities:** Studio seats 50 persons; reception room, 50. **Merchandising:** All forms of merchandising surveys made without charge for national advertisers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $46.25.

Copy restrictions: Accept beer and wine: no liquor advertising: other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** INS; also gather own locally. **News periods:** 7-7:15 A.M., 11:15-11:30 A.M., 5-5:15 P.M., daily.

KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. **Phone:** 4761. **Power:** 100 watts on 1210 kc (shares certain hours with KPPC). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Oct. 29, 1929.

Station manager: J. Clifford Lee. **Commercial manager:** Gene W. Lee. **Program director:** Howard Baichly. **Chief engineer:** Richard Sampson. **Musical director:** Maury Vroman. **Publicity director:** E. W. Lee.

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 noncontroversial; 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 liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **News periods:** 9-9:15 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 5:45-6 P.M., all Monday through Friday.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd., 326 Broadway. **Phone:** Franklin 6353. **Power** 1,000 watts on 600 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** March, 1926.

President, station manager: Thomas E. Sharp. **Assistant manager:** Sam Lipsett. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon. **Chief engineer:** Hal Hasenbeck.

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.

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KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

General manager: Lewis Allen Weiss. **Station manager:** S. W. Fuller. **Commercial manager:** D. J. Donnelly. **Program director:** Edgar Tidwell. **Chief engineer:** Milam Cater.

Rep: John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; 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

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

Sation manager: Wilbur Eickelberg. **Commercial manager:** Ward Ingrim. **Production manager:** William Pabst. **Chief engineer:** Ernest Underwood. **Program director:** Ben Harkins. **Musical director:** Chester Smith.

Rep: John Blair & Co. **Seating facilities:** Studio, 350 persons. **Merchandising:** Check on retail outlets; publicity releases; station plugs; advertising in newspapers and trade publications; 450 cab cards; trailers in two theatres. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $250.

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., 9:15-9:25 P.M., Monday through Friday; 11-11:05 P.M., Monday through Saturday.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (on a lease from the General Electric Co.), 111 Sutter St. **Phone:** Sutter 1920. **Power:** 7,500 watts on 790 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1924; under NBC operation since Oct. 1, 1929. (Note: NBC owns and operates KPO, also San Francisco.)

Manager: Lloyd E. Yoder. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **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 it 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; 8-8:05 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.

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* *Also president of KQW, San Jose.*

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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 continuities 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

Operator: National Broadcasting Co., 111 Sutter St. **Power:** 50,000 watts on 680 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1922; operated by NBC since July 1, 1932. (Note: NBC also operates on a lease from the General Electric Co., station KGO, San Francisco.)

Personnel: See KGO, San Francisco.

Rep: seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** $380.

Copy restrictions: See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **News periods:** 7:45-8 A.M., Monday through Saturday; 11-11:15 A.M., Saturday only; 4:45-5 P.M., Monday, Tuesday, Friday, Saturday; 5:15-5:30 P.M., Wednesday.

KSAN, SAN FRANCISCO

Operator: Golden Gate Broadcasting Co., 1335 Market St. **Phone:** Market 8171. **Power:** 100 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

Station manager: S. H. Patterson. **Program director:** Charles Cooper. **Chief engineer:** William Grove. **Publicity director:** Les Malloy.

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.

Copy restrictions: Beer, wines, whiskey and patent medicines not acceptable. **E. T. library:** MacGregor; Standard. **News:** INS. **News periods:** Five minutes every hour on the hour, 24 hours a day, plus flashes on the half-hour.

KSFO, SAN FRANCISCO

Operator: Associated Broadcasters, Inc., Palace Hotel Bldg. **Phone:** Garfield 4700. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1925.

President: Wesley I. Dumm. **Vice-President and general manager:** Philip G. Lasky. **Program director:** A. W. Stowe. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurandt. **Publicity director:** R. W. Dumm.

Rep: Free & Peters, Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $275.

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-

K Y A

"*Serving* Northern California"

In 5½ months KYA received one letter from every 31½ listening radio homes in the eight San Francisco Bay Area counties.*

*Sworn 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

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ner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellently 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 prejudical 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.)

Station and commercial manager, program director: Reiland Quinn. **Chief engineer:** Paul Schulz. **Musical director:** Don Kaye. **Publicity director:** J. Clarence Myers.

Rep: International Radio Sales. **Seating facilities:** Studio A, seats 100 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $135.

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

Operator: Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. **Phone:** Ballard 2616. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1909 for experimental voice communications; established 1912.

President: Ralph R. Brunton.* **General manager:** C. L. McCarthy. **Commercial manager:** F. O. Fiebig. **Program and publicity director:** Vann Connors. **Chief engineer:** C. V. Davey.

Rep: Joseph Hershey McGillvra. **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:** $60.

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.

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* *Also general manager of KJBS, San Francisco.*

KVEC, SAN LUIS OBISPO

Owner: Valley Electric Co., Mt. View and Hill Sts. **Phone:** 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

Owner: Christina Jacobson. **Station manager:** Les Hacker. **Commercial manager:** John C. Clifton. **Program director:** Aram Rejebian. **Chief engineer:** Earl Travis.

Rep: John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"— is rendered gratis. **Foreign language programs:** Accepted only on transcriptions. **Artists bureau:** None. **Base rate:** $30.

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

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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 thrice-weekly, with program schedules appearing in six publications; direct mail, broadsides, 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, 1937. (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.

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Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** MacGregor. **News:** INS. **News periods:** 7 A.M., 8:30 A.M., 12:15 P.M., 4 P.M. (duration not listed), all Monday through Saturday.

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).

Business manager: Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Bill Talley. **Chief engineer:** Russell Bennett. **Publicity director:** Jean Smith.

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.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15 A.M.. 9:15 A.M., 12 noon, 3:45 P.M., 8 P.M., all 15 minutes, all daily.

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.)

General manager: Charles A. Whitmore. **Station manager, program and musical director:** Charles P. Scott. **Commercial manager:** Millard Kibbe. **Chief engineer:** Bert Williamson.

Rep: Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $35.

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.)

Owner: John P. Scripps. **Station manager:** John W. Crews. **Production manager:** Charles H. Kinsley. **Chief engineer:** Emory Milburn. **Musical director:** Helen Farrell. **Publicity director:** Hal McIntyre.

Rep: Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** None listed. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** $24.13.

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.

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AND YOU'LL NEVER FIND IT IN DATA BOOKS!

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.

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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.)

Radio Homes by Counties

Adams	3,660	Fremont	4,000	Montrose	2,180
Alamosa	1,830	Garfield	2,010	Morgan	3,370
Arapahoe	5,210	Gilpin	350	Otero	5,090
Archuleta	590	Grand	490	Ouray	450
Baca	1,760	Gunnison	1,240	Park	470
Bent	1,620	Hinsdale	130	Phillips	1,100
Boulder	7,980	Huerfano	3,330	Pitkin	430
Chaffee	1,800	Jackson	290	Prowers	2,810
Cheyenne	670	Jefferson	4,600	Pueblo	14,800
Clear Creek	640	Kiowa	690	Rio Blanco	570
Conejos	1,540	Kit Carson	1,660	Rio Grande	1,910
Costilla	970	Lake	1,220	Routt	2,000
Crowley	1,070	La Plata	2,680	Saguache	1,200
Custer	460	Larimer	7,480	San Juan	380
Delta	2,770	Las Animas	7,150	San Miguel	480
Denver	78,500	Lincoln	1,440	Sedgwick	1,000
Dolores	300	Logan	3,640	Summit	280
Douglas	720	Mesa	5,430	Teller	1,150
Eagle	800	Mineral	180	Washington	1,590
Elbert	1,180	Moffat	1,040	Weld	12,090
El Paso	13,190	Montezuma	1,420	Yuma	2,420

KGIW, ALAMOSA

Operator: E. L. Allen, P. O. Box 26. **Phone:** 26. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 4:30 P.M.). **Affiliation:** None. **Opened:** 1926; moved to Alamosa in 1933.

Manager: D. E. Bennett. **Chief engineer:** W. M. Thomas.

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 (½ hr.).

Copy restrictions: All copy subject to NAB Code of Ethics. **News:** Transradio.

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.)

President: E. K. Gaylord. **Station and commercial manager:** Hugh B. Terry. **Program director, publicity director:** Mary Mosher. **Chief engineer:** H. C. Strang. **Musical director:** Arbor Fuller.

Rep: The Katz Agency. **Seating facilities:** Two studios, 50 each; auditorium, 800. **Merchandising:** Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. **Foreign language programs:** Not suited to market. **Artists bureau:** None. **Base rate:** $72.

Copy restrictions: Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth. **News:** AP; also local. **News periods:** 7:30 A. M., noon, 4:30 P. M., 9:15 P. M., all 15 minutes, all daily except Sunday.

KFEL, DENVER

Operator: Eugene P. O'Fallon, Inc., Albany Hotel. **Phone:** Keystone 0178. **Power:** 1,000 watts on 920 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1923.

Station head and manager: Gene O'Fallon. **Assistant station manager:** Frank Bishop. **Local commercial manager:** Holly Moyer. **Production manager:** Herbert

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Trackman. **Chief engineer:** J. P. Veatch. **Traffic manager:** Don McCaig.

Rep: John Blair & Co. **Seating facilities:** Albany Hotel Cathedral Ballroom, seating 1,350 persons. **Merchandising:** Complete service offered to local, spot and national accounts; details not listed. **Foreign language programs:** Will accept, but foreign population is described as very small. **Artists bureau:** None. **Stock:** Principally held by Gene O'Fallon. **Base rate:** $120.

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 & Schwegler; 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 newscast takes a 25% surcharge.)

KLZ, DENVER

Operator: KLZ 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.)

Station manager: F. W. Meyer. **Sales manager:** Fred Allen. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Howard R. Chamberlain.

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 KLZ 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 KLZ assists in similar fashion; tie-up with Colorado Press Association permits stories and program listings 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

Operator: National Broadcasting Co., Inc. (General Electric Co. is licensee), 1625 California St. **Phone:** Main 6211. **Power:** 50,000 watts on 830 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** Dec. 15, 1924.

Station manager: R. H. Owen. **Sales manager:** A. W. Crapsey. **Program director:** C. C. Moore. **Chief engineer:** C. A. Peregrine. **Artists bureau head:** Duncan McColl. **Musical directors:** Milton Shrednik and Carl E. Wieninger. **Publicity director:** Jas. R. MacPherson.

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

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day. (Note: News periods are strictly non-commercial.)

KPOF, DENVER

Operator: Pillar of Fire, 1845 Champa St. **Power:** 1,000 watts on 880 kc (shares time with KFKA). **Opened:** 1928.

This station is non-commercial; church-owned.

KVOD, DENVER

Operator: Colorado Radio Corp., Continental Oil Bldg. **Phone:** Tabor 2291. **Power:** 1,000 watts on 630 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** 1925.

President: William D. Pyle. **Station manager:** Thomas C. Ekrem. **Commercial manager:** N. F. Schroeder. **Program director, production manager:** J. E. Finch. **Chief engineers:** W. D. Pyle, T. C. Ekrem. **Publicity director:** Ben H. Stanton.

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.

Copy restrictions: Each piece of copy "handled separately as to truth and basic ethics." **E. T. library:** Associated. **News:** UP. **News periods:** 9 A.M. (weekdays), 10 A.M. (daily), 12:50 P.M. (weekdays), 5:30 P.M. (weekdays), 8:30 P.M. (weekdays), all 10 minutes; 10-10:10 P.M., Sunday, Monday, Wednesday, Saturday.

KIUP, DURANGO

Operator: The San Juan Broadcasting Co., 2800 Main Avenue. **Phone:** 117. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December 10, 1935.

Station and commercial manager, program director: Raymond M. Beckner. **Chief engineer:** G. L. Schmehl.

Rep: None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Advance publicity; dealer tie-ins and window display services; rates upon request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $40.

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

Operator: Western Slope Broadcasting Co., La Court Hotel. **Phone:** 126. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** May 1, 1925.

General and station manager: Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Harv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Production and publicity director:** Alice Barber. **Radio Press Bureau:** Cecil Caves.

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. **Stock:** Equally held by Charles and R. G. Howell. **Base rate:** $40.

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

Operator: Southwest Broadcasting Co. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1937.

Base rate: $15 (½ hr.).

No other information available after repeated requests.

KIDW, LAMAR

Operator: The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100

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watts on 1420 kc (operates 7 A.M. to 6 P.M.; 9:30 P.M. to midnight). **Affiliation:** None. **Opened:** Aug. 1, 1932.

General manager: Harold Anderson.

Rep: None. **Seating facilities:** Lounge with view of studio. **Merchandising:** Service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply talent. **Base rate:** $15 (½ hr.).

Copy restrictions: All products advertised must meet with approval of the Federal Trade Commission. **E. T. library:** MacGregor. **News:** Local. **News periods:** 7:30 A.M., noon, 5.45 P.M., all 15 minutes, all daily.

KGHF, PUEBLO

Operator: Curtis P. Ritchie, 113 Broadway. **Phone:** 3877. **Power:** 500 watts on 1320 kc. **Affiliation:** NBC Blue South Mountain Group. **Opened:** January, 1928.

Owner: Curtis P. Ritchie. **Station manager, commercial manager:** J. H. McGill. **Program director, musical director, publicity:** F. L. Amos. **Chief engineer:** George Ikelman.

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 announcements 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

Operator: Elmer G. Beehler, Fleming Road. **Phone:** 679. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Opened:** December, 1925.

General and station manager, chief engineer, publicity director: Elmer G. Beehler. **Program director:** Percy H. Shea.

Rep: None. **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $30.

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
Hartford 104,450	New Haven 115,870	Windham 13,760
Litchfield 21,060	New London 29,590	

WICC, BRIDGEPORT

Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. **Phones:** Bridgeport 6-1121; New Haven 7-2266. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** NBC Basic Blue; Yankee Network; Colonial Network; Mutual. **Opened:** Aug. 2, 1926.

President: John Shepard III. **Station manager:** Joseph Lopez. **Commercial manager:** Fred L. Rowe. **Program and publicity director:** Judson La Haye. **Chief engineer:** Garo W. Ray. **Sales production:** Richard Voynow.

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**

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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.

General manager, station manager: Franklin M. Doolittle. **Commercial manager:** William F. Malo. **Program director:** Walter Haase. **Chief engineer:** Italo Martino.

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 advertisting 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).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover Delaney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laureat H. Martineau. **Assistant program director:** John S. Lloyd.

Rep: J. P. McKinney & Son. **Seating facilities:** About 300 persons. **Merchandising:** Publicity and listings in Hartford Times. **Foreign language programs:** Will accept. **Artists bureau:** None. **Base rate:** $100.

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

Operator: The Travelers Broadcasting Service Corp., 26 Grove St. **Phone:** 2-3181. **Power:** 50,000 watts on 1040 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** Feb. 10, 1925.

Station manager: Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion:** James F. Clancy. **Musical director:** Moshe Paranov. **Chief engineer:** J. Clayton Randall. **Publicity:** George Malcolm-Smith.

Rep: Weed & Co. **Seating facilities:** Observation room accomodates 200. **Merchandising:** Rendered at cost. **Foreign language programs:** No set rules; currently has dance program in Polish from the Polish National Home. **Artists bureau:** None. **Base rate:** $360.

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-

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ford. **Phone:** 240, New Britain; Hartford, 7-9131. **Power:** 1,000 and 250 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Network. **Opened:** July 15, 1935.

General manager: Richard W. Davis. **Program director, musical director:** Doris Peck. **Chief engineer:** Rogers B. Holt. **Publicity director:** M. Berkowitz.

Rep: Gene Furgason & Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. **Foreign language programs:** Accepted. **Artists bureau:** None; station talent available, however. **Base rate:** $120.

Copy restrictions: Accept beer and wine; all copy subject to station approval and government regulation. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., 11 P.M., all Monday through Friday; 12:45-1 P.M., 11-11:15 P.M., Sunday.

WELI, NEW HAVEN

Operator: City Broadcasting Corp., 221 Orange St. **Phone:** 8-1133. **Power:** 500 and 250 watts on 930 kc. **Affiliation:** None. **Opened:** Oct. 10, 1935.

General manager, station manager, commercial manager: James T. Milne. **Program director:** Charles Wright. **Chief engineer:** J. Gordon Keyworth. **Artists bureau head, musical director:** Miss Marion Reynolds. **Publicity director:** Vincent E. Palmeri.

Rep: Gene Furgason & Co. **Seating facilities:** Arrangements can be made with Hotel Taft for ballroom; 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.

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics. **E. T. library:** World. **News:** Transradio; also local. **News periods:** 7:45 A.M., 9:30 A.M., 12:15 P.M., 2:45 P.M., 6 P.M., 11 P.M., all 15 minutes, all every day.

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

President: Roderick L. Morey. **Station manager:** Gerald J. Morey. **Commercial manager:** Ivon B. Newman. **Program director:** Leonard Stevens. **Chief engineer:** Francis Garufy. **Musical director:** Richard Benvenuti. **Publicity director:** Edwin J. Morey.

Rep: None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** $80.

Copy restrictions: None, other than that copy be in good taste and not of an "objectionable nature." **E. T. library:** None listed. **News:** Yankee Network News Service; local. **Local news periods:** 7:30 A.M., 12:15 P.M., 1 P.M., 6:35 P.M., all five minutes, all daily except Sunday. **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.

WATR, WATERBURY

Operator: WATR Co., Inc., 71 Grand Street. **Phone:** 3-5161. **Power:** 250 watts on 1290 kc. **Affiliation:** Yankee Network; Colonial; Mutual. **Opened:** June 15, 1934.

General and station manager: Harold Thomas.* **Business manager:** Samuel Elman. **Program director, artists bureau head:** James Parker. **Chief engineer:** John Burke. **Publicity director:** Charles Cutler.

Rep: Gene Furgason & Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Furnish displays, posters, etc. **Foreign language programs:** Has Italian, Lithuanian and Polish programs. **Artists bureau:** Yes. **Base rate:** $100.

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

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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.)

President: William J. Pape. **Station manager:** Erwin J. Frey. **Commercial manager:** Murray L. Grossman. **Program director:** Jack Henry. **Chief engineer:** Sidney Warner. **Musical director:** Waldo S. Newbury. **Publicity director:** E. Christy Erk.

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.

DELAWARE

(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

WDEL, WILMINGTON

Operator: WDEL, Inc., 10th & King Sts. **Phone:** 7268. **Power:** 1,000 and 250 watts on 1120 kc. **Affiliation:** NBC Basic Red; Inter-City Broadcasting System; Mason-Dixon Radio Group. **Opened:** May 1, 1922.

President: Clair R. McCollough.* **Station and commercial manager:** J. Gorman Walsh. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Edward Browning. **Musical director:** Victor Caille. **Publicity director:** Lonny Starr.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** $125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all daily.

** Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WILM, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.*

WILM, WILMINGTON

Operator: Delaware Broadcasting Co., Inc., 10th & King Sts. **Phone:** 7268. **Power:** 100 watts on 1420 kc (operates to 9 P.M.). **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1922.

President: Clair R. McCollough.* **Station and commercial manager:** J. Gorman Walsh. **Program director:** John Hartman. **Chief engineer:** J. E. Mathiot.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $100.

Copy restrictions: All copy must conform to station standards. **E. T. Library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 11 A.M., 1 P.M., 6:45 P.M., all 15 minutes, all daily.

**Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WDEL, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.*

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DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 168,000 families.)

WJSV, WASHINGTON

Operator: Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. **Phone:** Metropolitan 3200. **Power:** 50,000 watts on 1460 kc. **Affiliation:** CBS. **Opened:** October 20, 1932.

Vice-president: Harry C. Butcher. **General manager:** A. D. Willard, Jr. **Program director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Leon Brusiloff. **Publicity director:** Bill Slocum, Jr.

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. **E.T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 2-2:05 P.M., 4:45-5 P.M., 6-6:05 P. M., 11-11:05 P. M., all Monday through Saturday; 10:30-10:45 A.M., 11-11:15 P.M., both Sunday only.

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 wats on 630 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1926.

Vice-president: Frank M. Russell. **General manager:** Kenneth H. Berkeley. **Commercial manager:** John Dodge. **Program directors:** Carleton D. Smith and Fred Shawn. **Chief engineer:** A. E. Johnson. **Publicity director:** Marion Gale.

Rep: National Broadcasting Co. **Seating facilities:** One studio can accommodate 200 persons; two others have 100 capacity combined. **Merchandising:** Advisory service only. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $200.

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. Baukhage Talking, three 10-minute periods daily except Sunday, two 10-minute periods Sunday only.

WOL, WASHINGTON

Operator: American Broadcasting Company, 1627 K St., N.W. **Phone:** Metropolitan 0012. **Power** 1,000 watts on 1230 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** December 10, 1924.

President: Helen S. Mark. **General manager:** William B. Dolph. **Commercial manager:** James Fishback. **Program and publicity director:** Madeline Ensign. **Chief engineer:** H. H. Lyon. **Musical director:** Frank Blair.

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 salesmen 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.

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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.

Base rate: $200. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **News periods:** Esso News, 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all daily except Sunday. AP news (from NBC), 9-9:05 A.M. weekdays, 11-11:05 A.M. Sundays.

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

Alachua	5,660	Hamilton	1,270	Okeechobee	670
Baker	870	Hardee	1,640	Orange	11,730
Bay	2,120	Hendry	600	Osceola	2,220
Bradford	1,260	Hernando	800	Palm Beach	12,250
Brevard	2,670	Highlands	2,010	Pasco	1,910
Broward	4,530	Hillsborough	32,990	Pinellas	17,420
Calhoun	970	Holmes	1,480	Polk	14,230
Charlotte	780	Indian River	1,210	Putnam	3,420
Citrus	930	Jackson	4,050	St. Johns	3,910
Clay	1,150	Jefferson	1,960	St. Lucie	1,470
Collier	430	Lafayette	620	Santa Rosa	1,900
Columbia	2,250	Lake	4,560	Sarasota	2,720
Dade	38,000	Lee	3,190	Seminole	3,760
De Soto	1,480	Leon	3,960	Sumter	1,570
Dixie	1,100	Levy	1,880	Suwannee	2,140
Duval	36,730	Liberty	610	Taylor	2,120
Escambia	10,110	Madison	2,050	Union	790
Flagler	430	Manatee	4,490	Volusia	10,340
Franklin	1,190	Marion	4,920	Wakulla	800
Gadsden	3,870	Martin	980	Walton	1,990
Gilchrist	520	Monroe	2,810	Washington	1,590
Glades	430	Nassau	1,520		
Gulf	520	Okaloosa	1,350		

WMFJ, DAYTONA BEACH

Operator: W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** April, 1935.

Owner-manager: W. W. Esch. **Commercial manager, artists bureau head, publicity director:** Ed Sims. **Program director:** Billie B. Esch. **Chief engineer:** Webster Ellenwood.

Rep: None listed. **Seating facilities:** Can accomodate 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."

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E. T. library: Associated. **News:** Transradio; also local. **News periods:** 9 A.M., 12:45 P.M., 6:30 P.M., all 15 minutes, all daily except Sunday.

WRUF, GAINESVILLE

Operator: University of Florida, University of Florida. **Phone:** University 55. **Power:** 5,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** August, 1928.

Director: Garland Powell. **Assistant director:** Russell McCaughan. **Engineer:** F. B. Duncan.

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

Operator: The Metropolis Co. **Power:** 250 watts on 1290 kc.

At press time this station had a construction permit only.

WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118 W. Adams St. **Phone:** 5-4387. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1927.

President, general manager, commercial manager: Frank King. **Production manager, secretary, treasurer:** Glenn Marshall, Jr. **Program director, musical director:** Charles Stone. **Chief engineer:** H. B. Greene.

Rep: Paul H. Raymer Co. **News:** UP. **Seating facilities:** Studio, seating 100 persons. **Merchandising:** Contact distributors; conduct monthly cross-section survey of food and drug outlets. **Foreign language programs:** Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. **Artists bureau:** Yes, lists about 30 artists. **Base rate:** $125.

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:** 8-8:15 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

Operator: Lake Region Broadcasting Co., New Florida Hotel. **Phone:** 2128. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Florida Group. **Opened:** May 15, 1936.

Station manager, program director: G. G. Fletcher. **Commercial manager:** D. M. Brown. **Chief engineer:** W. P. Hunter. **Musical director:** E. B. Wilson.

Rep: John Blair & Co. **Seating facilities:** Two studios, about 25 persons each. **Merchandising:** Complete service available; get dealer co-operation; furnish program promotion and tie-in material without cost unless special work is required. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by J. P. Marchant. **Base rate:** $40.

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 4:55 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.

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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.)

Vice-president, general manager: Hal Leyshon. **Station manager, program director:** Martin S. Wales, **Commercial manager:** S. A. Vetter. **Chief engineer:** Milton C. Scott, Jr. **Promotion manager:** James M. Le Gate. **Musical director:** Isabel Shaffer. **Publicity director:** Boarman Byrd.

Rep: George P. Hollingbery. **Seating facilities:** Studio, seating 200 persons; spectators' gallery, 100. **Merchandising:** Cooperate, 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.

Copy restrictions: Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised." **E. T. library:** NBC Thesaurus; Associated. **News:** INS; UP. **News periods:** 6:45-7 A.M. (dramatized news), 7:55-8 A.M., 9-9:05 A.M., 10:25-10:30 A.M., 12:03-12.08 P.M., 1:30-1:45 P.M. (Spanish-English), 2:55-3 P.M., 5:45-6 P.M. (dramatized news), 7:30-7:45 P.M., 11-11:05 P.M., weekdays; 10-10:05 A.M., 1-1:05 P.M., 10-10:05 P.M., Sunday only.

WQAM, MIAMI

Operator: Miami Broadcasting Co., Postal Bldg. **Phone:** 26121. **Power:** 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1921.

President: Fred W. Borton. **Station manager:** Fred Mizer. **Commercial manager, program director:** Norman MacKay. **Chief engineer:** Gene Rider. **Program manager:** Hazel McGuire.

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. Borton, 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

Operator: A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 1, 1937.

Owner, station manager: A. Frank Katzentine. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** None. **Foreign language programs:** Some news programs are rendered in Spanish; no rules listed. **Artists bureau:** None. **Base rate:** $120.

Copy restrictions: No written rules; conservative policy maintained. **E. T. library:** Associated. **News:** UP. **News periods:** Every hour on the hour, duration not listed, from 8 A.M. to midnight, Monday through Saturday.

WTMC, OCALA

Operator: John T. Alsop, Jr. **Power:** 100 watts on 1500 kc.

At press time this station had a construction permit only.

WDBO, ORLANDO

Operator: Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. **Phone:** 6181. **Power:** 5,000 and 1,000 watts on 580 kc. **Affiliation:** CBS. **Opened:** May 10, 1924.

President: Colonel George C. Johnston. **Station and commercial manager:** Harold P. Danforth. **Program director:** E. M. Beckett. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Walter Kimble. **Publicity director:** G. Burnett.

Rep: Paul H. Raymer Co. **Seating facilities:** Studios and large reception room; capacities not listed. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** $100.

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Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 8:15-8:25 A.M., 11:45-11:55 A.M., both Monday through Saturday; 1:30-1:35 P.M., Monday, Wednesday, Friday.

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.)

General and station manager: Henry G. Wells, Jr. **Commercial manager:** R. R. Powell. **Production manager:** Jim Larkin. **Program director:** C. E. Vann. **Chief engineer:** Beecher Hayford. **Musical director:** Ray Rogers.

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

Operator: Fountain of Youth Properties, Inc., Fountain of Youth Park. **Phone:** 1400. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** February 11, 1937.

President: Walter B. Fraser. **Station manager:** R. M. Tigert. **Commercial manager:** John Cummins. **Program director:** Ruth Loring Tanksley. **Chief engineer:** Bradley H. Overton.

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 Adelene Fraser. **Base rate:** $50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association; all concerns investigated to insure authentic statements in commercials. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 7:45-8 A.M., 9-9:15 A.M., 10:30-10:45 A.M., noon-12:05 P.M., 12:30-12:45 P.M., 2:55-3 P.M., 3:55-4 P.M., 6-6:05 P.M., 6:30-6:45 P.M., 7:55-8 P.M., 9:45-10 P.M., all daily.

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 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.)

General, station and commercial manager: Harold H. Meyer. **Program director:** Bob Wilbur. **Engineers:** Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. **Local sales manager:** Jerry Wigley.

Rep: International Radio Sales. **Seating facilities:** Studio seats 200 persons; auditorium, 3,000. **Merchandising:** Use street car cards; dealer contacts; general publicity; service is gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste." **E. T. library:** Associated. **News:** INS. **Winter news periods:** 7:50-8 A.M., 9-9:05 A.M. (from NBC), 4:55-5 P.M. (from NBC), 7:50-8 P.M., all apparently daily. **Summer news periods:** 7:50-8 A.M., 9-9:05 A.M. (from NBC), 5:25-5:30 P.M. (from NBC), 10-10:15 P.M., all apparently daily.

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.)

President: Gilbert Freeman. **Station and commercial manager:** Richard Kingston. **Chief engineer:** J. H. Bailey. **Musical director:** Lillian Kalil.

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Rep: World Broadcasting System. **Seating facilities:** Small reception room; exact capacity not listed. **Merchandising:** Have tie-up with Florida State News (local morning daily) for promotion and merchandising. **Foreign language programs:** No set rules on acceptance. **Artists bureau:** None. **Stock:** Principal holders are Gilbert and Vera Freeman. **Base rate:** $58.

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.)

President: David E. Smiley. **Vice-president:** Ralph Nicholson. **Station and commercial manager:** L. S. Mitchell. **Program director:** Kenneth W. Skelton. **Chief engineer:** William Pharr Moore. **Musical director:** M. E. Plattner. **Publicity director:** Joseph F. Smiley.

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.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy. **E. T. library:** Standard. **News:** Transradio. **News periods:** 1-1:05 P.M., 5:30-5:35 P.M., 11-11:15 P.M., Monday through Saturday.

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.

General manager, station manager, commercial manager: W. Walter Tison. **Program director:** Paul Jones. **Chief engineer:** Joe H. Mitchell. **Musical director:** Frank Grasso. **Production manager, artists bureau head, publicity director:** Don Bell.

Rep: John Blair & Co. **Seating facilities:** About 100 persons. **Merchandising:** Estimate on complete merchandising service submitted on request. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes; have about a dozen artists under contract. **Base rate:** $120.

Copy restrictions: Accept wine and beer advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times. **E. T. library:** NBC Thesaurus. **News:** From NBC; 9-9:05 A.M., 4:55-5 P.M., daily; 6:45-7 P.M., Monday, Wednesday, Friday.

WJNO, WEST PALM BEACH

Operator: WJNO, Inc., P. O. Box 189. **Phone:** 5157. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

President: Jay J. O'Brien. **Treasurer:** Louise DeLea. **General and commercial manager:** Reggie Martin. **Program director:** J. Gunnar Back. **Chief engineer:** John K. Moore. **Publicity director:** John Clarke.

Rep: Weed & Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete cooperation with advertiser. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $70.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7:30-7:35 A.M., 9-9:15 A.M., noon-12:15 P.M., 3:30-3:35 P.M., 6-6:10 P.M., 10-10:05 P. M., daily except Sunday; 9:30-9:35 A.M., 12:45-1 P.M., 10-10:05 P.M., Sunday only.

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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

Appling	1,270	Evans	670	Musogee	10,050
Atkinson	720	Fannin	1,240	Newton	1,940
Bacon	640	Fayette	730	Oconee	710
Baker	690	Floyd	6,570	Oglethorpe	1,150
Baldwin	2,090	Forsyth	860	Paulding	1,050
Banks	750	Franklin	1,380	Peach	1,320
Barrow	1,360	Fulton with Camp-		Pickens	980
Bartow	2,730	bell and Milton	67,230	Pierce	1,180
Ben Hill	1,820	Gilmer	620	Pike	950
Berrien	1,320	Glascock	400	Polk	2,940
Bibb	13,860	Glynn	3,410	Pulaski	950
Bleckley	880	Gordon	1,610	Putnam	860
Brantley	700	Grady	1,860	Quitman	340
Brooks	2,120	Greene	1,360	Rabun	610
Bryan	660	Gwinnett	2,760	Randolph	1,850
Bulloch	2,500	Habersham	1,300	Richmond	13,300
Burke	3,180	Hall	3,540	Rockdale	750
Butts	980	Hancock	1,140	Schley	470
Calhoun	1,110	Haralson	1,250	Screven	1,870
Camden	750	Harris	1,100	Seminole	670
Campbell	(See Fulton)	Hart	1,260	Spalding	3,250
Candler	770	Heard	710	Stephens	1,280
Carroll	3,360	Henry	1,440	Stewart	1,120
Catoosa	930	Houston	1,100	Sumter	3,390
Charlton	510	Irwin	1,040	Talbot	850
Chatham	21,150	Jackson	2,100	Taliaferro	580
Chattahoochee	580	Jasper	920	Tattnall	1,420
Chattooga	1,550	Jeff Davis	770	Taylor	1,010
Cherokee	1,980	Jefferson	1,980	Telfair	1,470
Clarke	4,230	Jenkins	1,330	Terrell	1,990
Clay	690	Johnson	1,210	Thomas	4,210
Clayton	1,010	Jones	780	Tift	1,890
Clinch	940	Lamar	1,140	Toombs	1,710
Cobb	4,420	Lanier	530	Towns	350
Coffee	1,870	Laurens	3,360	Treutlen	640
Colquitt	3,150	Lee	870	Troup	4,780
Columbia	810	Liberty	810	Turner	1,080
Cook	1,120	Lincoln	600	Twiggs	730
Coweta	2,940	Long	430	Union	480
Crawford	580	Lowndes	4,110	Upson	2,220
Crisp	2,220	Lumpkin	450	Walker	3,040
Dade	400	McDuffie	930	Walton	2,150
Dawson	280	McIntosh	810	Ware	4,150
Decatur	2,790	Macon	1,730	Warren	990
De Kalb	12,600	Madison	1,290	Washington	2,500
Dodge	2,100	Marion	650	Wayne	1,390
Dooly	1,670	Meriwether	2,330	Webster	430
Dougherty	3,920	Miller	800	Wheeler	780
Douglas	890	Milton	(See Fulton)	White	520
Early	1,720	Mitchell	2,320	Whitfield	2,460
Echols	330	Monroe	1,180	Wilcox	1,220
Effingham	1,130	Montgomery	880	Wilkes	1,720
Elbert	1,980	Morgan	1,350	Wilkinson	1,150
Emanuel	2,220	Murray	770	Worth	1,930

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WGPC, ALBANY

Operator: Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 100 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

President: J. W. Woodruff, Sr. **Station manager:** Stewart Watson. **Program director:** Louis B. Poole. **Musical director:** Mrs. Martha Percilla. **Chief engineer:** Byron Lindsey, Jr.

Rep: Sears and Ayer. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Letters to trade, dealer contacts, etc. **Foreign language programs:** Not accepted (population less than 1% foreign). **Artists bureau:** None. **Base rate:** $40.

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.

News periods: 8-8:05 A.M., 9:55-10 A.M., 12:15-12:30 P.M. (local), 1-1:05 P.M., 3:15-3:20 P. M., 6-6:15 P.M., all Monday through Saturday.

WGAU, ATHENS

Operator: J. K. Patrick & Co., Bobbin Mill Road. **Phone:** 1741. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 25, 1938. (Note: Earl B. Braswell, one of the five partners in this station, is publisher of the Athens Banner-Herald.)

Station and commercial manager, chief engineer: A. Lynne Brannen. **Program director:** Melvin C. Gorman. **Musical director:** Harry L. Grimes.

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 5101. **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).

Executive director: Lambdin Kay. **General manager:** Jess Swicegood. **Program director:** Earle Pudney. **Chief engineer:** Cliff Hanson. **Musical director:** Joan Norman.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Have observation room; no capacity given. **Merchandising:** Newspaper publicity accorded sponsors. **Foreign language programs:** No occasion for same has arisen; audience of this type is small in the station's coverage area. **Artists bureau:** None. **Base rate:** $180.

Copy restrictions: No hard liquor accounts accepted; copy must be "in good taste."

E. T. library: World. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:50-8:05 A.M., 12:15-12:30 P.M., 6:30-6:45 P.M., 10-10:15 P.M., all apparently Monday through Saturday.

WATL, ATLANTA

Operator: Atlanta Broadcasting Co., Henry Grady Bldg. **Phone:** Walnut 4377. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** 1931.

Owner: J. W. Woodruff*. **Station manager:** Maurice C. Coleman. **Program and musical director:** Ken Keese. **Chief engineer:** James Comer.

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.*

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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).

President: Dr. M. L. Brittain. **Station manager:** W. H. Summerville. **Commercial manager:** Frank Gaither. **Program director:** John Fulton. **Chief engineer:** Ben Akerman. **Musical director:** Lola Allen Wallace.

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.)

General and station manager: Lambdin Kay.* **Advertising manager:** John M. Outler, Jr. **Program director:** Roy McMillan. **Chief engineer:** C. F. Daugherty. **Musical director:** Marcus Bartlett. **Publicity director:** Ernest Rogers.

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 (½ hr.).

Copy restrictions: No wine, beer or liquor advertising accepted: station reserves the right to edit all commercial copy. **E. T. library:** NBC Thesaurus; Langworth. **News:** AP. **News periods:** 6-6:10 A.M. 7:15-7:30 A.M., 8-8:05 A.M., 8:20-8:30 A.M., 9:45-10 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4-4:15 P.M., 5:25-5:30 P.M., 6-6:15 P.M., 10:15-10:30 P.M., all Monday through Saturday.

**Also executive director of WAGA, Atlanta.*

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Tenth and Broad Sts. **Phones:** 2976-7-8. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** July 7, 1930.

Station manager: W. R. Ringson. **Commercial manager:** Thurston Bennett. **Program director, artists bureau head:** James A. Davenport. **Chief engineer:** Harvey Aderhold.

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).

Copy restrictions: Do not accept liquor advertising. **E. T. library:** World. **News:** UP. **News periods:** 11:50-noon, Monday through Saturday; 6:30-6:45 P.M., Monday through Friday; 7:45-7:50 P.M., Monday, Tuesday, Thursday, Friday, Sunday.

WRBL, COLUMBUS

Operator: Columbus Broadcasting Co., Inc., 1420 Second Avenue. **Phone:** 4300-4301; **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS; Georgia Broadcasting System. **Opened:** 1927.

Owner: J. W. Woodruff.* **General and commercial manager:** J. W. Woodruff, Jr. **Program, musical and publicity director:** Leo "Bill" Dougherty. **Chief engineer:** Oliver Heely. **News and sports editor:** Jack Gibney.

Rep: Sears and Ayer, Inc. **Seating facilities:** 100 persons. **Merchandising:** Maintain a limited service, which is rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $100.

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

Operator: Radio Station WKEU, Griffin Hotel. **Phone:** 1137. **Power:** 100 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** July 4, 1933.

President, station manager, chief engineer: A. W. Marshall, Jr. **Commercial man-**

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ager: Joe Carter. **Program director:** Muriel Shackleford.

Rep: Burn-Smith Co., Inc. **Seating facilities:** No information given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Rate card contains standard clauses. **News:** None.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. **Phone:** 3131. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset in Alburquerque, N. Mex.). **Affiliation:** CBS. **Opened:** October 30, 1922.

President, general and station manager: Edward K. Cargill. **Commercial manager:** Frank Crowther. **Program director:** Allie V. Williams. **Chief engineer:** George P. Rankin, Jr. **Publicity director:** Wilton E. Cobb.

Rep: The Katz Agency. **Seating facilities:** Use Municipal Auditorium, seating 4,000, when necessary. **Merchandising:** Contact local dealers at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held entirely by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. **Base rate:** $100.

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

Operator: Rome Broadcasting Corp., National City Bank Bldg. **Phone:** 1995. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 5, 1930.

President: John W. Quarles. **Station manager, commercial manager:** J. (Happy) Quarles. **Program director, publicity director:** Jimmy Kirby. **Chief engineer:** Robert Starr.

Rep: None. **Merchandising:** None. **Foreign language programs:** Not accepted; percentage of foreign population too small. **Artists bureau:** None. **Base rate:** $60.

Copy restrictions: Whiskey not accepted; beer and wine okay. **E. T. library:** None. **News:** UP; also local. **News periods:** 7-7:15 A.M., 9:15-9:20 A.M. (Hollywood news), 9:30-9:45 A.M., 11-11:15 A.M., 12:30-12:45 P.M. (local news), 12:50-12:55 P.M. (farm news), 6:45-7 P.M., 9:45-10 P.M., all daily except Sunday; 12:30-12:45 P.M., 9:45-10 P.M., Sunday only.

WSAV, SAVANNAH

Operator: Arthur Lucas. **Power:** 100 watts on 1310 kc.

At press time this station had a construction permit only.

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., 516 Abercorn St. **Phone:** 2-0127. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** October, 1929.

President: W. T. Knight, Jr. **Station manager:** Marjorie B. Willis. **Production manager:** Fred P. Pfahler. **Merchandising manager:** William B. Smart. **Sports and program manager:** Weldon Herrin. **Local sales manager:** Robert R. Feagin. **Chief engineer:** James R. Donovan.

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 Embosograf 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

Operator: H. Wimpy. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1934.

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).

Station head: Jack Williams. **Station manager, chief engineer:** John J. Tobola. **Commercial manager:** Jack Murray. **Program director:** Martha Jane Folsom.

Rep: None. **Seating facilities:** Reception

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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 Commision; 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 familes. Urban ownership is 34,200, or 90% of urban families; rural ownership is 64,500, or 75% of rural families.)

Radio Homes by Counties

Ada	9,690	Cassia	2,470	Lewis	1,150
Adams	640	Clark	220	Lincoln	660
Bannock	7,060	Clearwater	1,350	Madison	1,540
Bear Lake	1,500	Custer	740	Minidoka	1,660
Benewah	1,500	Elmore	1,120	Nez Perce	4,320
Bingham	3,460	Franklin	1,700	Oneida	1,090
Blaine	860	Fremont	1,870	Owyhee	860
Boise	450	Gem	1,590	Payette	1,720
Bonner	3,190	Gooding	1,520	Power	940
Bonneville	3,990	Idaho	2,260	Shoshone	4,640
Boundary	1,100	Jefferson	1,740	Teton	630
Butte	430	Jerome	1,630	Twin Falls	6,660
Camas	320	Kootenai	4,910	Valley	810
Canyon	7,160	Latah	4,100	Washington	1,870
Caribou	430	Lemhi	1,150		

KIDO, BOISE

Operator: C. G. Phillips, and Frank L. Hill, doing business as Boise Broadcast Station, Hotel Boise. **Phone** 660. **Power:** 2,500 and 1,000 watts on 1350 kc. **Affiliation:** NBC North Mountain Group. **Opened:** Nov. 5, 1928. (Note: C. G. Phillips and Frank L. Hill also own KORE, Eugene, Ore.)

Manager: C. G. Phillips. **Commercial manager:** Bonnie Scotland. **Sales manager:** Dick McBroom. **Program director:** W. T. Phillips. **Chief engineer:** Harold Toedtemeier. **Station promotion:** Roy Civille. **Traffic manager:** Catherine Scotland. **Publicity director:** Vern Moore.

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.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **News periods:** 10-10:15 A.M., 12:30-12:35 P.M. 3:25-3:30 P.M., all Monday through Saturday; 7-7:05 P.M., Monday, Tuesday, Thursday, Friday, Saturday; 6:45-6:50 P.M., Wednesday.

KGCI, COEUR D'ALENE

All particulars concerning a construction permit for this station were stricken off the FCC record at press time.

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KID, IDAHO FALLS

Operator: KID Broadcasting Co. **Power:** 5,000 and 500 watts on 1320 kc. **Affiliation:** None.

Base rate: $90.

No other information available.

KRLC, LEWISTON

Operator: H. E. Studebaker, Lewis-Clark Hotel Bldg. **Phone:** 1950. **Power:** 250 watts on 1390 kc. **Affiliation:** None. **Opened:** March, 1935.

Owner: H. E. Studebaker. **Station manager:** Donald A. Wike. **Commercial manager:** R. A. Klise.

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., 8:45-9 P.M., daily except Sunday; 7-7:15 P.M., every day.

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** October, 1924.

Station manager: Frank E. Hurt, **Commercial manager:** Doyle Cain. **Program and musical director:** Maxine Hurt. **Chief engineer:** Eddie Hurt.

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

Operator: Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000 and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

General manager: Henry H. Fletcher. **Program director:** Ruthe A. Fletcher. **Chief engineer:** James E. Mitchell. **Musical director:** Harold A. Sparks. **Publicity director:** Julian H. Boone.

Rep: Gene Furgason & Co. **Seating facilities:** None. **Merchandising:** Service rendered at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $70.

Copy restrictions: Accept beer; no wine or liquor. **E. T. library:** Lang-Worth; MacGregor; Standard. **News:** Transradio. **News periods:** 7-7:10 A.M., 9-9:15 A.M., 10:15-10:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 8:15-8:25 P.M., 10-10:10 P.M., all Monday through Saturday; 7:30-7:40 P.M. Sunday.

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center Bldg. **Phone:** 30. **Power:** 1,000 watts on 1240 kc. **Affiliation;** NBC North Mountain Group. **Opened:** October, 1928.

President: O. P. Soule. **Vice-president, general and commercial manager:** John E. Gardner. **Program and publicity director:** F. M. Soule. **Musical director, production manager:** Charles Crabtree. **Chief engineer:** F. V. Cox.

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.

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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

Adams	15,900	Hardin	1,440	Morgan	7,460
Alexander	5,360	Henderson	2,010	Moultrie	2,880
Bond	3,460	Henry	10,850	Ogle	6,700
Boone	3,730	Iroquois	7,340	Peoria	33,880
Brown	1,960	Jackson	8,020	Perry	5,240
Bureau	9,060	Jasper	2,810	Piatt	3,480
Calhoun	1,630	Jefferson	7,160	Pike	5,740
Carroll	4,630	Jersey	2,870	Pope	1,660
Cass	4,000	Jo Daviess	4,880	Pulaski	3,250
Champaign	15,790	Johnson	2,110	Putnam	1,160
Christian	8,800	Kane	30,150	Randolph	6,070
Clark	4,250	Kankakee	10,720	Richland	3,370
Clay	3,640	Kendall	2,400	Rock Island	24,700
Clinton	4,530	Knox	13,170	St. Clair	39,010
Coles	9,120	Lake	23,920	Saline	8,160
Cook	996,480	La Salle	22,770	Sangamon	27,410
Crawford	4,940	Lawrence	4,910	Schuyler	2,700
Cumberland	2,370	Lee	7,060	Scott	2,020
De Kalb	8,120	Livingston	8,460	Shelby	5,990
De Witt	4,430	Logan	6,230	Stark	2,100
Douglas	4,160	McDonough	6,890	Stephenson	9,920
Du Page	22,660	McHenry	8,170	Tazewell	10,780
Edgar	6,000	McLean	17,740	Union	3,860
Edwards	2,060	Macon	20,370	Vermilion	21,040
Effingham	4,150	Macoupin	11,710	Wabash	3,130
Fayette	5,140	Madison	34,190	Warren	5,300
Ford	3,680	Marion	8,640	Washington	3,560
Franklin	13,220	Marshall	3,060	Wayne	4,110
Fulton	10,740	Mason	3,690	White	4,090
Gallatin	2,130	Massac	3,170	Whiteside	9,430
Greene	4,730	Menard	2,480	Will	24,550
Grundy	4,160	Mercer	3,960	Williamson	12,300
Hamilton	2,780	Monroe	2,730	Winnebago	28,940
Hancock	6,630	Montgomery	8,400	Woodford	4,190

WMRO, AURORA

Operator: Martin R. O'Brien, 34 S. River St. **Phone:** 4215. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** None. **Opened:** Dec. 13, 1938.

Owner, station and commercial manager: Martin R. O'Brien. **Program director:** Russ Salter. **Chief engineer:** Leo Burch. **Artists bureau head:** Elizabeth Geib. **Musical director:** Mary Louise Brown.

Rep: None. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $46.

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

Operator: Arthur Malcolm McGregor and Dorothy Charlotte McGregor, Bloomington. **Phone:** 535. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Sept. 1934.

Station head and manager: A. M. McGregor. **Commercial manager, publicity director:** Hugh L. Gately. **Chief engineer:** Marshall Seacrist.

Rep: Cox and Tanz. **Seating facilities:**

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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

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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, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **News periods:** 9:30-9:35 A. M., 10:30-10:35 A.M., noon-12:15 P.M., 3:30-3:35 P.M., 4:30-4:35 P.M., 5:45-6 P.M., 6:15-6:30 P.M., 7:10-7:15 P.M., daily except Sunday.

WCAZ CARTHAGE

Operator: Superior Broadcasting Co., Inc., 502 Wabash Ave. **Phone:** 520. **Power:** 100 watts on 1070 kc (daytime). **Affiliation:** None. **Opened:** October, 1922.

President: Robert Compton. **Station and commercial manger:** John Palmer. **Program and musical director:** Antoinette Palmer. **Chief engineer:** Byrl Shreve.

Rep: None. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** Service rendered "for special accounts." **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $45.

Copy restriction: Accept beer and some patent medicines; no wines or liquor. **News:** Christian Science Monitor.

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.)

Station manager: M. Stevick. **Commercial manager:** Jack Beynon. **Program director:** Ken Rice. **Chief engineer:** Max Kimbrel.

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:** No rules; no call for these programs. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: Beer and wine accounts 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

Operator: Drovers Journal Publishing Co., Palmer House. **Phone:** Randolph 1932. **Power:** 1,000 watts on 920 kc (daytime only). **Affiliation:** None. **Opened:** May, 1922. (Note: This station is owned by the Chicago Daily Drovers Journal).

President: Ward A. Neff. **Station manager:** W. E. Hutchinson. **Commercial manager:** Arthur Harre. **Program director:** Richard Chindblom. **Chief engineer:** Carl W. Ulrich. **Production:** Bradley Williams. **Musical director:** James Kozak. **Continuity and publicity:** Harry Creighton.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity; window displays, bus cards, "L" posters, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $172.50.

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).

WBBM, CHICAGO

Operator: Columbia Broadcasting System, Inc., 410 N. Michigan Ave. **Phone:** Whitehall 6000. **Power:** 50,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1923.

Vice-president and manager: H. Leslie Atlass. **Assistant manager:** J. L. Van Volkenburg. **Commercial manager:** J. Kelly Smith. **Program director:** Bobby Brown. **Artists bureau head:** Stan Thompson. **Chief engineer:** Frank B. Falknor. **Musical director:** Carl Hohengarten. **Publicity director:** Hal Burnett.

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.

Copy restrictions: CBS program policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7-7:15 A.M., Monday through Saturday; 7:15-7:30 A.M., Monday through Saturday; noon-12:15 P.M., Sunday only;

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CUT YOURSELF A PIECE OF PIE

with

WGN

* Broadcasting Magazine, Jan. 1, 1938: 22,711,860—Radio Families in U.S. 2,788,600—Radio Families in W-G-N Primary Listening Area. Est. by Joint Comm. on Radio Research

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*

50,000 WATTS

W-G-N, Inc.

720 KILOCYCLES

Eastern Sales Office:
William E. McGuineas
220 E. 42nd Street
New York City

441-445 North Michigan Avenue
Chicago, Illinois

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

Pacific Coast Office:
Edward S. Townsend
Russ Building
San Francisco, Cal.

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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.)

President, station and commercial manager: Gene T. Dyer. **Program director:** Peter Bradley. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph. **Chief engineer:** Edward W. Jacker. **Publicity director:** Dick Kross.

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

Operator: Chicago Federation of Labor, 666 Lake Shore Drive. **Phone:** Superior 5300. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Blue (alternate station). **Opened:** June, 1926,

General manager: Maynard Marquardt. **Commercial manager:** Melvin B. Wolens.

Rep: The Katz Agency. **Seating facilities:** 250 persons. **Merchandising:** Dealer contacts; promotion to union membership —approximately 450,000 in station area; additional services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $250.

Copy restrictions: Copy subject to station approval and existing regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8-8:05 A.M., 8:55-9 A.M., 12:15-12:30 P.M., 3-3:15 P.M., 6-6:15 P.M., 7-7:15 P.M., 9-9:15 P.M., 11:45-midnight, all Monday through Saturday. (Note: This schedule goes into effect following end of the baseball season.)

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. **Phone:** DIversey 4440. **Power:** 100 watts on 1210 kc (divides 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.

Owner, station head: Clinton R. White.

Rep; merchandising; seating facilities; foreign language programs: artists bureau: None. **Base rate:** $10 (10 minutes, 30 time rate).

Copy restrictions: Do not accept fortune tellers, lotteries, etc. **E. T. library:** None listed. **News:** None.

WEDC, CHICAGO

Operator: Emil Denemark, Inc., 3860 Ogden Ave. **Phone:** Crawford 4100. **Power:** 250 and 100 watts on 1210 kc (shares time with WCRW and WSBC). **Affiliation:** None. **Opened:** Nov. 26, 1926.

General manager: Emil Denemark. **Station and commercial manager:** Frank J. Kotnour. **Program director:** Ken Parker. **Chief engineer:** Caleb Frisk. **Artists bureau head:** George Vares. **Musical director:** William Brady.

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

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 870 kc (WENR divides time with WLS, Chicago). **Affiliation:** NBC Basic Blue. **Opened:** March 19, 1925. (Note: NBC also owns and operates WMAQ, Chicago).

Manager of Central Division: S. N. Strotz. **Sales manager:** O. Morton. **Program director:** Jules Herbuveaux. **Chief engineer:** H. C. Luttgens. **Artists bureau head:** James Stirton. **Musical director:** Roy Shield. **Publicity director:** William Ray.

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BOX OFFICE RECORDS

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!"

WLS CHICAGO

Burridge D. Butler
President

Glenn Snyder
Manager

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Rep: National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying all costs. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** $720.

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

Operator: Oak Leaves Broadcasting Station, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 500 watts (1,000 watts daytime Sundays) on 1360 kc (divides time with WSBT). **Affiliation:** None. **Opened:** Oct. 10, 1923.

President, station and commercial manager: Gene T. Dyer. **Program and publicity director:** Dick Kross. **Artists bureau head:** Minerva Clemens. **Musical director:** John Van. **Technical advisor:** E. W. Jacker.

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 & Schwegler. **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

Operator: WGN, Inc., 441 No. Michigan. **Phone:** Superior 0100. **Power:** 50,000 watts on 720 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** June 1, 1924.

Managing director: W. E. Macfarlane. **Broadcast manager:** Quin A. Ryan. **Sales manager:** E. W. Wood, Jr. **Chief engineer:** C. J. Meyers. **Musical directors:** Harold Stokes; Henry Weber. **Publicity director:** F. P. Schreiber.

Rep: Maintains own offices under Wm. A. McGuineas, 220 E. 42nd St., New York; Edward S. Townsend, Russ Bldg., San Francisco. **Seating facilities:** Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $750.

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.)

President: Ralph L. Atlass. **Station manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Robert C. LaBour. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Max Miller. **Publicity director:** Al Hollender.

Rep: Gene Furgason & Co. (East). **Seating facilities:** None. **Merchandising:** None. **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

Operator: WJJD, Inc., 201 N. Wells St. **Phone:** State 5466. **Power:** 20,000 watts on 1130 kc (operates to sunset in Salt Lake City). **Affiliation:** None. **Opened:** 1923.

President: Ralph L. Atlass. **Vice-president:** Art Linick. **Sales manager:** Herbert

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P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** W. J. Gunther. **Musical director:** Ben Kanter. **Publicity director:** Al Hollender.

Rep: Paul H. Raymer Co.; Walter Biddick Co., (Pacific Coast). **Seating facilities:** Studio, 250 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $220.

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.).

President: Burridge D. Butler. **Station manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** Earl Kurtze. **Promotion director:** Don Kelley.

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).

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations. **E. T. library:** None. **News:** UP; Transradio. **News periods:** 6:45-7:00 A.M., 8:15-8:25 A.M., 10:55-11 A.M., 11:55-noon, 2:30-2:35 P.M., 6:45-7 P.M., all Monday through Saturday; 9:45-10 A.M., Sunday only; 1:40-1:45 P.M., Monday through Friday.

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WMAQ, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 670 kc. **Affiliation:** NBC Basic Red. **Opened:** March, 1922. (Note: NBC also owns and operates WENR, Chicago).

Personnel: See WENR, Chicago.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a complete roster of talent. **Base rate:** $720.

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

Operator: WSBC, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 250 and 100 watts on 1210 kc (divides time with WEDC and WCRW). **Affiliation:** None. **Opened:** 1924.

Supervisor: Gene T. Dyer. **Station and commercial manager:** Frank A. Stanford.

560 KC.
C. B. S. AFFILIATE

W-I-N-D

5000 WATTS DAYS
1000 WATTS NIGHTS

"The Tip-Top Spot on Your Dial"

Selling America's Second Largest Market 22 Hours Every Day!

Represented by Gene Furgason & Co.

NATIONAL SALES OFFICE • 201 N. WELLS ST. • CHICAGO, ILL.

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Program director: Sally Shulman. **Musical director:** Dean Remick. **Public relations:** Dick Kross. **Technical advisor:** Edward W. Jacker.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy and translation must be submitted 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

Operator: WHFC, Inc., 6138 W. Cermak Road. **Phones:** Cicero 4305; Lawndale 8228. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1925.

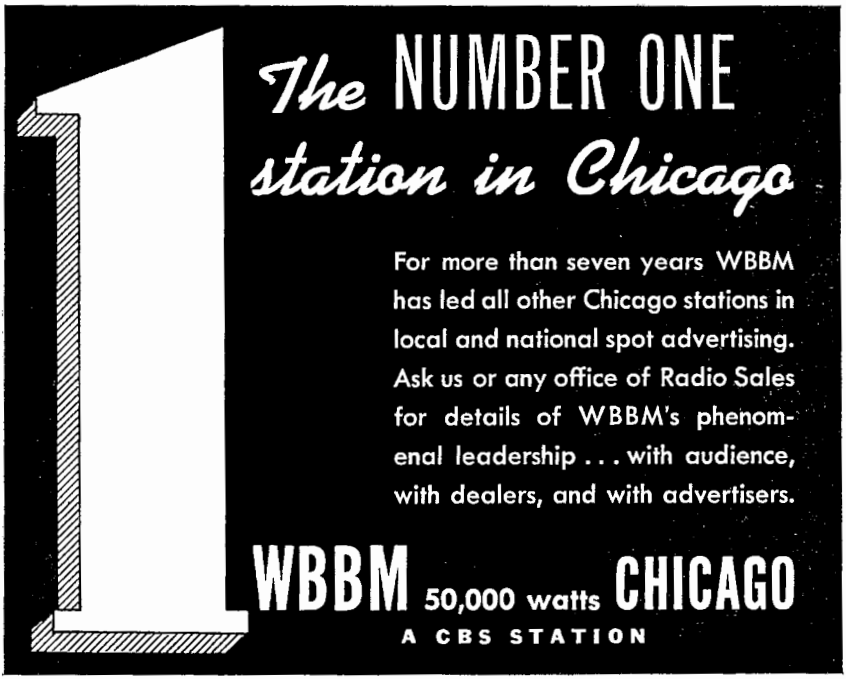
President: Richard W. Hoffman. **Station manager, program director:** Marie E. Clifford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

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: Nothwestern Publishing Co., Hotel Wolford. **Phone:** Main 1700. **Power:**



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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.)

General manager: E. C. Hewes. **Station and commercial manager:** C. R. Richardson. **Progam director:** Francis Higgins. **Chief engineer:** Perry Esten. **Musical director:** Don Glasgow. **Promotion manager:** Guy F. Kitchen. **Publicity director:** Bill Adams.

Rep: J. P. McKinney & Son. **Seating facilities:** South parlor of the Hotel Wolford 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. libray:** 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.)

President, station manager, commercial manager: Charles R. Cook. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwick.

Rep: None. **Seating facilities:** None. **Merchandising:** Have such a service; aid given to clients in distributing their products. **Foreign language programs:** Not accepted; no foreign speaking population claimed in service area. **Artists bureau:** None. **Stock:** Held by Charles R. Cook, Decatur Newspapers, Inc. **Base rate:** $75.

Copy restrictions: Beer accepted; no further restrictions listed. **E. T. library:** World. **News:** AP. **News periods:** 6:25-6:30 A.M., 7:30-7:45 A.M., 1:15-1:30 P.M., 2:40-2:45 P.M. (local news), 7:45-8:00 P.M. (sport news), 10:30-10:45 P.M., all Monday through Saturday.

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WGIL, GALESBURG

Operator: Galesburg Broadcasting Co., Hill Arcade. **Phone:** 4626 Main. **Power:** 250 watts on 1500 kc (operates daytime). **Affiliation:** None. **Opened:** Jan. 12, 1938.

President, general manager: Howard A. Miller. **Commercial manager:** Virgil Schmit. **Program director:** Virginia Miller. **Chief engineer:** Glenn Callison.

Rep: Sears and Ayer. **Seating facilities:** Remote studios available for audiences; capacity not listed. **Merchandising:** Complete service rendered as part of client's radio campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent, though artists are not bound to any formal bureau by contract. **Base rate:** $57 (1 hour, 13-time rate).

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

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 and 100 watts on 1210 kc (divides time with KFVS). **Affiliation:** None. **Opened:** September, 1923.

Station manager: Inglis M. Taylor. **Program director:** Virginia Crane. **Chief engineer:** Joseph R. Tate. **Artists bureau head:** Eddie Wise.

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

Operator: WCLS, Inc., Joliet Bldg. **Phone:** 5656. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

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Owner, manager: L. W. Wood. **Program director:** R. M. Holt. **Chief engineer:** George Ives.

Rep: None. **Seating facilities:** None. **Merchandising:** Full cooperation rendered. **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

Operator: Peoria Broadcasting Co., 200 Alliance Life Bldg. **Phone:** 7133. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** 1927.

President, station manager: Edgar L. Bill*. **Commercial manager:** Charles Caley. **Program director:** Gene Trace. **Chief engineer:** Ted Giles. **Artists bureau head:** Milton Budd. **Musical director:** Hod Hiatt. **Publicity director:** Gomer Bath.

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Members of sales staff cooperate in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** $100.

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., 6:15-6:30 P.M., 10-10:15 P.M., all apparently daily.

* *Also president of WDZ, Tuscola, Ill.*

WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 364; 56. **Power:** 1,000 watts on 900 kc (daytime). **Affiliation:** None. **Opened:** December, 1926. (Note: Station also maintains studios in the Orpheum Theatre, Hannibal, Mo.).

President: W. Emery Lancaster. **Assistant manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Program director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

Rep: None. **Seating facilities:** Auditorium available, seating 200 persons. **Merchandising:** Complete point-of-sale merchandising available to clients. **Foreign language programs:** Not accepted. **Artists bureau:** Program department supplies talent. **Base rate:** $85.

Copy restrictions: Station reserves right to edit all copy; latter must conform to FCC and FTC requirements. **E. T. library:** World. **News:** UP. **News periods:** 7-7:15 A.M., Monday, Wednesday, Friday; 7:45-8 A.M., Monday through Friday; 11:05-11:10 A.M., Monday, Wednesday, Friday; 1-1:15 P.M., Monday through Saturday.

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.)

President: Ruth Hanna Simms. **Managing director:** James W. Rodgers. **Manager:** Walter Koessler. **Program director:** John C. McCloy. **Chief engineer:** Thomas C. Cameron. **Publicity director:** Allen O. Brophy.

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.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 9-9:15 A.M., 10-10:10 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 4-4:10 P.M., 6-6:10 P.M., 8:15-8:25 P.M., 9:45-10 P.M., all daily.

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

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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 McDermand. **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 9855. **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** 98. **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.

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* *Also president of WMBD, Peoria, Ill.*

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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

Adams	4,430	Hendricks	4,890	Pike	3,950
Allen	36,680	Henry	8,940	Porter	5,790
Bartholomew	6,330	Howard	11,900	Posey	4,300
Benton	2,760	Huntington	7,430	Pulaski	2,550
Blackford	3,410	Jackson	5,680	Putnam	5,050
Boone	5,720	Jasper	3,000	Randolph	6,590
Brown	1,150	Jay	5,190	Ripley	4,320
Carroll	3,980	Jefferson	4,540	Rush	4,830
Cass	8,820	Jennings	2,770	St. Joseph	39,710
Clark	7,570	Johnson	5,520	Scott	1,620
Clay	6,530	Knox	10,500	Shelby	6,930
Clinton	7,200	Kosciusko	7,140	Spencer	3,820
Crawford	2,280	Lagrange	3,280	Starke	2,580
Daviess	5,860	Lake	61,110	Steuben	3,620
Dearborn	5,210	La Porte	14,530	Sullivan	6,870
Decatur	4,490	Lawrence	8,490	Switzerland	2,060
De Kalb	6,460	Madison	21,110	Tippecanoe	12,300
Delaware	17,590	Marion	115,670	Tipton	3,800
Dubois	4,520	Marshall	6,180	Union	1,560
Elkhart	18,110	Martin	2,180	Vanderburg	28,860
Fayette	4,930	Miami	7,500	Vermillion	6,060
Floyd	9,050	Monroe	8,800	Vigo	26,350
Fountain	4,650	Montgomery	7,170	Wabash	6,530
Franklin	3,330	Morgan	4,930	Warren	2,210
Fulton	3,900	Newton	2,420	Warrick	4,270
Gibson	7,070	Noble	5,830	Washington	3,810
Grant	13,090	Ohio	970	Wayne	14,330
Greene	7,660	Orange	4,060	Wells	4,570
Hamilton	6,210	Owen	2,830	White	3,970
Hancock	4,460	Parke	4,160	Whitley	4,010
Harrison	3,790	Perry	3,670		

WHBU, ANDERSON

Operator: Anderson Broadcasting Corp., Citizens Bank Bldg. **Phone:** 234. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1924.

President, general and station manager: L. M. Kennett. **Commercial manager:** L. Podhaski. **Program director:** C. K. Fulk. **Chief engineer:** W. Reeves.

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

Operator: Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250

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and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)

Manager: R. R. Baker. **Program director:** Carl Schrock. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

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.)

General and station manager: Martin Leich. **Commercial manager, publicity director:** Clarence Leich. **Program director:** Pat Roper. **Chief engineer:** John Caraway, Jr.

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.

Copy restrictions: Accept beer, but no liquor copy; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste. **E. T. library:** World. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 12:30-12:45 P.M., 6:45-6:55 P.M., 10-10:15 P.M., all Monday through Saturday; 11-11:05 A.M., 3:55-4 P.M., 5:45-5:50 P.M., all Sunday.

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.

Base rate: $150. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45-8 A.M., 4:25-4:30 P.M., (from NBC) 7-7:05 P.M., all Monday through Saturday; 9-9:05 A.M. (from NBC), 5-5:05 P.M., 9-9:05 P.M. (from NBC), all Sunday.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

Vice-president, general manager: Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** W. Charles Roe. **Chief engineer:** Fred Fischer. **Musical director:** Jeane Brown. **Publicity director:** Carl W. Vandagrift. **Sales promotion director:** Russell L. Sparks.

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.

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WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 10,000 watts on 1160 kc (divides night-time with WWVA). **Affiliation:** NBC Basic Blue. **Opened:** May 25, 1925. (Note: WGL, Ft. Wayne, is under the same ownership as WOWO.)

Vice-president, general manager: Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** Franklin Tooke. **Chief engineer:** Fred Fischer. **Musical director:** Jeane Brown. **Publicity director:** Carl W. Vandagrift. **Sales promotion director:** Russell L. Sparks.

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.

Copy restrictions: See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; **News periods;** 6:45-6:55 A.M., 12:15-12:30 P.M., Monday through Saturday; 9-9:05 A.M., 5:45-5:55 P.M., 9:45-9:55 P.M., Monday through Friday.

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

Operator: Indianapolis Power and Light Co., 48 Monument Circle. **Phone:** Lincoln 8506. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** Nov., 1924.

General manager, station manager, commercial manager: R. E. Blossom. **Program director:** F. O. Sharp. **Chief engineer:** M. R. Williams. **Musical director:** W. H. Reuleaux. **Publicity:** W. F. Kiley.

Rep: Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No rules; such population reported as very small. **Artists bureau:** None. **Base rate:** $256.

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

Operator: Indiana Broadcasting Corp., 350 N. Meridian St. **Phone:** Li 2305. **Power:** 1,000 watts on 1050 kc (operates to local sunset). **Affiliation:** None. **Opened:** Oct. 30, 1938.

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.

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General and commercial manager: C. A. McLaughlin. **Program director:** Robert Longwell. **Chief engineer:** H. E. Adams. **Artists bureau head:** George Palmer. **Musical director:** Ailene Stidham. **Publicity director:** Robert Longwell.

Rep: Gene Furgason & Co. **Seating facilities:** None. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** $112.50.

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.).

President, general manager: Eugene C. Pulliam. **Station manager:** R. E. Bausman. **Business manager:** N. G. Mason. **Chief engineer:** Earl W. Lewis. **Program director:** Josephine Mason. **Musical director:** Harry Bason.

Rep: The Katz Agency. **Seating facilities:** None listed. **Merchandising:** Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. **Foreign lanugage programs:** No set rules; foreign population very small. **Artists bureau:** None. **Base rate:** $260.

Copy restrictions: All copy must conform to station standards and government regulations. **E. T. library:** Standard; World. **News:** UP. **News periods:** 8 A.M., 12:15 P.M., 4:30 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., Sunday only.

WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. **Phone:** 5411. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 11, 1926.

Owner, station manager: Donald A. Burton. **Commercial manager:** Wm. Craig. **Program director:** Carl Noble. **Chief engineer:** Maurice Crane.

Rep: Sears and Ayer. **Seating facilities:** Studio A, 30. **Merchandising:** Service rendered on request; window displays, placards, newspaper tie-ups. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $40.

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

Operator: Knox Radio Corp. **Power:** 100 watts on 1500 kc. **Affiliation:** None.

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.)

Station manager: F. D. Schurz. **Commercial manager:** R. H. Swintz. **Program director, artists bureau head:** Bob Drain. **Chief engineer:** H. G. Cole. **Musical director:** Harlan Hogan. **Publicity director:** Mary Stockdale.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. **Foreign language programs:** Yes; Polish and Hungarian programs current; special rates apply. **Artists bureau:** Nominally maintained. **Base rate:** $75.

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

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on 1360 kc (divides time with WGES; operates Sundays 5 P.M. to 11 P.M., weekdays 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 ownership.)

Base rate: $100.

For all other information, see WFAM.

WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 303 So. 6th St. **Phone:** Crawford 3394. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

Vice-president, station manager: W. W. Behrman. **Program director:** Horace Capps. **Chief engineer:** Stokes Gresham, Jr. **Musical director:** Leo Baxter. **Publicity director:** George Jackson.

Rep: Weed & Co. **Seating facilities:** About 100 persons. **Merchandising:** Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered 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; university-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

Adair	3,110	Delaware	3,960	Kossuth	5,010
Adams	2,320	Des Moines	10,050	Lee	10,380
Allamakee	3,610	Dickinson	2,350	Linn	21,480
Appanoose	5,950	Dubuque	14,010	Louisa	2,680
Audubon	2,550	Emmet	2,780	Lucas	3,590
Benton	5,290	Fayette	6,780	Lyon	2,950
Black Hawk	17,130	Floyd	4,800	Madison	3,380
Boone	6,740	Franklin	3,540	Mahaska	6,290
Bremer	3,920	Fremont	3,380	Marion	5,990
Buchanan	4,210	Greene	3,690	Marshall	8,070
Buena Vista	4,220	Grundy	2,940	Mills	3,160
Butler	3,880	Guthrie	3,910	Mitchell	3,170
Calhoun	3,890	Hamilton	4,520	Monona	3,820
Carroll	4,650	Hancock	2,950	Monroe	3,370
Cass	4,640	Hardin	5,360	Montgomery	4,060
Cedar	3,860	Harrison	5,450	Muscatine	7,740
Cerro Gordo	9,050	Henry	4,020	O'Brien	4,120
Cherokee	3,730	Howard	2,880	Osceola	1,990
Chickasaw	3,170	Humboldt	2,780	Page	5,860
Clarke	2,470	Ida	2,520	Palo Alto	3,110
Clay	3,620	Iowa	3,960	Plymouth	4,980
Clayton	5,460	Jackson	4,320	Pocahontas	3,190
Clinton	10,990	Jasper	7,690	Polk	45,010
Crawford	4,500	Jefferson	4,020	Pottawattamie	16,640
Dallas	6,080	Johnson	7,420	Poweshiek	4,460
Davis	2,580	Jones	4,020	Ringgold	2,760
Decatur	3,340	Keokuk	4,660	Sac	3,890

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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	4,640
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), 236 (Waterloo). **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** NBC Basic Blue; Iowa Network and WNAX; Mutual Broadcasting System. (Note: WMT is affiliated with the Des Moines Register & Tibune.)

Vice-president, general manager: Sumner D. Quarton. **Commercial manager:** W. B. Quarton (Cedar Rapids); Don E. Inman (Waterloo). **Program director:** Douglas B. Grant. **Chief engineer:** Charles F. Quentin. **Musical director:** Eleanor Gough. **Merchandising and publicity director:** Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). **Continuity editor:** Chauncey Fay. **Traffic manager:** Kenneth L. Hastie.

Rep: The Katz Agency. **Seating facilities:** Studio seats 100 persons; Roosevelt ballroom seats 100. **Merchandising:** Complete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune and Cedar Rapids Gazette. **Foreign language programs:** No set policy; weekly Bohemian program. **Artists bureau:** None. **Base rate:** $200.

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., 6:30-6:45 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-watter under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

Commercial manager: Ben Hovel. **Program director:** J. Neil Reagan. **Chief engineer:** Harold Higby. **Publicity director:** J. Neff Wells, Jr.

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

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"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

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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.)

President: Gardner Cowles, Jr. **Station manager:** Luther Hill. **Commercial manager:** Craig Lawrence. **National sales manager:** Ted Enns. **Program director:** Edmund Linehan. **Chief engineer:** Paul Huntsinger. **Traffic manager, musical director:** Dick Teela. **Sales promotion manager:** Wayne Welch. **Publicity director:** Mary Little.

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-

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hour; 700 words per half-hour; 1,400 words per hour; beer advertising accepted after 10:30 P.M.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** UP; Transradio. **News periods:** 6:30 A.M., 7:15 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 6:45-7 P.M., Saturday only; 10:15-10:30 P.M., every day. **Summer news periods (May to Sept):** 6:30 A.M., 7:15 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 11:45-noon, Monday through Friday; 10-10:15 P.M., every day.

KDTH, DUBUQUE

Operator: Telegraph-Herald. **Power:** 500 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. **Phone:** 572. **Power:** 250 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).

President: Walter E. Klauer. **Station manager, commercial manager:** J. D. Carpenter. **Chief engineer:** L. Carlson.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Dealer contacts, personal and by mail. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $100.

Copy restrictions: Accept beer accounts, but no hard liquor. **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:30-7:45 A.M., 9:15-9:30 A.M., both Monday through Saturday; 12:15 P.M., 6:45 P.M., 9 P.M., all 15 minutes, all every day.

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.

KSO

DES MOINES • NBC Blue-MBS • 1430 K.C.
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

PROGRAMMED for maximum AUDIENCE in a major MARKET at minimum RATE

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KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

President, station manager: E. N. Peak. **Chief engineer:** Warren D. Bailey.

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.)

General manager: F. C. Eighmey. **Commercial manager:** John J. Price. **Program director:** Nic Scheel. **Chief engineer:** Leo W. Born. **Production manager:** James M. Woods. **Merchandising director:** George Milloy. **Publicity director:** Henry Hook.

Rep: Weed & Co. **Seating facilities:** 60 persons. **Merchandising:** Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $80.

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 WNAX-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

www.americanradiohistory.com

5,000 and 1,000 watts on 890 kc) (shares time with KUSD in a ratio of ⅞ to ⅛). **Affiliation:** None. **Opened:** February, 1924.

General manager: M. H. Petersen. **Sales manager:** W. K. Bailey. **Program director:** Roy Brant. **Merchandising manager:** Ed Heaton. **Chief engineer:** Wiley D. Wenger.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio auditorium seats 400. **Merchandising:** Special mailings in territory gratis; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** $120.

Copy restrictions: Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio. **News periods:** 5:45-6 A.M., 7:45-8 A.M., 9:55-10 A.M., 2:55-3 P.M., 6:45-7 P.M., 8:45-9 P.M., all Monday through Saturday; 6:45-7 P.M., 8:45-9 P.M., all Sunday; noon-12:15 P.M., every day.

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.

President: Earl E. May. **Station manager:** J. "Cy" Rapp. **Production manager:** Owen Saddler. **Program director:** Fred D. Greenlee. **Promotion manager:** Frank Jaffe.

Rep: Howard H. Wilson Co.; Walter Biddick Co. (Coast). **Seating facilities:** Studio on stage of auditorium, seating 900. **Merchandising:** Has merchandising men to service advertisers, help salesmen make contacts; circularize dealers; assist in getting displays. **Foreign language programs:** Would accept, but area is virtually 100% English-speaking. **Artists bureau:** None. **Base rate:** $125.

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

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 daytime 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

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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

Allen	4,510	Ellis	2,260	Lane	500
Anderson	2,420	Ellsworth	1,630	Leavenworth	7,060
Atchison	4,950	Finney	2,040	Lincoln	1,460
Barber	1,730	Ford	4,010	Linn	2,290
Barton	3,730	Franklin	4,560	Logan	650
Bourbon	4,540	Geary	2,830	Lyon	5,990
Brown	3,890	Gove	760	McPherson	4,280
Butler	7,130	Graham	1,090	Marion	3,380
Chase	1,150	Grant	480	Marshall	4,100
Chautauqua	1,820	Gray	850	Meade	1,050
Cherokee	6,280	Greeley	270	Miami	3,940
Cheyenne	950	Greenwood	3,540	Mitchell	2,320
Clark	760	Hamilton	540	Montgomery	11,820
Clay	2,790	Harper	2,330	Morris	2,040
Cloud	3,420	Harvey	4,510	Morton	650
Coffey	2,340	Haskell	390	Nemaha	2,890
Comanche	840	Hodgeman	570	Neosho	4,640
Cowley	8,860	Jackson	2,580	Ness	1,190
Crawford	10,490	Jefferson	2,350	Norton	2,000
Decatur	1,410	Jewell	2,360	Osage	3,040
Dickinson	5,050	Johnson	5,290	Osborne	1,910
Doniphan	2,210	Kearney	490	Ottawa	1,770
Douglas	5,750	Kingman	1,980	Pawnee	1,770
Edwards	1,260	Kiowa	930	Phillips	1,980
Elk	1,570	Labette	6,470	Pottawatomie	2,560

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Pratt	2,590	Scott	640	Sumner	5,470
Rawlin	1,060	Sedgwick	32,850	Thomas	1,200
Reno	9,910	Seward	1,550	Trego	870
Republic	2,490	Shawnee	19,960	Wabaunsee	1,700
Rice	2,640	Sheridan	800	Wallace	430
Riley	4,200	Sherman	1,400	Washington	2,760
Rooks	1,530	Smith	2,200	Wichita	340
Rush	1,340	Stafford	1,690	Wilson	3,650
Russell	1,730	Stanton	310	Woodson	1,430
Saline	6,400	Steven	680	Wyandotte	33,740

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:** 1924. (Note: KFBI also maintains studios in Salina, Kans., in charge of Clarence Rupp; the station has a construction permit to move to Wichita, Kans.).

Director, station manager: K. W. Pyle. **Program director:** Harry Peck. **Chief engineer:** C. H. Johnston. **Musical director:** Marie Gunzelman.

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.).

Copy restrictions: Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after approval by medical director of Farmers and Bankers Life Insurance Co. **E. T. library:** World; Standard. **News:** UP. **News periods:** 8-8:05 A.M., 8:55-9 A.M., 12:15-12:20 P.M., 1:45-1:50 P.M., 2:55-3 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 6:15-6:30 P.M. (sports), 7:30-7:45 P.M., all Monday through Saturday; 6:55-7 A.M., 11-11:05 A.M., both Monday through Friday.

KVAK, ATCHISON

Operator: Carl Latenser. **Power:** 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

KGGF, COFFEYVILLE

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.)

Senior partner, station manager: Hugh J. Powell. **Commercial manager:** W. B. Darrah. **Program and musical director:** Clair Foster. **Chief engineer:** J. Fred Case.

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.

Copy restrictions: No alcoholic beverages accepted; all copy must conform to station standards and government regulations. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A.M., 10:15 A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

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.)

President: J. C. Denious. **Manager:** N. C. Petersen. **Commercial director:** Vaughn Kimball. **Program director:** T. M. George. **Chief engineer:** Emil Doane.

Rep: Arthur H. Haggand Associates. **Seating facilities:** Auditorium seats 30 persons, with standing room for 20 more; remote facilities available. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted; foreign population very minor, however. **Artists bureau:** None. **Base rate:** $40.

Copy restrictions: No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **News periods:** 7:30-7:40 A.M., 11:20-11:30 A.M., 1-1:05 P.M., 4:15-4:30 P.M., all Monday through Friday.

KTSW, EMPORIA

Operator: Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

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Power: 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1939.

General and station manager: K. W. Trimble. **Commercial manager:** Larry Simms. **Program director:** Sidney Anderson. **Chief engineer:** Paul H. Daniels.

Rep: None. **Base rate:** Card not sent.

E. T. library: Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except 15-minute periods at 7 A.M., 11 A.M., noon, 6 P.M., and 10 P.M., all Monday through Saturday; also excepting 15-minute periods at noon, 6 P.M,. and 7 P.M., Sunday.

KIUL, GARDEN CITY

Operator: Garden City Broadcasting Co., 404 N. Main Street. **Phone:** 666. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 20, 1935.

Station manager: Clem Morgan. **Commercial manager:** Quincy Holmes. **Program and musical director:** Dallas Stallard. **Chief engineer:** Ralph Childs.

Rep: Cox and Tanz. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete service at no extra charge. **Foreign language programs:** Accepted if approved by program director. **Artists bureau:** None. **Stock:** Held entirely by F. D. Conard and Associates. **Base rate:** $40.

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

Operator: Helen Townsley, Cork Bldg. **Phone:** 1080. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 10, 1937.

Owner: Ernest Edward Ruehlen. **Business manager:** Vern Minor. **Production manager:** Dave Wilson. **Traffic manager:** Justin Bradshaw. **Chief engineer:** Leo Legleiter.

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

Operator: Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

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 (½ hr.).

Copy restrictions: Beer accepted; no wine, liquor or patent medicine advertising. **E. T. library:** World. **News:** UP. **News periods:** Five minutes every hour on the hour, all apparently daily.

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.)

President: W. A. Bailey. **Station manager:** Ellis Atteberry. **Commercial manager:** Owen Balch. **Program director:** George Engelter. **Chief engineer:** C. E. ("Red") Salzer. **Director of special events:** John Drake. **Artists bureau head, musical director:** Ruth Royal. **Publicity director:** Ruth Kendall.

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.

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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 KFKU; latter takes about a half-hour on weekday afternoons). **Affiliation:** NBC Basic Blue. **Opened:** 1927.

President, station manager: Vernon H. Smith. **Assistant manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Publicity director:** John P. Bondeson.

Rep: George P. Hollingbery Co. **Seating facilities:** Studio seats about 150 persons; also observation lobby. **Merchandising:** Have staff to distribute window cards, make contacts, etc.; service billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $200.

Copy restrictions: Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7-7:05 A.M., 8:45-9 A.M., 10-10:05 A.M., 12:30-12:45 P.M., 2:55-3 P.M., 3:45-4 P.M., 5:15-5:30 P.M., all Monday through Saturday.

KSAC, MANHATTAN

Operator: Kansas State College of Agriculture and Applied Science. **Phone:** 2236. **Power:** 1,000 and 500 watts on 580 kc (shares time with WIBW). **Opened:** Dec. 1, 1924.

This station is non-commercial; college-owned.

KOAM, PITTSBURG

Operator: The Pittsburg Broadcasting Co., Inc., Commerce Bldg. **Phones:** 2165; 2166; 2167. **Power:** 1,000 watts on 790 kc (daytime). **Affiliation:** NBC additional to Red and Blue Southwestern Group. **Opened:** Oct. 11, 1937.

President, station manager: E. V. Baxter. **Commercial manager:** R. G. Patterson. **Program and musical director:** Bruce Robertson. **Chief engineer:** W. L. Brown. **Artists bureau head, publicity director:** Ward Keith.

Rep: Wythe Walker & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Window cards, direct mail, and newspaper copy, supplied gratis to clients. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; lists 14 artists, and several orchestras, writers, producers, announcers. **Base rate:** $75.

Copy restrictions: Beer accepted; no wines or hard liquor. **E. T. library:** Standard. **News:** INS. **News periods:** 6:30-6:40 A.M., 7:30-7:45 A.M., 10-10:10 A.M., noon-12:15 P.M., Monday through Saturday; 12:30-12:45 P.M., Sunday only; also last 15 minutes before sign-off (local sunset) daily.

KSAL, SALINA

Operator: R. J. Laubengayer, Journal Bldg. **Phone:** 100. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 27, 1937. (Note: Station operator also publishes the Salina Journal and has interest in the Hays Daily News, Goodland Daily News, and Hill City Times.)

Owner, president: R. J. Laubengayer. **General manager:** Merle H. Tucker. **Sales manager:** H. C. Fagerstrom. **Program director:** Sidney Tremble. **Merchandising and continuity director:** Russell Siner. **Chief engineer:** N. E. Vance.

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., 10:30 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.

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.)

General manager: Ben Ludy. **Musical director:** Maude Shreffler. **Chief engineer:** Karl Troeglen. **Publicity director:** Charles Hill.

Rep: Capper Publications. **News:** UP, AP. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Publicity

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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., 5:45 P.M., all 15 minutes, all Monday through Saturday; noon and 10 P.M., both 15 minutes, both every day.

KANS, WICHITA

Operator: The KANS Broadcasting Co., Hotel Lassen. **Phone:** 4-2387. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

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.

Rep: The Katz Agency. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. **Foreign language programs:** Would accept, though occasion has not arisen to date. **Artists bureau:** Setup nominal only. **Base rate:** $120.

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.)

Station manager: Marcellus Murdock. **National sales promotion manager:** Clark A. Luther. **Business manager:** P. S. Clark. **Program director:** Vernon Reed. **Chief engineer:** A. C. Dadisman. **Musical director:** Guy Snyder.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Maintain special department; no charge for usual services. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** $200.

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

Adair	2,540	Breckinridge	2,980	Clinton	1,290
Allen	2,590	Bullitt	1,540	Crittenden	2,080
Anderson	1,550	Butler	1,960	Cumberland	1,470
Ballard	1,740	Caldwell	2,670	Daviess	9,020
Barren	4,520	Calloway	3,100	Edmondson	1,680
Bath	1,820	Campblee	19,760	Elliott	940
Bell	6,280	Carlisle	1,330	Estill	2,690
Boone	1,880	Carroll	1,570	Fayette	16,360
Bourbon	3,790	Carter	3,380	Fleming	2,360
Boyd	9,690	Casey	2,340	Floyd	6,180
Boyle	3,380	Christian	6,330	Franklin	3,820
Bracken	1,790	Clark	3,780	Fulton	2,350
Breathitt	2,660	Clay	2,310	Gallatin	850

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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.

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Garrard	1,920	Letcher	5,290	Owen	1,910
Grant	1,900	Lewis	2,250	Owsley	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	Pulaski	5,550
Hardin	3,690	McCreary	2,110	Robertson	610
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	Menifee	650	Todd	2,430
Jessamine	2,380	Mercer	2,760	Trigg	1,960
Johnson	3,300	Metcalfe	1,500	Trimble	900
Kenton	24,660	Monroe	1,950	Union	3,100
Knott	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	1,630	Whitley	4,810
Lee	1,380	Ohio	4,270	Wolfe	1,080
Leslie	1,270	Oldham	1,400	Woodford	2,080

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phone:** Main 3010. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under separate management.)

President, managing director: Gilmore N. Nunn. **Station, merchandising and promotion manager:** R. (Bob) MacKenzie. **Sales director:** C. Alden Baker. **Program director:** Joe Matthews. **Chief engineer:** Harry Harris. **Musical director:** Patricia Smith.

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 8 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

Operator: American Broadcasting Corporation of Kentucky, Radio Bldg. **Phone:** 1721; 1722. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual. **Opened.** March 17, 1934.

President, general manager: Gilmore N. Nunn. **Program director:** Ted Grizzard. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

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

Operator: WAVE, Inc., Brown Hotel. **Phone:** Jackson 8391. **Power:** 1,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

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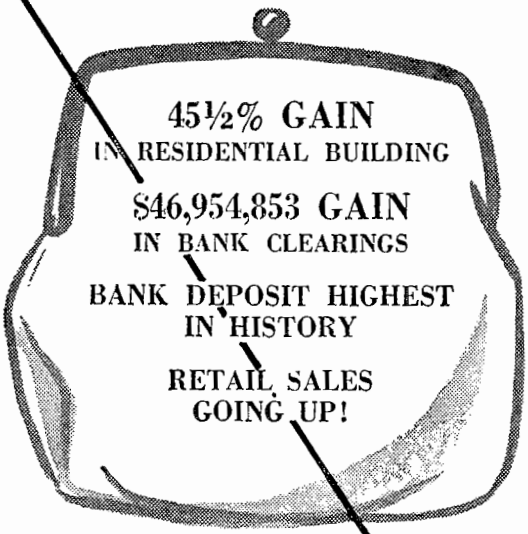
***The SHORTEST distance between two points is a* STRAIGHT LINE**



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THE LOUISVILLE TIMES

50,000 WATTS
C.B.S. BASIC OUTLET
820 KILOCYCLES

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Owner, station head: George W. Norton, Jr. **Station manager:** Nathan Lord. **Commercial manager:** James F. Cox. **Program director:** George Patterson. **Chief engineer:** Wilbur Hudson. **Artists bureau head, musical director:** Earl Keller. **Publicity director:** R. J. Pitrey.

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.)

Operator: Northside Broadcasting Corp., Indiana Theatre Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** Mutual. **Opened:** Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343).

President and general manager: S. A. Cisler. **Commercial manager:** J. P. Smith. **Program director:** Charles Schroeder. **Musical director:** Rosalind Brown. **Chief engineer:** William Thorp. **Manager continuity department:** Charlotte Falkner.

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.)

Owner: Barry Bingham. **Station director:** Credo Fitch Harris. **Executive manager:** W. L. Coulson. **Commercial manager:** Joe Eaton. **Program director:** Robert L. Kennett. **Technical director:** Orrin W. Towner. **Artists bureau head:** Dudley Musson. **Musical director:** Robert Hutsell. **Publicity director:** John Hoagland.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Services of complete department available; information on request. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** $450.

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

Operator: Owensboro Broadcasting Co., Owensboro. **Phone:** 420. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer).

President: Lawrence W. Hager. **Station manager, program director:** Hugh O. Potter. **Chief engineer:** Earl Jagoe. **Artists bureau head:** Virginia Lee. **Musical director:** Edna May Brown. **Publicity and promotion director:** LeRoy Woodward.

Rep: None. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Tie-in with parent newspaper for publicity. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $60.

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.

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WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Inc. Ninth & Terrell Sts. **Power:** 250 and 100 watts on 1420 kc. **Base rate:** $60. No other information available.

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

Acadia	4,430	Iberia	3,310	St. Charles	1,390
Allen	1,790	Iberville	3,080	St. Helena	740
Ascension	2,120	Jackson	1,400	St. James	1,740
Asumption	1,730	Jefferson	5,500	St. John the Baptist.	1,560
Avoyelles	3,430	Jefferson Davis	2,280	St. Landry	6,050
Beauregard	1,790	Lafayette	4,680	St. Martin	2,080
Bienville	2,370	Lafourche	3,230	St. Mary	3,570
Bosier	3,310	La Salle	1,340	St. Tammany	2,760
Caddo	22,060	Lincoln	2,520	Tangipahoa	5,270
Calcasieu	5,980	Livingston	1,730	Tensas	1,810
Caldwell	1,050	Madison	1,870	Terrebonne	3,310
Cameron	580	Morehouse	2,930	Union	2,020
Catahoula	1,270	Natchitoches	4,120	Vermilion	3,400
Claiborne	3,470	Orleans	98,660	Vernon	2,180
Concordia	1,700	Ouachita	8,970	Washington	3,940
De Soto	3,430	Plaquemines	1,010	Webster	3,470
East Baton Rouge	10,550	Pointe Coupee	2,270	West Baton Rouge	1,200
East Carroll	2,070	Rapides	8,650	West Carroll	1,350
East Feliciana	1,510	Red River	1,670	West Feliciana	990
Evangeline	2,530	Richland	2,760	Winn	1,680
Franklin	3,040	Sabine	2,330		
Grant	1,670	St. Bernard	700		

KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3d and Jackson Sts. **Phones:** 55 (commercial); 65 (public). **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 21, 1935.

General manager: C. Edly Rogers. **Commercial manager:** I. F. Welch. **Program director:** Virgil G. Evans. **Chief engineer:** Truman Stanley.

Rep: None. **Seating facilities:** Reception room for 300. **Merchandising:** None. **Foreign language programs:** None needed in this area. **Artists bureau;** None. **Stock:** Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. **Base rate:** $30.

Copy restrictions: None. **E. T. library:** Standard; NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 10:45 A.M., 1 P.M., 5 P.M., 8:15 P.M., all 10 minutes, all Monday through Saturday; 12:15 P.M.. 4:15 P.M., both 10 minutes, both Sunday only.

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. **Phone:** 3647. **Power:** 500 watts on 1120 kc (unlimited time except 8 to 9 P.M. Mondays). **Affiliation:** NBC Blue Southern Group. **Opened:** 1924 (in New Orleans; in Baton Rouge since 1934). (Note: This station is newspaper affiliated with the Baton Rouge State-Times and Morning Advocate).

Vice-president, general manager: H. Vernon Anderson. **Commercial manager:** Roy Dabadie. **Program director:** Ralph Sims. **Production supervisor:** William H. Bland, Jr. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accomodate about 75 persons. **Merchandising:** Complete service rendered; details not listed. **Foreign language programs:** Not accepted. **Base rate:** $120.

Copy restrictions: Beer and light wines

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accepted, but not hard liquor copy; all advertising must conform to Federal Trade Commission regulations. **E. T. library:** World. **News:** UP. **News periods:** 7:30 A.M., 12:25 P.M., 5:55 P.M., 10:30 P.M., all five minues, all Monday through Saturday (Esso).

KVOL, 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.)

President: Morgan Murphy. **Station manager:** George H. Thomas. **Commercial manager:** Robert A. Escudier. **Chief engineer:** James G. Cooper. **Publicity director:** Mrs. Hazel Guilbeau.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Cooperate on window displays. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** $45.

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

Operator: Calcasieu Broadcasting Company, Majestic Hotel. **Phone:** 82. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 26, 1935.

General manager: T. B. Lanford. **Station manager:** C. R. Porter. **Commercial manager:** Frank Carroll. **Program director:** Walter Melson. **Chief engineer:** E. C. Moses.

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.

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. **Phone:** 4321. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. **Station manager:** J. C. Liner, Sr. **Program director, artists bureau head, musical director:** Don Breitenmoser. **Chief engineer:** O. L. Morgan.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** $50.

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

Operator: WDSU, Inc., Hotel Monteleone. **Phone:** Raymond 7135. **Power:** 1,000 watts on 1250 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** July 23, 1923.

President: J. H. Uhalt. **Vice-president, commercial manager:** P. K. Ewing. **Chief engineer:** Kenneth Erwin. **Musical director:** Alberta Hodges.

Rep: John Blair & Co. **Seating facilities:** No information given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $180.

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.

WJBW, NEW ORLEANS

Operator: C. C. Carlson, Goldchaux Bldg. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Base rate:** $26 (½ hr.).

No other information available after repeated requests.

WNOE, NEW ORLEANS

Operator: James A. Noe, 720 Common St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Base rate:** $25 (½ hr.).

No other information available after repeated requests.

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. **Phone:** Main 5920. **Power:** 5,000 and

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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.)

President: E. V. Richards. **General manager:** H. Wheelahan. **Commercial manager:** T. J. Fontelieu. **Program director, artists bureau head:** W. J. Brengel. **Chief engineer:** H. G. Nebe. **Musical director:** Ettore Fontana. **Publicity director:** Harry Arthur.

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 (½ 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

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2196. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. **Station manager:** Vincent F. Callahan. **Sales manager:** Paul Beville. **Merchandising director:** Louis Read. **Program director:** James Willson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

Rep: The Katz Agency. **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 (½hr.).

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

Operator: Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

Station manager: G. V. Wilson. **Commercial manager:** David Wilson. **Program and publicity director:** Elizabeth Alford. **Chief engineer:** R. M. Dean.

Rep: None. **Seating facilities:** Can accommodate 45 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Yes. **Base rate:** $30 (½ hr.).

Copy restrictions: All standard restrictions observed. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15-7:20 A.M., 12:15-12:20 P. M., 6:15-6:25 P.M., all Monday through Saturday; also 10 three-minute flashes per day, Monday through Saturday; 12:15-12:20 P.M., 5:15-5:20 P.M., 7:30-7:45 P.M., all Sunday.

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.)

President: John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head, publicity director:** B. G. Robertson. **Chief engineer:** C. H. Maddox.

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

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P.M., 5:30 P.M., 10:15 P.M., all five minutes, all Monday through Saturday.

KWKH, 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.)

President: John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony. **Publicity director:** B. G. Robertson.

For representative, services, and copy restrictions, see KTBS, Shreveport.

Base rate: $275. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30-7:35 A.M., 12:15-12:20 P.M., 5:30-5:40 P.M., Monday through Saturday.

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

Androscoggin	17,720	Knox	8,160	Somerset	10,060
Aroostook	17,320	Lincoln	4,630	Waldo	5,600
Cumberland	34,650	Oxford	10,430	Washington	9,650
Franklin	5,290	Penobscot	22,670	York	19,260
Hancock	8,830	Piscataquis	4,920		
Kennebec	17,290	Sagadahoc	4,620		

WRDO, AUGUSTA

Operator: WRDO, Inc., 1 Commercial St. **Phone:** 2285. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Mutual; Yankee and Colonial Networks; Maine Broadcasting System. **Opened:** Feb. 23, 1932.

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

Operator: Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** June 30, 1923.

General manager: F. B. Simpson. **Station manager:** R. M. Wallace. **Program director:** Maurice Dolbier. **Chief engineer:** Nelson Lawson.

Rep: Gene Furgason & Co. **Seating facilities:** Approximately 100. **Merchandising:** None. **Foreign language programs:** Accept both programs and announcements. **Artists bureau:** No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. **Stock:** Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. **Base rate:** $90.

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

Operator: Maine Broadcasting Co., Inc., 100 Main St. **Phone:** 6023; 9808. **Power:** 1,000 and 500 watts on 620 kc. **Affiliation:** NBC Basic Supplementary Group; Yankee Network; Colonial; Mutual. **Opened:** 1926.

Manager-director, publicity: Thompson L. Guernsey. **Assistant manager:** Edward Guernsey. **Program director:** Irving Hunter. **Chief engineer:** Bernard Kellom. **Musical director:** Norman Lambert.

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Rep: Weed & Co. **Seating facilities:** Studio seats 120; observation room seats 25. **Merchandising:** Contact dealers: distribute publicity and promotional material to wholesalers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $120.

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

Operator: Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Aug. 21, 1938. (Note: Stockholders of the Twin City Broadcasting Co., Inc., also own Le Messager, French language daily).

Treasurer: Faust O. Couture. **Station and commercial manager:** Bernard R. Howe. **Program director:** Roger Levenson. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Will notify dealers of new campaigns on WCOU stationery, sponsor to be billed at cost. **Foreign language programs:** Will accept French announcements and programs from 6 to 7 A.M. weekdays, and 9 A.M. to noon Sundays. **Artists bureau:** Setup nominal only. **Base rate:** $60.

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.).

Director: George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Arthur F. Kendall.

Rep: Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** French language broadcasts occasionally accepted but not invited. **Artists bureau:** Nominally maintained to pick artists from available supply in city. **Base rate:** $160.

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

Operator: Portland Broadcasting System, Inc., Columbia Hotel. **Phone:** 2-7489. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** CBS. **Opened:** Aug. 3, 1938. (Note: This station is affiliated with the Press Herald and Express, Gannett newspapers).

President: Guy P. Gannett. **Station manager:** Creighton E. Gatchell. **Program director:** Richard E. Bates. **Chief engineer:** Roger D. Hodgkins.

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:**

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100 watts on 1420 kc (specified hours). **Affiliation:** None. **Opened:** January, 1930.

General and station manager: R. W. MacIntosh. **Commercial manager, chief engineer:** L. E. Hughes. **Program and publicity director:** Ted Coffin. **Artists bureau head:** Bill Davis. **Musical director:** Ted Davis.

Rep: Cox and Tanz. **Seating facilities:** Main studio, 50; auditorium studio available seating up to 700. **Merchandising:** Preplug 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, WCSH, 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 90% of urban families; rural ownership is 130,000, or 82% of rural families.)

Radio Homes by Counties

Allegany	16,220	Charles	2,830	Prince Georges	12,120
Anne Arundel	10,300	Dorchester	5,470	Queen Annes	3,090
Baltimore	24,050	Frederick	11,170	St. Marys	2,590
Baltimore City	187,770	Garrett	3,610	Somerset	4,940
Calvert	1,770	Harford	6,330	Talbot	4,180
Caroline	3,860	Howard	3,120	Washington	14,160
Carroll	7,290	Kent	3,120	Wicomico	6,830
Cecil	5,150	Montgomery	10,490	Worcester	4,640

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.)

Station and commercial manager: H. C. Burke. **Program manager:** Paul Girard. **Chief engineer:** Gerald W. Cooke. **Musical director:** Bob Iula.

Rep: International Radio Sales. **Seating facilities:** Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $340.

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

Operator: The Monumental Radio Co., 811 W. Lanvale St. **Phone:** Madison 7222. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** CBS. **Opened:** May, 1922.

Vice-president: L. Waters Milbourne. **Program director:** Gordon A. Scheihing. **Chief engineer:** Martin L. Jones. **Publicity director:** L. W. Milbourne.

Rep: Paul H. Raymer Co. **Seating facilities:** Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** 47,000 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. **Base rate:** $275.

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;

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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

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

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8:45 A.M., 12:40 P.M., 10 P.M., all five minutes, all Sunday.

WCBM, BALTIMORE

Operator: Baltimore Broadcasting Corp., 114 W. Lexington St. **Phone:** Plaza 5350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** 1924.

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. **Artists 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

Operator: The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basid Red. **Opened:** June 4, 1922.

President: Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbrogulio. **Publicity director:** Robert S. Maslin, Jr.

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

Operator: Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

General manager: H. B. McNaughton. **Chief engineer:** George Lenhert.

Rep: Joseph Hershey McGillvra. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $86.25.

Copy restrictions: Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45 A.M., 10:30 A.M., 12:45 P.M., all 15 minutes, all Monday through Saturday; 5:25-5:30 P.M., 5:40-5:45 P.M., 6:30-6:45 P.M., every day; 8:45-9 A.M., noon-12:15 P.M., Sunday only.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Winchester Hall. **Phone:** Frederick 1466. **Power:** 500 watts on 900 kc (to local sunset). **Affiliation:** None. **Opened:** Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley. **Publicity director:** Hugh F. Ferguson.

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-

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ploitation for too many benefit performances." **Base rate:** $60 (one hour, 13 times).

Copy restrictions: Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 12:15 P.M., 6 P.M. (last varies with sunset time), all five minutes, all daily; 10:30-10:35 A.M., Sunday only.

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 29, 1932.

General manager: Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Amos Harper. **Chief engineer:** Harold Brewer.

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

Operator: Frank M. Stearns, 315 E. Main St. **Phone:** 1540; 1541. **Power:** 250 watts on 1200 kc (daytime). **Affiliation:** Maryland Coverage Network. **Opened:** Nov. 17, 1937.

Owner, commercial manager: Frank M. Stearns. **Program director:** Deane S. Long. **Chief engineer:** Richard W. Bullers. **Musical director:** William Heaton.

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:** UP. **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

Barnstable	9,550	Franklin	12,840	Norfolk	73,210
Berkshire	29,990	Hampden	81,090	Plymouth	42,530
Bristol	87,060	Hampshire	16,730	Suffolk	200,230
Dukes	1,510	Middlesex	223,760	Worcester	116,080
Essex	123,560	Nantucket	1,060		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Foster II. **Artists bureau head:** Van D. Sheldon. **Publicity:** A. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** $200.

Copy restrictions: Accept beer and wines;

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Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **News periods:** 7:30 A.M., noon, 6:45 P.M., midnight, all 15 minutes, all Monday through Saturday; 7:45 A.M., 2:45 P.M., 7 P.M., midnight, all 15 minutes, all Sunday only.

WBZ-WBZA, 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.

WEEI, 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

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(to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

Base rate: $120.

No further information available after several requests.

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.

Managing director, station manager, chief engineer: Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Reilly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

Rep: None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** $120.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. library:** NAB; Davis & Schwegler. **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

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Chief engineer:** Paul A. deMars. **Merchandising:** Carleton McVarish (manager), Robert C. Taylor. **Station promotion:** Frank Foster, II. **Artists bureau head:** Van D. Sheldon. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete talent roster available. **Base rate:** $400.

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

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. **Phone:** Commonwealth 5100. **Power:** 500 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** 1926.

President: Harold A. Lafount. **Manager:** George Lasker. **Program director:** Robert N. Perry. **Chief engineer:** George Luckey. **Publicity director:** Marjorie L. Spriggs.

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

Operator. Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. **Phones:** 450-451. **Power:** 1,000 watts on 1450 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1921.

President, treasurer, station manager: William T. Welch. **Commercial manager:** Leonard C. Cox. **Program director, artists bureau head:** Josephine Y. Welch. **Chief engineer:** John C. Pavao. **Musical director:** Frank L. Cotter. **Publicity director:** Francis J. McLaughlin, Jr.

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

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of the FCC. **E. T. library:** Standard. **News:** WSAR local news; Yankee Network News Service. **Local news periods:** 10:15 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday. **Yankee news:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:30 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only.

WHAI, GREENFIELD

Operator: John W. Haigis, 354 Main St. **Phone:** 4301. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** May 15, 1938.

Owner: John W. Haigis. **Station manager, chief engineer:** James L. Spates. **Program and musical director:** Warren Greenwood. **Artists bureau head:** Bob Findley. **Publicity director:** Ken Houseman.

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.

Copy restrictions: Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. **E. T. library:** NBC Thesaurus. **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.

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.)

President, treasurer: A. H. Rogers. **Station manager:** Irving E. Rogers. **Commercial manager:** David M. Kimel. **Program and musical director:** Stanley N. Schultz. **Chief engineer:** Herbert W. Brown. **Artists bureau head, publicity director:** H. Harrison Flint.

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 22148. **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.)

President: A. S. Moffat*. **Station manager:** Robert F. Donahue. **Commercial manager:** Haskell Bloomberg. **Program director:** Tom Clayton. **Chief engineer:** Anthony Michaels.

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.*

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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.)

General manager: Irving Vermilya. **Commercial manager, program director:** Paul Stiles. **Chief engineer:** Clyde Pierce.

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. **WNBH news:** 10 A.M., 12:45 P.M., 5:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

WBRK, PITTSFIELD

Operator: Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

President: Harold Thomas.* **Commercial manager:** Bruff W. Olin. **Program director:** Walcott A. Wyllie. **Chief engineer:** Norman Blake. **Publicity director:** Robert Burbank.

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.

Copy restrictions: Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 10:45-11 P.M., all Monday through Saturday; 12:30 P.M., 6 P.M., 10:45 P.M., all 15 minutes, all Sunday.

* *Also general and station manager of WATR, Waterbury, Conn.*

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Charles. **Phone:** 7-1414. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1932.

President: A. S. Moffat.* **Station manager:** A. W. Marlin. **Program director, artists bureau head:** F. Turner Cooke. **Chief engineer:** Earl Hewinson. **Musical director:** Paul Pelletier. **Publicity director:** Carl Raymond.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios, accommodate about 35 persons. **Merchandising:** Service rendered to sponsor in accordance with needs. **Foreign language programs:** Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. **Artists bureau:** Setup nominal only. **Base rate:** $125.

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

Operator: Connecticut Valley Broadcasting Co., 63 Chestnut St. **Phone:** 6-2757. **Power:** 500 watts on 1140 kc (operates to 1 hour after sunset). **Affiliation:** Mutual; Colonial Network; Yankee Network. **Opened:** June 3, 1936.

President, station manager: Quincy A. Brackett. **Commercial manager:** Milton W. Stoughton. **Program and musical director:** Wayne H. Latham. **Artists bureau**

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head: Elwin N. Tacy. **Chief engineer:** Hillis W. Holt. **Publicity director:** Howard S. Keefe.

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

Operator: Alfred F. Kleindienst, 65 Elm St. **Phone:** 5-3101. **Power:** 500 watts on 1280 kc. **Affiliation:** CBS. **Opened:** February, 1925.

Owner, operator: Alfred F. Kleindienst. **Acting director:** Mildred P. Stanton. **Commercial manager:** Lawrence Miron. **Musical director:** Maurice Diamond.

Rep: Weed & Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Any type of merchandising is provided at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $150.

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.)

Managing director: Edward E. Hill. **Commercial manager:** Howard J. Perry. **Program director:** Henry M. O'Toole. **Chief engineer:** Prof. Hobart H. Newell. **Publicity director:** Frederick Rushton. **Traffic manager:** Robert W. Booth.

Rep: Edw. Petry & Co. **Seating facilities:** Studio A, 50 persons; studio B, 25 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $160.

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.)

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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

Alcona	1,050	Gratiot	7,150	Missoukee	1,490
Alger	1,680	Hillsdale	7,240	Monroe	11,970
Allegan	9,510	Houghton	10,740	Montcalm	7,000
Alpena	3,910	Huron	6,620	Montmorency	610
Antrim	2,350	Ingham	28,860	Muskegon	19,860
Arenac	1,690	Ionia	8,350	Newaygo	4,060
Baraga	1,810	Iosco	1,760	Oakland	49,310
Barry	5,520	Iron	4,100	Oceana	3,340
Bay	15,200	Isabella	4,620	Ogemaw	1,480
Benzie	1,660	Jackson	22,360	Ontonagon	2,200
Berrien	20,200	Kalamazoo	22,250	Osceola	2,980
Branch	6,370	Kalkaska	920	Oscoda	360
Calhoun	21,980	Kent	59,010	Otsego	1,160
Cass	5,400	Keweenaw	1,020	Ottawa	12,770
Charlevoix	2,760	Lake	1,020	Presque Isle	2,140
Cheboygan	2,560	Lapeer	5,920	Roscommon	540
Chippewa	5,140	Leelanau	1,740	Saginaw	27,570
Clare	1,680	Lenawee	12,720	St. Clair	16,290
Clinton	5,790	Livingston	4,710	St. Joseph	8,230
Crawford	730	Luce	1,040	Sanilac	6,360
Delta	6,740	Mackinac	1,880	Schoolcraft	1,760
Dickinson	6,210	Macomb	17,660	Shiawassee	9,600
Eaton	8,320	Manistee	4,140	Tuscola	7,330
Emmet	3,490	Marquette	9,280	Van Buren	8,640
Genesee	49,020	Mason	4,380	Washtenaw	17,130
Gladwin	1,570	Mecosta	3,800	Wayne	428,960
Gogebic	6,040	Menominee	4,970	Wexford	3,910
Grand Traverse	4,370	Midland	4,140		

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.)

Owner: A. L. Miller. **Station manager:** Dan E. Jayne. **Commercial manager:** Forrest Flagg Owen. **Chief engineer:** Raymond B. Roof. **Program director:** Alden Haight.

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

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. **Phone:** 4212-3. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: S. W. Edwards. **Musical director:** Lionel H. DeRemer. **Chief engineer:** Ralph H. Carpenter.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** German program current. **Base rate:** $100.

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.**

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library: NBC Thesaurus. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:15 P.M., every day.

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 cooperates "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. Kempthorne. **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 Arabian 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.

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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

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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?"

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WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. **Phone:** Madison 4440. **Power:** 50,000 watts on 750 kc. **Affiliation:** CBS. **Opened:** 1922.

President: G. A. Richards*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Sales manager:** Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** $700.

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

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. **Phone:** Madison 9100. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1925.

President: E. J. Hunt. **General and commercial manager:** H. M. Steed. **Vice-president, treasurer:** E. A. Wooten. **Chief engineer:** E. H. Clark. **Musical director:** Al Gross.

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 Shustakavich; 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. library:** Lang-Worth; Standard; Associated. **News:** Transradio. **News periods:** 11 A.M., 3 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

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.)

Manager: W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** James Jewell. **Chief engineer:** Walter Hoffman. **Musical director:** Herbert Mertz.

Rep: George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** $475.

** 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

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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 & Schwegler. **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

Operator: King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network; Canadian Broadcasting Corp.; also originates some programs for Mutual and the Don Lee Broadcasting System. **Opened:** 1925.

President: George W. Trendle. **General manager, treasurer:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

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

Operator: Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

Station manager: Howard M. Loeb. **Commercial manager:** Frederick S. Loeb. **Program director:** Adrian R. Cooper. **Chief engineer:** Frank D. Fallain. **Musical director:** William Geyer. **Publicity director:** R. V. Osgood.

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.)

President: George W. Trendle. **General manager:** H. Allen Campbell. **Station manager:** Stanley W. Barnett. **Commercial manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Publicity director:** T. Wilcox Putnam.

Rep: Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $125.

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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

Operator: WJMS, Inc., St. James Hotel Annex. **Phone:** 20. **Power:** 100 watts on 1420 kc. **Affiliation:** Arrowhead Network; Lake Superior Radio Group. **Opened:** Nov. 1, 1931.

General manager: N. C. Ruddell. **Program director:** Harry Wills. **Chief engineer:** R. L. Johnson.

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.

Copy restrictions: Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8-8:05 A.M., 9:30-9:45 A.M., 11:30-11:35 A.M., 12:10-12:15 P.M. (in Finnish), 12:30-12:45 P.M., 3-3:05 P.M., 6-6:05 P.M., 6:15-6:30 P.M. (sports news), 7:15-7:30 P.M., all apparently daily.

WIBM, JACKSON

Operator: WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

President: Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

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.

Copy restrictions: Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** NBC Thesaurus. **News:** From Michigan Radio Network and NBC; also AP and local. **News periods:** 8-8:05 A.M., 11:45-noon, 3:55-4 P.M., 7:15-7:30 P.M., all Monday through Friday.

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). **Affiliation:** Michigan Radio Network. **Opened:** 1930.

President and general manager: John E. Fetzer. **Program director:** Merlin Stonehouse. **Chief engineer:** Edwin Rector. **Publicity director:** "Patty" Criswell.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** No information given **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** $125.

Copy restrictions: Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15 A.M., 8:15 A.M., 11:15 A.M., 5:15 P.M., 7:15 P.M., all 15 minutes, all daily.

WJIM, LANSING

Operator: WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** Aug. 22, 1934.

General manager: Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch.

Rep: None. **Seating facilities:** None. **Merchandising:** Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $75.

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.,

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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

Operator: Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 and 100 watts on 1310 kc (specified hours). **Affiliation:** None. **Base rate:** $50.

No other information available after repeated requests.

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).

Vise-president, general manager: Grant F. Ashbacker. **Commercial manager:** Philip E. Sanford. **Program and musical director, artists bureau head:** Rolland Van Wyck. **Chief engineer:** George Krivitsky. **Publicity director:** Hilliard Gudelsky.

Rep: None. **Seating facilities:** None. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** $75.

Copy restrictions: Beer advertising accepted. **News:** UP.

WHLS, PORT HURON

Operator: Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Aug. 7, 1938.

General and commercial manager: Angus D. Pfaff. **Program director:** H. L. Stevens. **Chief engineer:** W. F. McDonnell. **Musical director:** L. Patterson. **Publicity director:** Fred Knorr.

Rep: None. **Seating facilities:** None. **Merchandising:** General merchandising cooperation available on a cost basis. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is a partnership between Harmon L. and Herman L. Stevens. **Base rate:** $40.

Copy restrictions: Accept beer and light wine advertising; adhere to NAB Code of Ethics; copy and product must conform to Federal Trade Commission rules. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except a 15-minute period at 12 noon, all Monday through Saturday; 10 A.M., noon, 7:45 P.M., all 15 minutes, all Sunday.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co., 212 W. Sixth St. **Phone:** Royal Oak 0815; Elmhurst 6524 (in Detroit). **Power:** 50 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: George B. Hartrick. **Station and commercial manager:** Ellis C. Thompson. **Program and publicity director:** Kirk Knight. **Chief engineer:** Luther McFarland.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; three Polish programs currently running. **Artists bureau:** None. **Base rate:** $40.

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.

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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

Aitkin	2,960	Isanti	2,360	Pipestone	2,520
Anoka	3,790	Itasca	5,340	Polk	6,850
Becker	4,260	Jackson	2,950	Pope	2,490
Beltrami	4,180	Kanabec	1,650	Ramsey	71,650
Benton	2,770	Kandiyohi	4,530	Red Lake	1,170
Big Stone	1,890	Kittson	1,770	Redwood	3,970
Blue Earth	7,540	Koochiching	2,990	Renville	4,470
Brown	5,030	Lac qui Parle	2,790	Rice	6,120
Carlton	4,310	Lake	1,720	Rock	2,190
Carver	3,400	Lake of the Woods	900	Roseau	2,300
Cass	3,070	Le Seuer	4,010	St. Louis	45,600
Chippewa	3,120	Lincoln	2,050	Scott	2,820
Chisago	2,810	Lyon	3,880	Sherburne	1,710
Clay	4,640	McLeod	4,290	Sibley	3,070
Clearwater	1,790	Mahnomen	1,060	Stearns	11,230
Cook	520	Marshall	3,070	Steele	3,940
Cottonwood	2,810	Martin	4,610	Stevens	1,860
Crow Wing	5,600	Meeker	3,550	Swift	2,740
Dakota	7,250	Mille Lacs	2,890	Todd	4,980
Dodge	2,500	Morrison	4,650	Traverse	1,530
Douglas	3,850	Mower	6,150	Wabasha	3,810
Faribault	4,460	Murray	2,450	Wadena	2,160
Fillmore	5,350	Nicollet	3,090	Waseca	3,030
Freeborn	6,010	Nobles	3,610	Washington	5,440
Goodhue	6,820	Norman	2,600	Watonwan	2,660
Grant	1,800	Olmsted	7,360	Wilkin	1,800
Hennepin	128,770	Otter Tail	9,380	Wiona	8,390
Houston	2,830	Pennington	2,100	Wright	5,470
Hubbard	1,960	Pine	3,940	Yellow Medicine	3,100

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., WEBC 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-

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gram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

General manager: W. C. Bridges. **Commercial manager:** T. W. Gavin. **Chief engineer:** C. Persons. **Publicity director:** Earl Almquist.

Rep: George P. Hollingbery Co. **Seating facilities:** About 100. **Merchandising:** Contact dealers and retailers, by mail or personal calls. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $148.50.

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., 5-5:05 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

Operator: Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

Station manager: C. L. Jaren. **Program director:** H. H. Warner. **Musical director:** A. Woodard. **Chief engineer:** John Hausler.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 100. **Merchandising:** Window trims; dealer contacts. **Foreign language programs:** Accepted; must be accompanied by English copy for censorship by station. **Artists bureau:** Yes; number of artists not listed. **Base rate:** $50.

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., 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.) Telegram; same ownership as WHLB, Virginia, and WEBC, Duluth).

General manager: W. C. Bridges. **Station manager:** H. S. Hyett. **Chief engineer:** C. B. Persons.

Rep: George P. Hollingbery Co. **News:** No service listed. **Seating facilities:** None. **Merchandising:** Suitable service rendered without cost. **Foreign language programs:** Accepted for daytime periods; none during evening. **Artists bureau:** None. **Base rate:** $60.

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.)

Owner: F. B. Clements. **Station manager:** Ray E. Schwartz. **Commercial manager, publicity director:** Charles A. Kennedy. **Program director, artists bureau head:** Clinton Johnson. **Chief engineer:** H. D. Kimberly. **Musical director:** Mert Floe.

Rep: None. **Seating facilities:** None. **Merchandising:** Pre-announcements, window cards, newspaper publicity and sampling rendered at no extra charge. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $80.

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).

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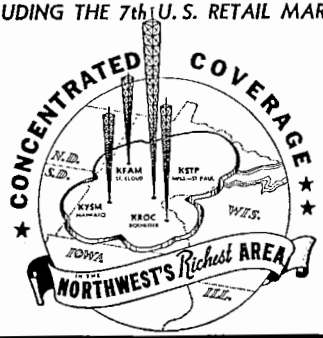
NO ONE RADIO STATION COVERS THE ENTIRE STATE OF MINNESOTA

...*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
PRIMARY AREA ONLY

KEY STATION		TOTAL POPULATION	RADIO HOMES	RETAIL SALES	SPENDABLE INCOME
KSTP	TWIN CITIES P.A. - 40 Counties	1,619,118	338,413	$792,166,000	$919,664,000
KROC	ROCHESTER P.A. - 10 Counties	261,600	56,450	82,537,000	130,516,000
KYSM	MANKATO P.A. - 12 Counties	258,200	53,920	62,343,000	98,763,000
KFAM	SAINT CLOUD P.A. - 9 Counties	221,200	41,780	49,678,000	84,249,000
Total	IN PRIMARY AREA OF MINN. NETWORK	2,360,118	490,563	$986,724,000	$1,233,192,000

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

KSTP
Northwest's Leading Radio Station

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.

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Power: 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; North Central Broadcasting System. **Opened:** April 1, 1928.

President: Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Violet Murphy. **Musical director:** Leonard Leigh. **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 under this bureau. **Base rate:** $240 (½ 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; 10:1b P.M. (duration not listed), Sunday only.

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Inc., 7th St. and 2nd Ave., So. **Phone:** Main 1202. **Power:** 50,000 watts on 810 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1924.

General and station manager: Earl H. Gammons. **Commercial manager:** Carl J. Burkland. **Program director:** Hayle C. Cavanor. **Chief engineer:** Hugh S. McCartney. **Artists bureau head:** Al Sheehan. **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.

Copy restrictions: Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star. **News periods:** 7:15-7:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 2:50-2:55 P.M., 5:15-5:30 P.M. (latter Minneapolis Star news), Monday through Friday; 10:15-10:30 P.M., Sunday through Friday.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Geo. W. Young, Hotel Nicollet. **Phones:** BR 7777; MI 6363. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual Broadcasting System. **Opened:** Dec. 23, 1923.

Owner-manager: Geo. W. Young.

Rep: William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Accepted if English translation is sent with copy for scrutiny. **Artists bureau:** None. **Base rate:** $140.

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

Operator: WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. **Phone:** Nestor 6501. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 8, 1936.

General, station and commercial manager: Edward Hoffman. **Production and publicity manager:** Frank Devaney. **Chief engineer:** Mat Walz. **Musical director:** Lil Jones.

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.

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WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. **Phones:** Ma 6562 (Minneapolis); Cedar 3606 (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.)

General manager: Clarence T. Hagman. **Commercial manager:** Lee Whiting. **Production manager:** Robert De Haven. **Technical director:** John Sherman. **Musical director:** Frank Zdarsky.

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 broadsides, 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

Operator: KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 26, 1937.

President: R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhard Steenley, Jr. **Program director:** Arv Johnson. **Chief engineer:** Robert F. Schulz.

Rep: None. **Seating facilities:** None. **Merchandising:** None listed. **Foreign language programs:** Swedish or Norwegian acceptable. **Artists bureau:** None. **Stock:** Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. **Base rate:** $50.

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

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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.

WCAL, NORTHFIELD

Operator: St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares ⅓ daytime with WLB). **Opened:** In 1918 as 9AMH; in 1920 at 9YAJ; in 1922 as WCAL.

This station is non-commercial.

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, 100 First Ave. Bldg. **Phones:** 3924; 3925; 2727. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Minnesota Radio Network; NBC Basic Supplementary with Red or Blue. **Opened:** October 1, 1935.

Station manager: Gregory P. Gentling. **Commercial manager:** E. Anson Thomas. **Program director:** Dwight J. Merriam. **Studio director:** Gerald Wing. **Chief engineer:** Fred C. Clarke.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 250 persons. **Merchandising:** Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. **Foreign language programs:** Accept transcriptions only. **Artists bureau:** Yes; lists 50 artists and 6 orchestras. **Base rate:** $85.

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.)

Station manager: George B. Bairey. **Program director:** LaVell Waltman. **Chief engineer:** Robert Witschen.

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:** 7-7:05 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, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. **Commercial manager:** Barney Irwin. **Program director, publicity:** Wayne C. Byers. **Chief engineer:** C. B. Persons.

Rep: None. **Seating facilities:** Visitors' lounge, about 100 persons. **Merchandising:** None. **Foreign language programs:** Daily except Sunday, 11 to 11:30 A.M. **Artists bureau:** None. **Base rate:** $75.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. **E. T. library:** None. **News:** UP; AP. **News periods:** 7:35 A.M., 8:25 A.M. (from CBS), 10:25 A.M., 11:15 A.M., 12:55 P.M., 5 P.M. (from CBS), 10:15 P.M. (duration of newscasts not listed), all Monday through Saturday.

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).

President: M. H. White. **Station and commercial manager:** L. L. McCurnin. **Program and publicity director:** L. A. Gifford. **Chief engineer:** Maurice Reutter. **Musical director:** Margaret Johnson.

Rep: None. **News:** AP.

No other information available.

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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

Adams	3,580	Itawamba	1,380	Pike	3,770
Alcorn	2,660	Jackson	2,050	Pontotoc	1,780
Amite	1,540	Jasper	1,390	Prentiss	1,540
Attala	2,380	Jefferson	1,280	Quitman	2,200
Benton	750	Jefferson Davis	1,040	Rankin	1,740
Bolivar	7,250	Jones	5,040	Scott	1,770
Calhoun	1,490	Kemper	1,700	Sharkey	1,360
Carroll	1,530	Lafayette	1,910	Simpson	1,760
Chickasaw	1,810	Lamar	1,230	Smith	1,400
Choctaw	970	Lauderdale	7,840	Stone	530
Claiborne	1,180	Lawrence	980	Sunflower	6,040
Clarke	1,770	Leake	1,700	Tallahatchie	3,150
Clay	1,940	Lee	3,720	Tate	1,490
Coahoma	5,600	Leflore	6,090	Tippah	1,470
Copiah	2,810	Lincoln	2,610	Tishomingo	1,370
Covington	1,160	Lowndes	3,800	Tunica	2,030
De Soto	2,120	Madison	3,380	Union	2,000
Forrest	4,650	Marion	1,920	Walthall	990
Franklin	1,130	Marshall	2,080	Warren	6,340
George	620	Monroe	3,680	Washington	7,070
Greene	980	Montgomery	1,510	Wayne	1,220
Grenada	1,840	Neshoba	2,260	Webster	990
Hancock	1,390	Newton	1,880	Wilkinson	1,250
Harrison	7,040	Noxubee	2,220	Winston	1,880
Hinds	12,510	Oktibbeha	1,830	Yalobusha	1,870
Holmes	3,710	Panola	2,550	Yazoo	2,610
Humphreys	2,520	Pearl River	2,100		
Issaquena	550	Perry	730		

WGCM, GULFPORT

Operator: WGCM, Inc., Box 207. **Phone:** 1111. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1929.

Station and commercial manager: F. C. Ewing.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy indicated. **Artists bureau:** Setup nominal only. **Base rate:** $40.

Copy restrictions: None listed. **News:** Transradio.

WGRM, GRENADA

Operator: P. K. Ewing, Grenada. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1938.

Base rate: $50.

No other information available.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc., 109 Walnut St. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None.

Base rate: $25 (½ hr.).

No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Hotel Heidelberg (studios), Lamar Life Bldg. (advertising department). **Phones:** 2-2641 (studios); 2-1183 (advertising). **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** Dec. 7, 1929.

Station manager: Wiley P. Harris. **Commercial manager:** C. A. Lacy. **Program director:** Maurice Thompson. **Production and publicity director:** Ralph Maddox. **Chief engineer:** Percy G. Root.

Rep: George P. Hollingbery Co. **Seating facilities:** Studio seats 100 persons; local hotel roof garden seats 300; local theatre seats 1,000. **Merchandising:** Program publicity rendered gratis by advance announcement, and through official publication; all other services rendered at actual cost. **Foreign language programs:** Accept-

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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. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., 9:45 A.M., 12:15 P.M., 2:45 P.M., 5:15 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 1:15 P.M., 4:30 P.M., 10:15 P.M. 11 P.M., all 15 minutes, all Sunday.

WSLI, JACKSON

Operator: Standard Life Insurance Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 23, 1938.

Station manager: L. M. Sepaugh. **Commercial manager:** F. E. Wilkerson, Jr. **Program director:** Vassar Dubard. **Chief engineer:** George McInnis. **Musical director:** Mrs. George Philp.

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

Operator: New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

President: D. A. Matison. **Station manager:** R. V. De Gruy. **Commercial manager:** Hugh M. Smith. **Program director:** Paul Wilson. **Chief engineer:** A. A. Touchstone.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No call for these; foreign population too low. **Artists bureau:** None. **Base rate:** $30.

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

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS.

Manager: D. W. Gavin.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Will handle any merchandising or special exploitation required by sponsor. **Foreign language programs:** No policy indicated. **Artists bureau:** Yes; number of artists not listed. **Base rate:** $76.50.

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.

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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

Adair	4,290	Grundy	3,630	Perry	2,130
Andrew	2,420	Harrison	3,110	Pettis	8,140
Atchison	2,280	Henry	4,840	Phelps	2,800
Audrain	4,910	Hickory	1,060	Pike	3,970
Barry	3,910	Holt	2,350	Platte	2,540
Barton	2,700	Howard	2,750	Polk	3,010
Bates	4,270	Howell	3,400	Pulaski	1,770
Benton	1,970	Iron	1,570	Putnam	1,970
Bollinger	1,690	Jackson	131,600	Ralls	1,910
Boone	7,340	Jasper	18,860	Randolph	6,580
Buchanan	25,550	Jefferson	5,630	Ray	3,950
Butler	4,330	Johnson	4,550	Reynolds	1,230
Caldwell	2,480	Knox	1,800	Ripley	1,620
Callaway	3,370	Laclede	2,800	St. Charles	4,970
Camden	1,360	Lafayette	5,890	St. Clair	2,300
Cape Girardeau	6,750	Lawrence	4,480	St. Francois	6,720
Carroll	3,930	Lewis	2,500	St. Louis	49,150
Carter	820	Lincoln	2,610	St. Louis City	230,130
Cass	4,110	Linn	5,250	Ste Genevieve	1,720
Cedar	1,990	Livingston	3,840	Saline	6,300
Chariton	3,360	McDonald	2,210	Schuyler	1,350
Christian	2,050	Macon	4,700	Scotland	1,670
Clark	2,000	Madison	1,660	Scott	4,500
Clay	6,330	Maries	1,150	Shannon	1,570
Clinton	2,970	Marion	8,280	Shelby	2,380
Cole	6,060	Mercer	1,600	Stoddard	4,140
Cooper	3,850	Miller	2,900	Stone	1,700
Crawford	1,750	Mississippi	2,570	Sullivan	2,600
Dade	2,030	Moniteau	2,220	Taney	1,450
Dallas	1,540	Monroe	2,620	Texas	2,740
Daviess	2,650	Montgomery	2,500	Vernon	4,920
De Kalb	1,900	Morgan	1,790	Warren	1,380
Dent	1,680	New Madrid	4,400	Washington	2,310
Douglas	1,860	Newton	4,950	Wayne	1,790
Dunklin	5,470	Nodaway	5,170	Webster	2,500
Franklin	5,820	Oregon	1,800	Worth	1,160
Gasconade	2,210	Osage	1,770	Wright	2,590
Gentry	2,740	Ozark	1,230		
Greene	20,610	Pemiscot	5,750		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, KFVS Radio Home, 324 Broadway. **Phone:** 2104. **Power:** 250 and 100 watts on 1210 kc (divides time with WEBQ). **Affiliation:** None. **Opened:** May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. **Program and musical director:** Virginia Bahn. **Chief engineer:** Ralph L. Hirsch.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will cooperate with advertiser on request; all services bear a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: Commercial copy limited to 20% of program time; all copy must conform to station standards, government regulations, and NAB Code of Ethics. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 4:30-4:35 P.M., 5:30-5:35 P.M., 6:30-6:35 P.M., 7:15-7:30 P.M., all Monday through Saturday; 9:30-9:35 P.M., 10:30-10:35 P.M., Tuesday, Thursday, Saturday.

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KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 and 500 watts on 550 kc (shares time with KSD). **Opened:** Dec. 14, 1924.

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.)

President: Elzey Roberts. **Station manager:** C. L. Thomas. **Commercial manager:** Walter Weiler. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Foster Brown. **Publicity director:** Bruce Barrington.

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.

Copy restrictions: No hard liquor accepted; some patent medicines taken; copy must conform to rules of "good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:10 A.M., noon-12:15 P.M., 3-3:10 P.M., 7-7:15 P.M., all daily.

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.).

President: R. C. Goshorn. **Business manager:** R. L. Rose. **Program director:** John J. Corrigan.

Rep: Sears & Ayer: **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through News and Tribune, including daily program listings, display advertisements and Sunday radio column. **Artists bureau:** Setup nominal only. **Base rate:** $60.

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

Operator: Joplin Broadcasting Co., Keystone Hotel. **Phone:** 330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1926. (Note: Part of WMBH's stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. **Assistant manager:** E. Smart. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **Publicity director:** Tom Aden.

Rep: Sears & Ayer. **Seating facilities:** Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,200; 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., 10:50 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

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1925.

President: T. L. Evans. **General manager:** Larry Sherwood. **Commercial manager:** Hal Makelim. **Production director:** Robert Grey. **Chief engineer:** L. C. Sigmon. **Musical director:** Bert Buhrman. **Continuity editor:** Betty Jo Le Vec. **Special events and public features director:** Jimmie Coy.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $120.

Copy restrictions: Hard liquor advertisements not accepted. **E. T. library:** NBC

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Arthur B. Church
President

Karl Koerper
Vice-President

THE ONLY STATION IN KANSAS CITY

...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
OF KANSAS CITY

The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives
National Program Sales:
Columbia Artists Bureau, 485 Madison Ave., New York
Geo. E. Halley, 400 Deming Place, Chicago

KMBC is the ONLY Kansas City station originating regular coast-coast network programs. Since KMBC joined CBS in 1927, more than 3000 programs have be originated to the Columbia network. The Texas Rangers are the only Kansas City radio arti who have been commissioned by a state governor—former Governor James V. Allred of Tex. Saturday afternoons at 2:30 Eastern Daylight Saving Time.

KMBC is the ONLY Kansas City station which dramatizes its tal to the audience in a big variety show—is, in fact, the ***only*** station with the talent to prod such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audienc week after week.

KMBC is the ONLY Kansas City station which maintains a consist policy of covering completely public events of special public interest, and KMBC is the ***only*** stat with a short wave car to broadcast news where it happens, when it happens. Above, Neal Kee airs first public remarks of Acting City Manager and Acting Police Director in city clean up.

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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

Operator: First National Television, Inc., Fidelity Bldg. **Phone:** Harrison 5818. **Power:** 1,000 watts on 1530 kc. **Affiliation:** None. **Opened:** Dec. 31, 1934.

President: Richard K. Phelps. **Vice-president:** D. E. (Plug) Kendrick. **General manager:** L. I. (Jake) Jaquier. **Production manager:** John Hay (Jack) Stilwill. **Chief engineer:** Wayne Hatchett.

Rep: William G. Rambeau Co. **Seating facilities:** None.. **Merchandising:** Distribute advertising matter; supply data on coverage and market, and plans for merchandising. **Foreign language programs:** None. **Artists bureau:** None. **Base rate** $150.

Copy restrictions: Accept beer, but no wines or liquor; patent medicines must conform with Federal Trade Commission and other Federal regulations; all copy must be approved by station management. **E. T. library:** MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 6:55 A.M., 7:55 A.M., 9:55 A.M., 10:55 A.M., 11:55 A.M., 12:50 P.M., 1:55 P.M., 2:55 P.M., 3:55 P.M., all five minutes, plus one 15-minute period at 6:45 P.M. and one 10-minute period at 11:50 P.M., plus flashes every half-hour, all Monday through Saturday; 10:45 A.M., 1:30 P.M., 9:45 P.M., 11:45 P.M., all 15 minutes, all Sunday only.

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. **Phone:** HArrison 2650. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** CBS. **Opened:** 1921.

President, general manager: Arthur Burdette Church. **Vice-president:** Karl Koerper. **National program sales:** Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). **Program director:** Stuart Eggleston. **Chief engineer:** Ray Moler. **Studio director:** Kenneth Krahl. **Musical director:** P. Hans Flath. **Research director:** Mark N. Smith. **Artist bureau head:** James W. McConnell. **Publicity director:** Milton F. Allison. **News editor:** Erle H. Smith.

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 dailies and several hundred weekly newspapers; publicity department gives courtesty 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 (¼ hr.)

Copy restrictions: No beer, wines or liquors of any kind accepted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act. **E. T. library:** World; NAB; Lang-Worth. **News:** Transradio (Kansas City bureau housed at KMBC). **News periods:** 5:45-5:55 A.M., 7:15-7:25 A.M., 9:30-9:35 A.M., noon-12:05 A.M., 2:50-2:55 P.M., 6-6:15 P.M., (5:45-6 P.M. DST), 9:30-9:45 P.M., all Monday through Saturday; midnight-12:05 A.M., every day.

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.)

General and station manager: H. Dean Fitzer. **Assistant station manager, publicity director:** V. S. Batton. **Sales director:** R. Gardner Reames. **Program and musical director:** Harry J. Kaufmann. **Chief engineer:** Joseph A. Flaherty.

Rep: Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** Rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $360.

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).

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one of the
MANY
good stations
in Kansas City!

WHB

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WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. **Phone:** Harrison 1161. **Power:** 1,000 watts on 860 kc (to sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** April 15, 1922.

President, commercial manager: Donald Dwight Davis. **Station manager:** John T. Schilling. **Program director:** Dick Smith. **Program coordinator:** Nelson Rupard. **Chief engineer:** Henry Goldenberg. **Artists bureau head:** Charles Lee Adams. **Musical director:** Andy Anderson. **Client service manager, publicity director:** M. H. Straight. **Merchandising director:** Frank Barhydt. **Chief of news bureau:** Bob Caldwell.

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, POPLAR BLUFF

Operator: Don M. Lidenton, Bank of Poplar Bluff Bldg. **Power:** 100 watts on 1310 kc (to local sunset). **Affiliation:** None. **Opened:** May 21, 1938.

Station manager: Bill Bates. **Commercial manager:** Cliff Atkinson. **Program director:** Lee Jones. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest. **Publicity director:** Bill Tedrick.

Rep: None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Will print and distribute window cards, etc., on order at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $30.

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

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone:** 6-1314. **Power:** 2,500 and 500 watts on 680 kc (operates from 6 A.M. to Pacific Coast sunset). **Affiliation:** None. **Opened:** 1924.

President, station manager: B. Pitts. **Promotion manager:** J. Ted Branson. **National advertising manager:** Glenn Griswold. **Program director:** Harry H. Packard. **Chief engineer:** Wesley Koch. **Musical director:** Lawrence Parker.

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., 8:55 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.

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KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Inc., Mart Bldg. **Phone:** Central 8240. **Power:** 50,000 watts on 1090 kc. **Affiliation:** CBS. **Opened:** Dec. 25, 1925.

General and station manager: Merle S. Jones. **Commercial manager:** Kenneth W. Church. **Program director:** C. G. Renier. **Chief engineer:** Graham L. Tevis. **Musical director:** Ben Feld. **Promotion director:** J. Soulard Johnson.

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.

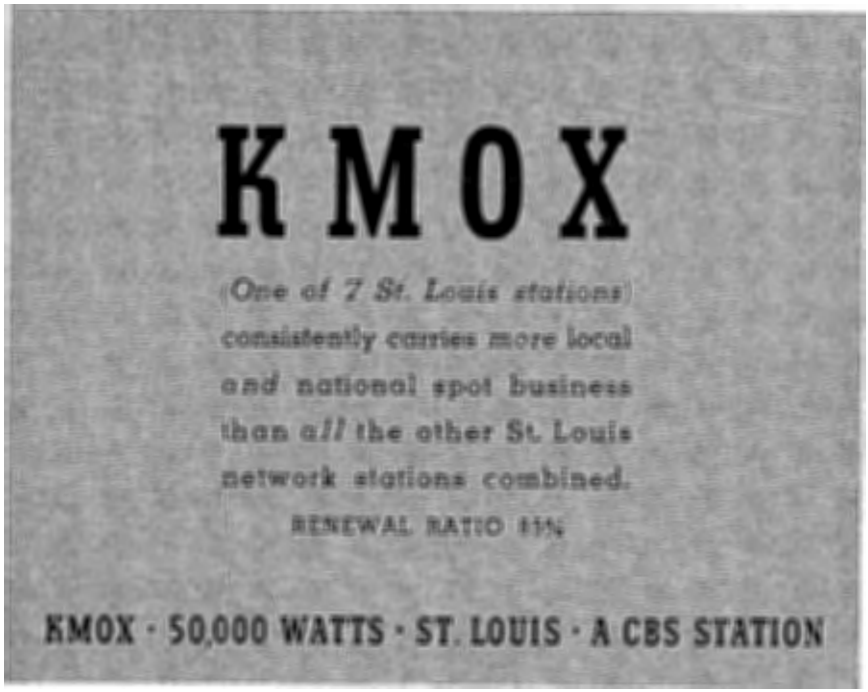
Copy restrictions: CBS program policies. **E. T. library:** Associated. **News:** UP-Day; UP-Night; UP-Radio; Transradio. **News periods:** 5:30-5:35 A.M., 5:45-5:55 A.M. (farm news), 6:55-7 A.M., 1:30-1:45 P.M., (women's news), 5:15-5:30 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9-9:15 A.M., Monday, Wednesday, Friday; 10-10:15 A.M., Tuesday, Thursday, Saturday; 11:45-midnight, Sunday through Friday; 10:30 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

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).

General manager, station manager: George M. Burbach. **Commercial manager:** Edward W. Hamlin. **Program director, publicity director:** Frank Eschen. **Chief engineer:** Robert L. Coe. **Musical director:** Russell David.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 30 persons. **Merchanding:** Accounts rendered every service through the merchandising and marketing research departments of the St. Louis



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Post-Dispatch. **Foreign language programs:** Both programs and announcements accepted. **Artists bureau:** None. **Base rate:** $333.

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

Operator: Thomas Patrick, Inc., Hotel Chase. **Phone:** Rosedale 3210. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Basic Blue; Mutual. **Opened:** March 17, 1927.

President and general manager: Robert T. Convey. **General sales manager:** V. E. Carmichael. **National sales manager:** Robert M. Sampson. **Station director:** Ray Dady. **Program director:** John W. Tinnea. **Production manager:** Dan Seyforth. **Musical director:** Rolla Coughlin. **Chief engineer:** James P. Burke. **Continuity chief:** Claire M. Harrison. **Public relations:** Gene Kemper.

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.

KXOK, 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.).

Station head: Elzey Roberts. **General manager:** Ray V. Hamilton. **Commercial manager:** Clarence Cosby.

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.

Copy restrictions: Accept beer; no wine or hard liquor. **E. T. library:** Associated; Standard. **News:** UP; INS. **News periods:** 8:15-8:30 A.M., 10:15-10:20 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 7:15-7:30 P.M., 8:45-9 P.M., 11-11:15 P.M., all Monday through Saturday; 9 A.M., 2:15 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Sunday.

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.

Faculty director: Father W. A. Burk, S.J. **Station manager:** A. S. Foster. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** L. B. Hagerman.

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

Operator: Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 9, 1922.

President, general manager: Lester A. Benson. **Vice-president in charge of sales:** Clarence W. Benson. **Commercial and business manager:** Edgar P. Shutz. **Program director:** Neil Norman. **Chief engineer:** Chal Stoup. **Musical director:** Allister Wylie. **Public relations:** Bill Durney. **Publicity director:** Bart Slattery. **Continuity editor:** David Pasternak.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Melbourne auditorium, 300 persons. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $150.

Copy restrictions: Commercials limited to 400 words per quarter hour; announce-

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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.)

Operator: Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. **Phones:** Bridge 3424; East 4390. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 19, 1935.

President: Lester E. Cox. **Station manager:** William H. West. **Program director, artists bureau head, musical director:** Paul Godt. **Chief engineer:** Thomas R. McLean.

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

Operator: Albert S. and Robert A. Drohlich doing business as Drohlich Bros. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1360. **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

Commercial....

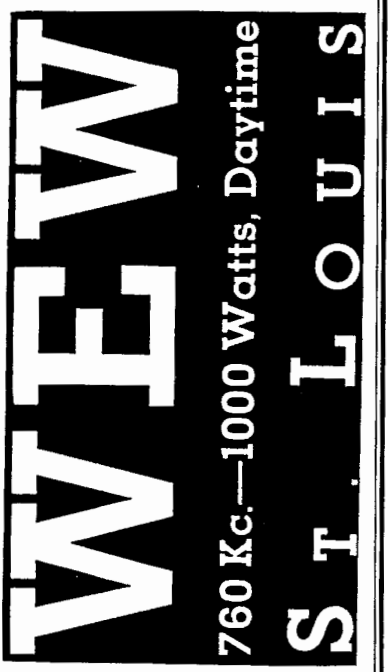
Only 22 Months, but LOOK!

Money has been made for both the station and our sponsors . . . from the start.

WEW's original client doubled his outlay with his first yearly renewal.

Several programs NOW available to help YOU CRACK AND HOLD THIS GREAT St. Louis market.

WEW—St. Louis University
Management—A. S. FOSTER



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affiliated with the Springfield Newspapers, Inc., through cross ownership.)

President: Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** Terry Moss. **Chief engineer:** Fritz Bauer. **Artists bureau head:** George Earle Wilson. **Promotion and merchandising director:** Carl Ward.

Rep: Howard H. Wilson Co. **Seating facilities:** About 100. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** $150.

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:** 1360. **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.)

President, station manager: Ralph D. Foster. **Business manager:** C. Art Johnson. **National accounts manager:** John Pearson. **Program director, artists bureau head:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Musical director:** Jim Simmons. **Promotion and merchandising director:** Carl Ward.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** $100.

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

Beaverhead	1,340	Hill	2,880	Ravalli	2,170
Big Horn	1,580	Jefferson	860	Richland	1,720
Blaine	1,720	Judith Basin	990	Roosevelt	2,010
Broadwater	600	Lake	1,940	Rosebud	1,420
Carbon	2,510	Lewis and Clark	4,440	Sanders	1,330
Carter	800	Liberty	490	Sheridan	1,740
Cascade	9,340	Lincoln	1,510	Silver Bow	13,170
Chouteau	1,820	McCone	910	Stillwater	1,200
Custer	2,490	Madison	1,280	Sweet Grass	780
Daniels	1,040	Meagher	530	Teton	1,240
Dawson	1,930	Mineral	410	Toole	1,490
Deer Lodge	3,420	Missoula	5,030	Treasure	310
Fallon	830	Musselshell	1,510	Valley	2,160
Fergus	3,550	Park	2,520	Wheatland	780
Flathead	4,300	Petroleum	440	Wibaux	520
Gallatin	3,580	Phillips	1,700	Yellowstone	6,900
Garfield	940	Pondera	1,370	Yellowstone National Park	10
Glacier	1,100	Powder River	770		
Golden Valley	440	Powell	1,330		
Granite	750	Prairie	660		

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KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., Inc., 5th & Broadway. **Phone:** 3121. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC North Mountain Group. **Opened:** June 8, 1928.

President, general manager: C. O. Campbell. **Station and commercial manager:** Ed Yocum. **Program director:** Virginia Braunberger. **Musical director:** Marion Wold. **Chief engineer:** Jeff Kiichli. **Publicity director:** Lear Mucoy.

Rep: The Katz Agency. **Seating facilities:** None. **Merchandising:** Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $100.

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.

KRBM, BOZEMAN

Operator: KRBM Broadcasters. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

KGIR, BUTTE

Operator: KGIR, Inc., 121 W. Broadway. **Phones:** 23; 44. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

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 (½ 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.*

KFBB, 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.)

President: F. A. Buttrey. **General manager:** J. Jacobsen. **Commercial manager:** Joe Wilkins. **Chief engineer:** Wilbur Myhre.

Rep: Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). **Seating facilities:** None. **Merchandising:** Service includes letters to the trade, arranging window displays, contacting merchants in immediate area, mailing out of premiums. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. **Base rate:** $85.

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

Operator: The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Sept. 26, 1937.

Managing director: E. B. Craney*. **Station and commercial manager:** K. O. MacPherson.

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.*

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and should be split into segments of not more than 150 words apiece; announcements 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 director:** O. J. Hockley. **Chief engineer:** Don Gorman.

Rep: None. **Seating facilities:** None. **Merchandising:** Window displays; newspaper listings. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** $20.

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. **Commercial manager:** Jack Burnett. **Production manager:** Marguerite Hood. **Traffic manager:** L. Mathiesen. **Chief engineer:** Tom E. Atherstone. **Publicity:** L. E. Nash.

Rep: None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; only program now is a sustainer (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. library:** 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 publicity director:** Adolph Jystad. **Chief engineer:** Harold Klimpel.

Rep: None. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language program:** 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:** Transradio. **News periods:** 9:30-9:35 A.M., Monday 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.

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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

Adams	5,480	Frontier	1,510	Nance	1,600
Antelope	2,770	Furnas	2,470	Nemaha	2,640
Arthur	210	Gage	6,370	Nuckolls	2,560
Banner	280	Garden	930	Otoe	4,210
Blaine	280	Garfield	630	Pawnee	1,860
Boone	2,640	Gosper	760	Perkins	1,020
Box Butte	2,560	Grant	290	Phelps	2,060
Boyd	1,280	Greeley	1,410	Pierce	1,970
Brown	1,110	Hall	6,120	Platte	3,880
Buffalo	5,240	Hamilton	2,470	Polk	1,960
Burt	2,500	Harlan	1,720	Redwillow	2,890
Butler	2,780	Hayes	610	Richardson	4,080
Cass	3,750	Hitchcock	1,350	Rock	590
Cedar	2,830	Holt	2,910	Saline	3,630
Chase	980	Hooker	230	Sarpy	1,900
Cherry	1,920	Howard	1,890	Saunders	4,090
Cheyenne	1,970	Jefferson	3,540	Scotts Bluff	5,400
Clay	2,810	Johnson	1,850	Seward	3,150
Colfax	2,350	Kearney	1,590	Sheridan	2,010
Cuming	2,510	Keith	1,290	Sherman	1,620
Custer	4,850	Keyapaha	550	Sioux	790
Dakota	1,850	Kimball	870	Stanton	1,380
Dawes	2,350	Knox	3,380	Thayer	2,680
Dawson	3,540	Lancaster	23,500	Thomas	290
Deuel	730	Lincoln	5,040	Thurston	1,720
Dixon	2,090	Logan	340	Valley	1,820
Dodge	5,660	Loup	300	Washington	2,420
Douglas	55,840	McPherson	250	Wayne	1,960
Dundy	1,000	Madison	5,350	Webster	2,040
Fillmore	2,640	Merrick	2,120	Wheeler	370
Franklin	1,830	Morrill	1,680	York	3,560

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.)

President: Don Searle.* **Station manager, publicity director:** Randall Ryan. **Program and musical director:** Mott Johnson. **Chief engineer:** Marvin Price. **Artists bureau head:** Verne Wilson.

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.

**Also general manager of KFAB-KFOR, Lincoln, and KOIL, Omaha, Neb.*

** General manager of KANS, Wichita, Kans.*

KGFW, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. **Phone:** 31551. **Power:**

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250 and 100 watts on 1310 kc. **Affiliation:** None.

Station manager, chief engineer: Walter M. Ely. **Commercial manager:** Warren J. Binkley. **Program director:** Fred Christensen.

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.

Copy restrictions: All contracts subject to approval of the management, and State and Federal regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday.

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.)

General manager: Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jiggs Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300 persons; Hotel Lincoln ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $300.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted. **E. T. library:** World. **News:** INS. **News periods:** 6-6:15 A.M., 7-7:15 A.M., noon-12:15 P.M., 5:30-5:45 P.M., all Monday through Saturday.

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.)

General manager: Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jack Hanssen. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $75.

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).

President: Gene Huse. **Chief engineer:** Frank Weidenbach. **Musical director:** Russell Jensen. **Manager:** Art Thomas.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** $60.

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

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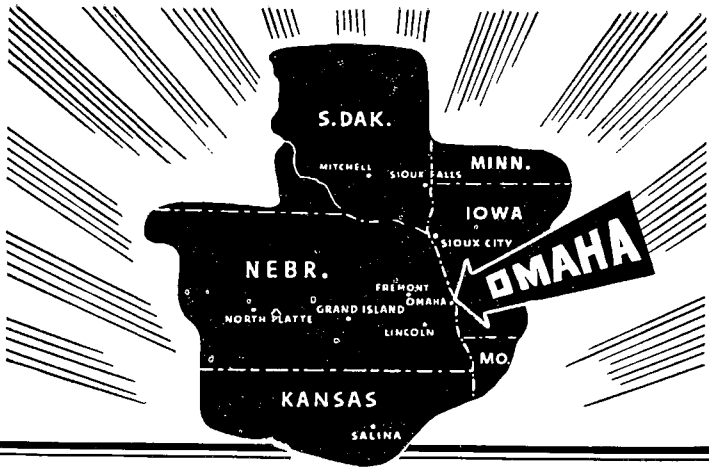

NEBRIOWA*

In the Exact Center of the Nation

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

590 Kilocycles
John J. Gillin, Jr.
Manager
On the NBC Red Net

WOW
OMAHA, NEBRASKA

Owned and Operated by the Woodmen of the World Life Insurance Society.

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watts on 1430 kc (operates to sunset). **Affiliation:** None. **Opened:** July 5, 1930.

President, station manager: W. I. Le Barron. **Commercial manager:** Joe di Natale. **Program director:** Dorothy Roberts. **Chief engineer:** J. B. Eaves.

Rep: None. **Seating facilities:** Small auditorium seats 50. **Merchandising:** Yes; partial service. **Foreign language programs:** Will accept on same basis as English programs. **Artists bureau:** None. **Stock:** Principal holders are W. I. Le Barron and V. J. Le Barron. **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.)

General manager: Don Searle. **Commercial manager:** Frank Pellegrin. **Program director:** Harold Hughes. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** No set policy; depends on program, time of day, etc., for acceptance. **Artists bureau:** None. **Base rate:** $225.

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.)

Manager: Vernon H. ("Bing") Smith. **Assistant manager:** Frank E. Shopen. **Program director:** Orville E. Weimer. **Chief engineer:** Walter F. Myers.

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.

Copy restrictions: Accept beer and light wines; no hard liquor advertising; medical accounts subject to station approval. **E. T. library:** Standard. **News:** UP; also from World Herald. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 9:30-9:45 A.M., 1-1:15 P.M., 3:45-4 P.M., Sunday only.

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society. **Phone:** Webster 3400. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Basic Red. **Opened:** April 2, 1923.

Personnel director: William Ruess. **General manager:** John J. Gillin, Jr. **Promotion manager:** Howard O. Peterson. **Program manager:** Harry Burke. **Chief engineer:** Wm. J. Kotera. **Production manager:** Lyle DeMoss. **Musical director:** Freddie Ebener. **Publicity director:** Bill Wiseman.

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:** 856. **Power:** 250 and

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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

Churchill	1,600	Humboldt	1,270	Ormsby	680
Clark	2,880	Lander	710	Pershing	810
Douglas	500	Lincoln	980	Storey	280
Elko	2,880	Lyon	1,180	Washoe	8,050
Esmeralda	520	Mineral	720	White Pine	3,300
Eureka	430	Nye	1,710		

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

Belknap	6,290	Grafton	11,890	Stafford	10,170
Carroll	4,340	Hillsborough	36,360	Sullivan	6,510
Cheshire	9,200	Merrimack	15,070		
Coos	9,320	Rockingham	15,250		

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:**

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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.

Copy restrictions: Accept wine and beer advertising; no hard liquors. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; Yankee Network News Service. **UP news periods:** 7:45-7:50 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 7:30-7:45 P.M., all Monday through Saturday; 8:45-9 A.M., noon-12:05 P.M., 6-6:15 P.M., Sunday only. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30-1:45 P.M., 11-11:15 P.M., Sunday.

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., 39 Congress St., P. O. Box 746. **Phone:** 2670-1. **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 devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

President, station manger, commercial manager: H. Wilson. **Program director, artists bureau head:** V. E. Bennett. **Chief engineer:** G. E. Knightly. **Musical director:** D. R. Stevens.

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

Atlantic	33,120	Gloucester	18,140	Ocean	9,450
Bergen	96,620	Hudson	170,920	Passaic	77,660
Burlington	23,350	Hunterdon	9,410	Salem	9,320
Camden	63,410	Mercer	43,710	Somerset	15,580
Cape May	8,500	Middlesex	49,230	Sussex	7,270
Cumberland	18,340	Monmouth	40,070	Union	75,800
Essex	212,560	Morris	27,020	Warren	13,020

WCAP, ASBURY PARK

Operator: Radio Industries Broadcast Co., Convention Hall. **Phone:** 1911. **Power:** 500 watts on 1280 kc (divides time with WCAM and WTNJ). **Affiliation:** None. **Opened:** 1927.

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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

Operator: Press Union Publishing Co. **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. Meantime WOV, New York, will give up its wave-length and become the third party in the amalgamation.*

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., 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 B. Plumley.

Rep: Cox 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. **News periods:** 7:55 A.M., 10:55 A.M., 1:55 P.M., 3:55 P.M. 4:55 P.M., 5:55 P.M., all five minutes, all Monday through Saturday.

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 laws of state 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; 10-10:05 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

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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.

President, station manager: Paul H. La Stayo. **Vice-president, commercial manager:** A. B. Schillin. **Program director:** Walter P. Kelly. **Artists bureau head:** Gabrielle C. Haas. **Chief engineer:** Anthony Castellani. **Musical director:** Fabian Nicholson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Use hotel ballroom for audience programs; capacity about 700. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 35 artists. **Stock:** Principally held by A. H. Pollack and Paul H. La Stayo. **Base rate:** $210.

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.)

President, station manager: Paul F. Harron. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Frank Krueger.

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.

WHBI, NEWARK

Operator: May Radio Broadcast Corp. **Power:** 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). **Affiliation:** None.

Base rate: $350.

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.

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, 63-65 Broad Street. **Phone:** 980. **Power:** 100 watts on 1210 kc (divides time with WGBB and WFAS). **Affiliation:** None. **Opened:** October, 1925.

Station manager: V. N. Scholes*. **Commercial manager:** A. W. Mayhew. **Program director:** Lillian Mayhew. **Chief engineer:** Robert Johnson.

Rep: None. **Seating facilities:** None. **Merchandising:** Supply some publicity gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $80.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** None. **News:** Christian Science Monitor. **News periods:** 6:15-6:30 P.M., Tuesday and Saturday; 7-7:15 P.M., Monday.

** Also manager of WCAP, Asbury Park, N. J.*

WTNJ, TRENTON

Operator: WOAX, Inc., Commonwealth Bldg. **Phones:** 8140-8149. **Power:** 500 watts on 1280 kc (divides time with WCAM and WCAP). **Affiliation:** None. **Opened:** 1923.

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.

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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

Bernalillo	8,780	Hidalgo	670	San Juan	1,660
Catron	440	Lea	850	San Miguel	3,520
Chaves	3,560	Lincoln	880	Santa Fe	3,390
Colfax	2,980	Luna	1,160	Sierra	710
Curry	2,700	McKinley	3,030	Socorro	1,260
De Baca	380	Mora	1,120	Taos	1,740
Dona Ana	3,730	Otero	1,500	Torrance	1,200
Eddy	2,280	Quay	1,680	Union	1,510
Grant	2,880	Rio Arriba	2,520	Valencia	2,020
Guadalupe	870	Roosevelt	1,450		
Harding	520	Sandoval	1,310		

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. **Phone:** 929. **Power:** 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** 1927.

Station and commercial manager: Mike Hollander. **Production manager, program director:** Elmer L. Fondren. **Chief engineer:** Leonard Dodds.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Have complete department; details of service not listed. **Foreign language programs:** Accepted at regular rates; bi-lingual announcer available at no extra cost; Spanish-English program current. **Artists bureau:** None. **Stock:** Principally held by A. R. Hebenstreit and S. P. Vidal. **Base rate:** $120.

Copy restrictions: Accept beer and wine, but no liquor advertising; patent medicines subject to Federal Trade Commission regulations. **E. T. library:** World. **News:** From CBS; Christian Science Monitor. **News periods:** 7:25 A.M., 3 P.M., 3:30 P.M., 9:30 P.M. (duration not listed), all Monday through Saturday.

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 10,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920. (Note: This station is newspaper-affiliated with the Albuquerque Journal).

General manager: Frank Quinn. **Chief engineer:** George S. Johnson.

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).

Station manager: Jack Hawkins. **Commercial manager:** Lucille Neilson. **Program director:** Bill Sharpe. **Chief engineer:** Harry Boehnemann.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Furnish window displays, publicity; contact dealers and retailers. **Foreign language programs:** Accept Spanish programs; script subject to station approval. **Artists bureau:** None. **Stock:** Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. **Base rate:** $35.

Copy restrictions: Accept beer, wine and

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patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9-9:15 A.M., 11:50-noon, 3:30-3:40 P.M., 6:20-6:30 P.M., all Monday through Saturday.

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 419 Pile St. **Phone:** 3. **Power:** 100 watts on 1370 kc (operates unlimited daytime; 7:30 to 9 P.M. night time). **Affiliation:** None. **Opened:** 1929.

General manager: Charles C. Alsup. **Commercial manager:** William Goodrich. **Program director:** Ernest Mobley, Jr. **Chief engineer:** Elmo Darrah. **Musical director:** Mrs. J. E. Alsup. **Continuity director:** Lyman Brown.

Rep: William Stewart. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 350 persons. **Merchandising:** Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 11:45 A.M., 4:45 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 4:45 P.M., both 15 minutes, both Sunday.

KAWM, GALLUP

Operator: A. W. Mills, 1100 E. Aztec Ave. **Phone:** 19. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 10, 1937.

Owner, station manager: A. W. Mills. **Commercial manager:** Don Mills. **Chief engineer:** R. T. Sampson. **Musical director:** Don S. Bowles.

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.

KWEW, HOBBS

Operator: W. E. Whitmore. **Power:** 100 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** 1938.

Base rate: $35.

No other information available.

KGFL, ROSWELL

Operator: KGFL, Inc. **Power:** 100 watts on 1370 kc (specified hours with KICA).

Base rate: $35.

No other data available.

KVSF, SANTA FE

Operator: New Mexico Broadcasting Co., 759 Cerrillos Road. **Phone:** 1456. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** December, 1934.

General, station and commercial manager, chief engineer, publicity director: J. Laurence Martin. **Spanish program director:** T. R. Rivera.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Dealer cooperation and promotion supplied. **Foreign language programs:** Spanish programs daily except Sunday. **Artists bureau:** Yes. **Base rate:** $35.

Copy restrictions: All copy subject to station standards and government regulations. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 12:30-12:45 P.M., 1-1:15 P.M., 4:45-5 P.M. (Spanish), 6:30-6:45 P.M., 7-7:15 P.M., all daily except Sunday.

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NEW YORK

(3,132,300 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

Albany	55,630	Herkimer	16,020	Richmond	35,970
Allegany	10,190	Jefferson	21,680	Rockland	13,550
Bronx	326,360	Kings	620,000	St. Lawrence	21,220
Broome	35,550	Lewis	5,610	Saratoga	16,110
Cattaraugus	18,270	Livingston	8,890	Schenectady	31,630
Cayuga	16,620	Madison	10,720	Schoharie	5,460
Chautauqua	32,920	Monroe	106,720	Schuyler	3,500
Chemung	19,210	Montgomery	14,810	Seneca	5,880
Chenango	9,350	Nassau	75,450	Steuben	21,800
Clinton	9,780	New York	461,300	Suffolk	37,740
Columbia	10,650	Niagara	35,030	Sullivan	9,290
Cortland	8,460	Oneida	47,740	Tioga	6,930
Delaware	10,660	Onondaga	72,790	Tompkins	11,140
Dutchess	24,790	Ontario	13,810	Ulster	21,150
Erie	182,850	Orange	32,120	Warren	9,150
Essex	7,790	Orleans	7,550	Washington	11,510
Franklin	10,170	Oswego	17,610	Wayne	13,440
Fulton	12,900	Otsego	12,930	Westchester	124,110
Genesee	10,740	Putnam	3,350	Wyoming	7,430
Greene	7,230	Queens	284,480	Yates	4,640
Hamilton	970	Rensselaer	30,950		

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 arrangement 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.

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President: William O. Dapping. **Station and commercial manager, program director:** Frederick L. Keesee. **Chief engineer:** Herbert House. **Publicity director:** Dorothy Bolin.

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.

Copy restrictions: Accept beer and wine accounts, but no hard liquor; patent medicines accepted if complying with Food & Drug Act; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** Local. **News periods:** 10:15 A.M., 12:25 P.M., 6:10 P.M., all five minutes, all Monday through Saturday.

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Feb. 7, 1927.

President: John C. Clark. **Station manager:** Cecil D. Mastin. **Commercial manager:** Harry Trenner. **Program director:** Elizabeth Lamb. **Chief engineer:** Lester H. Gilbert.

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.)

President: Edward H. Butler. **Vice-president:** A. H. Kirchhofer. **Station manager, program director:** Edgar H. Twamley. **Commercial manager:** Clifford M. Taylor. **Chief engineer:** Ralph J. Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Joe Haeffner.

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 (½hr.).

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

Operator: Roy L. Albertson, 485 Main Street. **Phone:** Cleveland 3365. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 4, 1936.

General, station and commercial manager: Roy L. Albertson. **Program director:** John A. McLean. **Chief engineer:** Thomas L. Vines. **Musical director:** Art Crossen.

Rep: None. **Seating facilities:** 25 persons. **Merchandising:** None listed. **Foreign language programs:** Accepted; daily Polish and German programs current. **Artists bureau:** None. **Base rate:** $155.

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-**

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cial manager: William Doerr, Jr. **Chief engineer:** Ralph Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Albert Zink.

Rep: Weed & Co. **Seating facilities:** None. **Merchandising:** Available at actual cost. **Foreign language programs:** Polish and Italian programs current. **Artists bureau:** None. Base rate: $120.

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

Operator: Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS; Mutual. **Opened:** 1922. (Note: Same owners operate WKBW, also of Buffalo.)

President: H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery. **Program director:** H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WKBW). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** $300.

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

Operator: Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS; Mutual. **Opened:** 1925. (Note: Same owners operate WGR, also of Buffalo.)

President: H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery. **Program director:** H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

NBC RED NETWORK

WHEN YOU

tell

The WBEN

Audience, You

sell

ALL BUFFALO

900 KILOCYCLES

- 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

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Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WGR). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** $300.

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

Operator: St. Lawrence University. **Phone:** Canton 276. **Power:** 500 watts on 1220 kc (specified hours: daytime). **Opened:** Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

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).

Station manager: Dale L. Taylor. **Program director:** Harold M. Wagner. **Local sales manager:** Ernest Oliver. **Musical director:** Harry Springer. **Publicity director:** Glenn Williams.

Rep: J. P. McKinney & Son. **Seating facilities:** Studio, 80 persons; Mark Twain Hotel ballroom, 200. **Merchandising:** Make personal calls; direct mail; newspaper cooperation. **Foreign language programs:** None currently carried; accepted with limitations. **Artists bureau:** Yes; have several bands, string groups, vocalists and other musicians. **Base rate:** $100.

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.

WGBB, FREEPORT

Operator: Harry H. Carman. **Power:** 100 watts on 1210 kc (shares time with WBRB and WFAS). **Affiliation:** None. **Opened:** 1924.

Base rate: $60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Hotel Jamestown Bldg. **Phones:** 7-151; 7-152. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** 1924. (Note: This station is owned by H. C. Wilder of WSYR, Syracuse).

President: H. C. Wilder. **Station manager:** Charles Denny. **Program director:** George Callison. **Chief engineer:** H. J. Kratzert.

Rep: Paul H. Raymer Co. **Seating facilities:** 1,600 in an auditorium by remote. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** Yes; has complete list of talent on hand. **Base rate:** $90.

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., noon, 4 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

Operator: Peter Goelet. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None.

Base rate: $50.

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No other information available after repeated requests.

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** WIckersham 2-2000. **Power:** 50,000 watts on 860 kc. **Affiliation:** Key Station, CBS. **Opened:** October, 1924.

President: William S. Paley. **Station manager:** Mefford R. Runyon. **Commercial manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Louis Ruppel.

Rep: Radio Sales. **Seating facilities:** Facilities of the CBS available. **Merchandising:** Sales promotion department will assist clients in any promotion or merchandising of programs; all materials billed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Services of Columbia Artists, Inc., available. **Base rate:** $1,250.

Copy restrictions: Policies of the CBS observed. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45-8 A. M., 8-8:05 A. M., 8:10-8:15 A. M., 6:30-6:45 P. M., 11-11:15 P. M., all Monday through Saturday.

WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St., Brooklyn. **Phone:** Triangle 5-3300. **Power:** 500 watts on 1400 kc (divides time with WBBC, WVFW, WLTH). **Affiliation:** None. **Opened:** 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Franklin H. Small. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohn. **Musical director:** Sam Medoff.

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

Operator: Brooklyn Broadcasting Corp., 554 Atlantic Ave., Brooklyn. **Phone:** Triangle 5-6690. **Power:** 500 watts on 1400 kc (shares time with WARD, WLTH, WVFW). **Affiliation:** None. **Opened:** 1926.

Managing director: Peter Testan. **Commercial manager, artists bureau head:** Arnold J. Jaffe. **Program and publicity director:** Bert Child. **Musical director:** Dave Tarras.

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 periods 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*

Operator: Arde Bulova, 132 W. 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc (shares certain hours with WPG). **Affiliation:** None.

General manager: Hyla Kiczales (also general manager of WOV, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Publicity director:** Charles Berry.

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.*

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TYPICAL

of the grace and ease with which America's greatest time-buyers scale sales obstacles by using

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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

Operator: WBNX Broadcasting Corp., 260 E. 161st St. **Phone:** Melrose 5-0333. **Power:** 5,000 and 1,000 watts on 1350 kc (divides time with WAWZ). **Affiliation:** None. **Opened:** 1927.

Vice-president, general manager: W. C. Alcorn. **Commercial manager:** S. W. Caulfield. **Assistant commercial manager:** William I. Moore. **Program director:** Ned Ervin. **Studio and publicity director:** Frank Johnson. **Musical director:** Fred Mendelsohn.

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:** $225.

Copy restrictions: No set rules. **E. T. library:** None. **News:** INS. **News periods:** 9:25-9:30 A.M., Monday through Friday (sustaining); 5:55-6 P.M., Monday through Thursday (sustaining).

WCNW, NEW YORK CITY

Operator: Arthur Faske, 846 Flatbush Ave., Brooklyn, N. Y.; 101 Park Ave., New York City. **Phones:** Ingersoll 2-1500 and 2-6000 (Brooklyn); Caledonia 5-3750 (New York City). **Power:** 250 and 100 watts on 1500 kc (shares certain hours with WWRL). **Affiliation:** None. **Opened:** Nov. 26, 1926.

Owner, chief engineer: Arthur Faske. **General and station manager:** A. R. Steinberg. **Program director, artists bureau head:** R. Wayne. **Publicity director:** Wellington Wright.

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

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** CIrcle 7-8300. **Power:** 50,000 watts on 660 kc. **Affiliation:** NBC Red key station. **Opened:** 1922.

Vice-president in charge: William S. Hedges. **Commercial manager:** M. M. Boyd. **Program directors:** John Royal; Phillips Carlin. **Chief engineers:** O. B. Hanson; George McElrath. **Artists bureau heads:** George Engles; Daniel Tuthill. **Musical director:** Frank Black. **Publicity director:** Frank Mason.

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 preannouncements 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 Thesaurus. **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

Operator: Debs Memorial Radio Fund, Inc., 117-119 W. 46th St. **Phone:** Bryant 9-2360. **Power:** 1,000 watts on 1300 kc (shares time with WBBR, WHAZ). **Affiliation:** None. **Opened:** July, 1931 (reorganized).

Managing director: Henry Greenfield. **Director of programs and publicity:** George Field. **Musical director:** Nicholas L. Saslawsky.

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.

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WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. **Phone:** Bryant 9-7800. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** None. **Opened:** March 18, 1922.

Director: Herbert L. Pettey. **Sales director:** Bertram H. Lebhar, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Gordon Windham. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Publicity director:** A. L. Simon.

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 affailiated 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

Operator: Hearst Radio, Inc., 110 East 58th Street. **Phone:** Eldorado 5-6100. **Power:** 1,000 watts on 1180 kc (operates to two hours after sunset). **Affiliation:** None. **Opened:** 1924.

General manager: Carl Calman. **Sales manager:** E. S. Lennon. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Publicity and continuity director:** Albert A. Grobe.

Rep: International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $225.

Copy restrictions: Accept beer and wine,

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

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but no hard liquors; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:05-7:10 A.M., 7:25-7:30 A.M., noon-12:10 P.M., 4-4:05 P.M., all Monday through Saturday.

WJZ, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** CIrcle 7-8300. **Power:** 50,000 watts on 760 kc. **Affiliation:** NBC Blue key station. **Opened:** 1921.

Personnel, services, and copy restrictions: See WEAF, New York City.

Base rate: $1,200. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **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

Operator: Voice of Brooklyn, Inc., 105 Second Ave., New York City. **Phone:** Orchard 4-1203. **Power:** 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW). **Affiliation:** None. **Opened:** September, 1925.

President, commercial manager: Samuel Gellard. **Program director:** Norman H. Warembud. **Chief engineer:** John Temple. **Musical director:** Doris Webb. **Merchandising manager:** Nathan Horowitz.

Rep: None. **Seating facilities:** WLTH Radio Theatre seats 100. **Merchandising:** Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. **Foreign language programs:** Specialize in Jewish programs; Italian and Scandinavian available. **Artists bureau:** None. **Base rate:** $210.

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

Operator: Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

President: Donald Flamm. **Vice-president, counsel:** William Weisman. **Secretary, assistant to the president:** Sidney Flamm. **General manager:** Donald S. Shaw. **National sales director:** Charles Stark. **Director of programs and artists service:** Ed Scheuing. **Program coordinator:** Alfred A. Hall. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

Rep: Ward & McDermott (Chicago). **Seating facilities:** Theatre studio seats 300 persons. **Merchandising:** Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster with about 65 artists available for booking. **Base rate:** $650.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **News periods:** 7:30-7:45 A.M., 9:45-10 A.M., 2:45-3 P.M., 5-5:15 P.M., 6:20-6:25 P.M., all Monday through Saturday; 8:45-9 A.M., 12:15-12:30 P.M., 10:30-10:45 P.M., midnight-12:15 A.M., all daily including Sunday; 1-1:15 A. M., Monday through Friday.

WNEW, NEW YORK CITY

Operator: WODAAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 1250 kc (shares time with WHBI on Sunday and Monday). **Affiliation:** None. **Opened:** Feb. 13, 1934.

Station manager: Bernice Judis. **Commercial managers:** Herman Bess, Walter Duncan. **Sales promotion director:** Marvin DeWitt Rae. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Doris Smith. **Publicity director:** Richard K. Bard.

Rep: William G. Rambeau Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:** Yes; about 45 artists listed. **Base rate:** $350.

Copy restrictions: Accept beer, wine and patent medicines; no reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others. **E. T. library:** Associated. **News:** INS; also tie-up with N. Y. Journal-American. **News periods:** 7:30-7:45 A.M., 8:55-9 A.M., 9:55-10:00 A.M., 11:55-noon, 1:55-2 P.M., 5:15-5:30 P.M., 8:55-9 P.M., 9:55-10 P.M., 2:55-3 A.M., 5:55-6 A.M., all Monday through Sat-

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urday; 2:55-3 P.M., 3:55-4 P.M., Tuesday through Saturday; 7:45-8 P.M. (comment), Monday through Friday.

WNYC, NEW YORK CITY

Operator: City of New York, Municipal Broadcasting System, 2500 Municipal Bldg. **Phone:** Worth 2-4740. **Power:** 1,000 watts on 810 kc (operates to sunset in Minneapolis). **Opened:** July 2, 1924.

This station is non-commercial.

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 for Newark, N. J., but maintains studios and general offices in New York City.)

President: Alfred J. McCosker. **Vice-president, general manager:** Theodore C. Streibert. **Vice-president in charge of sales:** Frank Braucher. **Sales manager:** Eugene S. Thomas. **Director of program operations:** Julius F. Seebach, Jr. **Chief engineer:** Jack R. Poppele. **Artists bureau head:** Nat Abramson. **Musical director:** Alfred Wallenstein. **Director of public relations and special features:** G. W. Johnstone. **Director of sales promotion:** Joe Creamer.

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., 8-8:15 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 occasional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WIBX, WSAY, WSYR, WEBR. **Opened:** December, 1926.

General manager: Hyla Kiczales (also general manager of WBIL, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John Schramm. **Chief engineer:** Robert E. Study. **Musical director:** Julio Occhiboi. **Publicity director:** Charles Berry.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 8:15-8:25 A.M., 10-10:15 A.M., 12:15-12:20 P.M., 4-4:15 P.M., 5-5:15 P.M. (Italian), all Monday through Saturday.

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

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. **Phone:** Columbus 5-6366. **Power:** 1,000 watts on 1550 kc. **Affiliation:** None. **Opened:** 1934.

President: John V. L. Hogan. **Station manager:** Elliott M. Sanger. **Commercial manager:** Robert M. Scholle. **Chief engineer:** Russell Valentine. **Musical director:** Eddy Brown. **Publicity director:** Dorothea Beckman.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $250.

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.)

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. **Phones:** Triangle

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5-0313; Triangle 5-2628. **Power:** 500 watts on 1400 kc (shares time with WARD, WBBC and WLTH). **Affiliation:** None.

Managing director: Salvatore D'Angelo. **Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Available if requested; cooperative agreement on charges. **Foreign language programs:** Accept any foreign language except Oriental; program and translation must be submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Principally held by Salvatore D'Angelo. **Base rate:** $175.

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

Operator: Long Island Broadcasting Corp., 41-30 58th St., Woodside, L. I. **Phone:** Newtown 9-3300. **Power:** 250 and 100 watts on 1500 kc (divides time with WCNW). **Affiliation:** None. **Opened:** August, 1926.

President, general and station manager, chief engineer: W. H. Reuman. **Commercial manager:** Frank R. Clarke. **Program director:** Lou Cole. **Musical director:** Adolph Soebel. **Publicity director:** Emil Dorer. **Production manager:** Edith Dick.

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

Operator: WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1400 kc (daytime). **Affiliation:** None. **Opened:** Nov. 4, 1934. (Note: Station also has studios in Bradford, Pa., and St. Bonaventure College; WHDL is owned by the Olean Times-Herald, a Gannett newspaper).

Station manager: Thomas L. Brown. **Program director:** Joseph M. Cleary. **Chief engineer:** Warren McDowell.

Rep: J. P. McKinney & Son. **Seating facilities:** Have studios in both Olean, N. Y., and Bradford, Pa.; capacity about 150. **Merchandising:** Maintenance merchandising department available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: Do not accept beer, wine, hard liquors, or laxatives. **E. T. library:** NBC Thesaurus; Associated. **News:** UP from Olean Times-Herald. **News periods;** 9:30-9:45 A.M., 4-4:15 P.M., both Monday through Friday; 12:30-12:45 P.M., Saturday only.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. **Phone:** 1600. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary. **Opened:** Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. **Chief of production:** Carl Mattison. **Commercial manager:** Martin Traynor, Jr. **Chief engineer:** Jack Nazak. **Artists bureau head:** Roy Cameron. **Musical director:** Kenneth Bell. **News and publicity director:** Lyle Bosley.

Rep: None. **Seating facilities:** None. **Merchandising:** Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. **Foreign language programs:** Will accept. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** $75.

Copy restrictions: Accept beer, wine, liquor; all continuity subject to station approval. **E. T. library:** None. **News:** UP. **News periods:** 7:55-8 A.M., 9-9:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 11-11:05 P.M., all Monday through Saturday; 11-11:05 A.M., 5:30-5:45 P.M., 11-11:05 P.M., Sunday only.

WHAM, ROCHESTER

Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. **Phone:** Stone 1862. **Power:** 50,000 watts on 1150 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1922.

General manager: William Fay. **Studio manager:** John Lee. **Commercial manager:** J. W. Kennedy, Jr. **Program director:** Charles Siverson. **Chief engineer:** John J. Long. **Musical director:** Charles Siverson. **Publicity director:** Art Kelly.

Rep: George P. Hollingbery 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.

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"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.

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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.)

Vice-president: Clarence Wheeler. **Station manager:** Gunnar O. Wiig. **Commercial manager:** LeMoine C. Wheeler. **Chief engineer:** Maurice H. Clarke. **Musical director:** Kenneth Sparnon. **Dramatics director:** Kenneth French. **Continuity director:** Charlotte Edwards. **Publicity director:** Ross Woodbridge.

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 anent 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 proprietaries 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; 4-4:15 P.M., Monday through Friday.

WSAY, ROCHESTER

Operator Brown Radio Service and Laboratory, Taylor Bldg. **Phone:** Stone 702. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. **Commercial manager:** Mortimer A. Nusbaum. **Sales manager:** Winston H. Thornburg. **Program director:** Levere Fuller.

Rep: None. **Seating facilities:** Studio seats about 100 persons. **Merchandising:** Service, as desired by the sponsor, is rendered at cost. **Foreign language programs:** Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. **Artists bureau:** Yes. **Base rate:** $140.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and monitoring charge. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30 A.M., 12:30 P.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WNBZ, SARANAC LAKE

Operator: Upstate Broadcasting Corp., 70 Broadway. **Phone:** 824. **Power:** 100 watts on 1290 kc (daytime). **Affiliation:** None. **Opened:** 1927.

General, station and commercial manager: W. H. Carpenter. **Program director:** Edward Burgeni. **Chief engineer:** John McGoldrick.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** No formal department, but suitable cooperation is rendered. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** $25.

Copy restrictions: NAB Code of Ethics fully observed; liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** Christian Science Monitor.

WGY, SCHENECTADY

Operator: Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. **Phone:** 3-2121. **Power:** 50,000 watts on 790 kc. **Affiliation:** NBC Basic Red. **Opened:** Feb. 20, 1922.

Station manager: Kolin Hager. **Program director:** A. O. Coggeshall. **Chief engineer:** W. J. Purcell. **Artists bureau head:** Kolin Hager. **Musical director:** Gordon Randall. **Publicity director:** W. T. Meenam.

Rep: National Broadcasting Co., Inc. **Seating facilities:** Studio A, 200; Albany studio, 40. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster of artists available. **Base rate:** $400.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M.

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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 or other alcoholic beverages not accepted; 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:** 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).

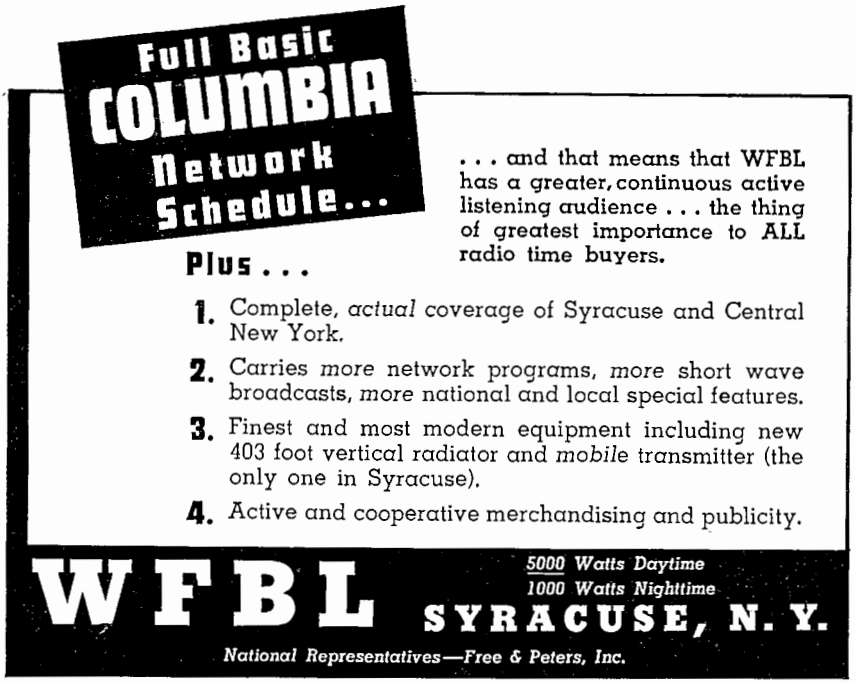
WFBL, SYRACUSE

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. **Commercial manager:** Charles F. Phillips. **Program director, artists bureau head:** George M. Perkins. **Musical director:** Thelma MacNeil Curren. **Publicity director:** Bob Kenefick, Jr.

Rep: Free & Peters, Inc. **Seating facilities:** Roof garden, 350 persons; ballroom, 1,500; two theatres also available for certain hours. **Merchandising:** Maintain centrally 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. **Foreign 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,



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wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 8-8:05 A.M., 10:45-10:50 A.M., 6-6:15 P.M., all Monday through Saturday; 11:30-11:35 P.M., Wednesday, Thursday, Saturday; 10:30-10:35 P.M., Monday, Tuesday, Friday; 6-6:15 P.M., 10:30-10:35 P.M., Sunday only.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starret Syracuse Bldg., 204 Harrison St. **Phone:** 3-7111. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Basic Blue and Red. **Opened:** 1923.

President: H. C. Wilder.* **Vice-president:** Fred R. Ripley. **National sales manager:** Phil Hoffman. **Program director:** L. B. Lindquist. **Chief engineer:** Armand Belle Isle. **Artists bureau head:** Fred Jeske. **Musical director:** Victor Miller.

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, mail 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.

Copy restrictions: Accept beer and wine programs; no hard liquor; abide by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association. **E. T. library:** Associated. **News:** UP. **News periods:** 6:55 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

** Also president of WJTN, Jamestown, N. Y. and WNBX, Springfield, Vt.*

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).

Professor of Communication Engineering, station manager: W. J. Williams. **Program and musical director:** A. O. Niles. **Chief engineer:** H. D. Harris. **Publicity director:** F. Tifft.

Rep: None. **News:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $85.

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

Operator: WIBX, Inc., 187 Genesee Street. **Phone:** 2-2101. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

President, general manager: Scott Howe Bowen. **Chief engineer:** H. M. Hathaway. **Musical director:** Walter Griswold. **Merchandising director:** N. W. Cook. **Director of public relations:** M. R. Hanna.

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-

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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 8352. **Power:** 100 watts on 1210 kc (divides time with WGBB and WBRB). **Affiliation:** None. **Opened:** Aug. 11, 1932.

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:** Randall Kaler.

Rep: Associated Broadcasting Adv. Co. in Greater New York (I. T. Porter, mgr., 152 W. 42nd St.); Cox and Tanz; Northwest Radio Advertising (Seattle). **Seating facilities:** Can accommodate about 300 persons; studio audiences not encouraged for general run of programs. **Merchandising:** 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-Worth. **News:** Christian Science Monitor. **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.)

Radio Homes by Counties

Alamance	5,650	Franklin	3,030	Pamlico	1,120
Alexander	1,320	Gaston	10,400	Pasquotank	3,030
Alleghany	790	Gates	1,060	Pender	1,670
Anson	3,160	Graham	580	Perquimans	1,180
Ashe	2,100	Granville	3,150	Person	2,280
Avery	1,180	Greene	1,720	Pitt	6,430
Beaufort	4,430	Guilford	22,740	Polk	1,190
Bertie	2,580	Halifax	5,710	Randolph	4,380
Bladen	2,330	Harnett	4,110	Richmond	4,250
Brunswick	1,830	Haywood	3,540	Robeson	7,120
Buncombe	16,660	Henderson	3,140	Rockingham	6,060
Burke	3,230	Hertford	1,770	Rowan	8,250
Cabarrus	5,500	Hoke	1,340	Rutherford	4,670
Caldwell	3,330	Hyde	920	Sampson	4,190
Camden	610	Iredell	6,260	Scotland	2,350
Carteret	2,430	Jackson	1,820	Stanly	3,570
Caswell	1,660	Johnston	6,030	Stokes	2,200
Catawba	5,680	Jones	990	Surry	4,640
Chatham	2,570	Lee	2,130	Swain	1,230
Cherokee	1,670	Lenoir	4,640	Transylvania	1,190
Chowan	1,470	Lincoln	2,580	Tyrrell	570
Clay	550	McDowell	2,280	Union	4,650
Cleveland	6,340	Macon	1,460	Vance	3,250
Columbus	3,980	Madison	2,060	Wake	13,650
Craven	4,440	Martin	2,500	Warren	2,240
Cumberland	5,630	Mecklenburg	23,520	Washington	1,270
Currituck	800	Mitchell	1,440	Watauga	1,560
Dare	710	Montgomery	1,780	Wayne	6,850
Davidson	6,390	Moore	3,360	Wilkes	3,720
Davie	1,590	Nash	6,370	Wilson	5,800
Duplin	3,720	New Hanover	8,330	Yadkin	1,890
Durham	12,550	Northampton	2,690	Yancey	1,470
Edgecombe	6,170	Onslow	1,570		
Forsyth	20,020	Orange	2,590		

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WISE, ASHEVILLE

Operator: Asheville Daily News (Harold H. Thoms, owner). **Power:** 100 watts on 1370 kc.

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.)

Vice-president and station director: Don S. Elias. **Commercial manager:** John E. Thayer. **Program and musical director:** Bob Bingham. **Chief engineer:** Cecil B. Hoskins. **Production managers:** Steve Douglas; Norman Duncan.

Rep: The Branham Co. **Seating facilities:** Can accomodate 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.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations. **E. T. library:** Associated. **News:** UP; AP. **News periods:** 7:40 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. **Phone:** 3-7107. **Power:** 50,000 watts on 1080 kc. **Affiliation:** CBS. **Opened:** 1921.

General manager: Lincoln Dellar. **Sales manager:** Royal E. Penny. **Program director:** C. H. Crutchfield. **Chief engineer:** J. J. Beloungy.

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.

Copy restrictions: Policies of Columbia Broadcasting System. **E. T. library:** None. **News:** UP. **News periods:** 8-8:05 A.M., 12:55-1 P.M., 5:25-5:30 P.M., 11-11:05 P.M., all Monday through Saturday; 6:30-6:45 P.M. (comment), Monday, Wednesday, Friday; 12:30-12:35 P.M., 10:30-10:45 P.M. (comment), Sunday only.

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. **Phones:** 7130, 7139, 6655. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Southeastern Group; Mutual. **Opened:** Oct. 14, 1933.

President, general manager: Earle E. J. Gluck. **Commercial manager:** W. C. Irwin. **Sales promotion manager, publicity director:** Paul W. Norris. **Program director:** Charles G. Hicks. **Musical director:** Boe Norris. **Artists bureau head, assistant program director:** Ron Jenkins.

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.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 3 P.M., 4:55 P.M., 5:45 P.M., 11 P.M. (duration not listed), Monday through Saturday; 12:15 P.M., 5 P.M., 11 P.M. (duration not listed), Sunday only.

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.)

President: C. C. Council. **Station manager:** J. Frank Jarman, Jr. **Commercial manager:** Woody Woodhouse. **Program director:** Olin Tice. **Chief engineer:** R. A. Dalton. **Musical director:** R. J. Stratton.

Rep: The Katz Agency. **Seating facilities:** Auditorium studio seats 75; two small studios, one seating 15. **Merchandising:** Weekly publicity and program releases;

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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

Operator: F. C. Todd, National Bank of Commerce Bldg. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1939. **Base rate:** $50.

No other information available.

WGBR, GOLDSBORO

Operator: Eastern Carolina Broadcasting Co. **Power:** 100 watts on 1370 kc.

At press time this station had a construction permit only.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. **Phones:** 6125-6. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** May 26, 1926.

Station director, manager, commercial manager: Edney Ridge. **Program director, artist bureau head:** Ernie Smith. **Chief engineer:** Earl Allison. **Musical director:** Margaret Banks. **Publicity:** Virginia Wilson McKinney.

Rep: George P. Hollingbery Co. **Seating facilities:** Sportrena, 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

Operator: Radio Station WMFR, Inc., 156½ S. Main St. **Phone:** 4593. **Power:** 100 watts on 1200 kc. **Affiliation:** None; rebroadcasts WLW programs. **Opened:** Jan. 8, 1936.

President, general and station manager: Wayne M. Nelson. **Commercial manager, publicity director:** E. Z. Jones. **Program and musical director, artists bureau head:** Gary C. Davis. **Chief engineer:** E. J. Day.

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

Operator: Jonas Weiland, Kinston. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** March 1, 1937.

Owner and station manager: Jonas Weiland. **Commercial manager:** Rodney Prescott. **Program and publicity director:** Robert Brenner. **Chief engineer:** Jack Seigal.

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:**

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Entirely held by Jonas Weiland. **Base rate:** $65.

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

Operator: WPTF Radio Co., 324 Fayetteville St. **Phone:** 3007. **Power:** 5,000 watts on 680 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1922.

President: J. R. Weatherspoon. **Station manager:** Richard H. Mason. **Commercial manager:** Jack Fields. **Program director:** Graham B. Poyner. **Assistant program director:** Wesley Wallace. **Chief engineer:** Henry Hulick. **Musical director:** Gordon Kapsar. **Publicity director:** B. Walter Huffington.

Rep: Free & Peters, Inc. **Seating facilities:** Can accomodate 40 persons. **Merchandising:** Limited service offered; letters to dealers, use of studio window display, and personal calls on dealers. **Foreign language programs:** Foreign population so small that no rules were ever set. **Artists bureau:** None. **Base rate:** $160.

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

Operator: Capitol Broadcasting Co., 130 So. Salisbury St. **Phone:** 5700. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** March 20, 1939.

President: E. Johnston Neal. **Assistant manager, program and musical director:** George T. Case. **Chief engineer:** L. B. Terry. **Publicity director:** Howard Hamrick.

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

Operator: William Avera Wynne, Box 221. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

Station head: W. Avera Wynne. **General and commercial manager:** B. W. Frank. **Program director:** Jack M. Braxton. **Chief engineer:** Isaac Murphrey. **Musical director:** Wally Williams. **Production manager:** Thomas Snowden.

Rep: None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** $45.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicine copy subject to station censorship. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 11:45-noon, 3:30-3:45 P.M., 7:45-8 P.M., Monday through Saturday.

WSTP, SALISBURY

Operator: Piedmont Broadcasting Corp., Yadkin Hotel. **Phone:** 2121. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939. (Note: This station is affiliated with, but not predominantly owned by, the Salisbury Post).

Vice-president: James F. Hurley. **Station and commercial manager, publicity director:** John W. Schultz. **Program director:** James McClendon. **Chief engineer:** J. R. Yost.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Studio observation room seats 25; Barn Dance program staged in hall with seating capacity of 1,000 (admission 20c). **Merchandising:** Distribution of window cards, publicity, etc. rendered gratis in "reasonable amounts." **Foreign language programs:** No rules listed. **Artists bureau:** None. **Stock:** Held by B. P. Beard (118 shares), J. F. Hurley (94), Stahle Linn (23), W. S. Overton (10), J. P. Mattox (10), C. F. Raney (10), Gregory Peeler (5), Walter Carter (5), J. Carson Brantley (20), M. M. Murphy (5). **Base rate:** $40.

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.

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WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. **Phone:** 3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

Station manager: R. A. Dunlea. **Commercial manager:** Arthur G. Montaigne. **Program director:** H. W. Lee. **Chief engineer:** R. A. Plank.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted; population is 98% native-born. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 12:10-12:15 P.M., 1:35-1:40 P.M., 4:55-5 P.M., 6:30-6:40 P.M., all Monday through Saturday; 11-11:15 A.M., 2:45-3 P.M., both Monday through Saturday.

WGTM, WILSON

Operator: WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** July 18, 1937.

General manager: H. W. Wilson. **Commercial manager:** Allen Wannamaker. **Program director:** Billy Steadman. **Chief engineer:** Ben Farmer. **Publicity director:** Mina Church.

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

Operator: C. G. Hill, George D. Walker, and Susan H. Walker, Robert E. Lee Hotel. **Phone:** 2-1133. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** Mutual. **Opened:** March 24, 1937.

Station and promotion manager: George D. Walker. **Commercial manager:** C. G. Hill. **Program and musical director, artists bureau head:** Charles Keaton. **Chief engineer:** Earl F. Downey.

Rep: Sears & Ayer, Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Complete service; mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $70.

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

Operator: Piedmont Publishing Co., 416-420 N. Marshall St. **Phone:** 4141. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** April 17, 1930. (Note: This station is newspaper-owned by Winston-Salem Journal and Twin City Sentinel).

General, station and commercial manager: Norris L. O'Neil. **Program director:** John Miller. **Chief engineer:** Phillip Hedrick. **Musical director:** Elsie C. Tuttle. **Publicity director:** John Miller.

Rep: Kelly-Smith Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete free service including publicity through affiliated newspapers; regular sales surveys. **Foreign language programs:** No demand for same in this area. **Artists bureau:** None. **Base rate:** $80.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:40-7:45 A.M., 1-1:15 P.M., 6-6:15 P.M., 9-9:15 P.M., Monday through Saturday.

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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

Adams	1,080	Grant	1,590	Ransom	1,900
Barnes	3,570	Griggs	1,160	Renville	1,290
Benson	2,290	Hettinger	1,370	Richland	3,740
Billings	480	Kidder	1,250	Rolette	1,710
Bottineau	2,610	La Moure	1,930	Sargent	1,630
Bowman	930	Logan	1,190	Sheridan	1,140
Burke	1,710	McHenry	2,600	Sioux	750
Burleigh	3,830	McIntosh	1,450	Slope	740
Cass	10,030	McKenzie	1,730	Stark	2,620
Cavalier	2,380	McLean	2,950	Steele	1,140
Dickey	1,840	Mercer	1,450	Stutsman	4,600
Divide	1,670	Morton	3,420	Towner	1,390
Dunn	1,440	Mountrail	2,390	Traill	2,130
Eddy	1,030	Nelson	1,690	Walsh	3,400
Emmons	1,830	Oliver	650	Ward	6,620
Foster	1,090	Pembina	2,540	Wells	2,190
Golden Valley	760	Pierce	1,440	Williams	3,690
Grand Forks	6,570	Ramsey	2,980		

KFYR, BISMARCK

Operator: Meyer Broadcasting Co., 320 Broadway. **Phone:** 19. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** NBC Northwestern Group. **Opened:** September, 1925.

President: P. J. Meyer. **Station manager, commercial manager:** F. E. Fitzsimonds. **Program director, musical director:** Wayne Griffin. **Chief engineer:** Ivar Nelson.

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.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7-7:05 A.M., 8:10-8:15 A.M., 10:15-10:20 A.M., 12:10-12:15 P.M., 2:15-2:20 P.M., 4:25-4:30 P.M., 5:45-6 P.M., 10-10:15 P.M., all Monday through Saturday: 9-9:05 A.M., 1-1:05 P.M., 9-9:05 P.M., all Sunday.

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. **Phone:** 1090. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Jan. 25, 1925.

Director, station manager: Bert Wick. **Program director:** Hildur Marie Wick. **Chief engineer:** Richard Moritz.

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 (½ hr.).

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-alls"; copy must be in good taste and conform to station standards. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05 A.M., 10:30 A.M., 12:25 P.M., 1:45 P.M., 7:05 P.M., all 10 minutes, all Monday through Saturday; 12:45-1 P.M., Sunday.

WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. **Phone:** 6800. **Power:** 5,000 and 1,000 watts

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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.

KFJM, GRAND FORKS

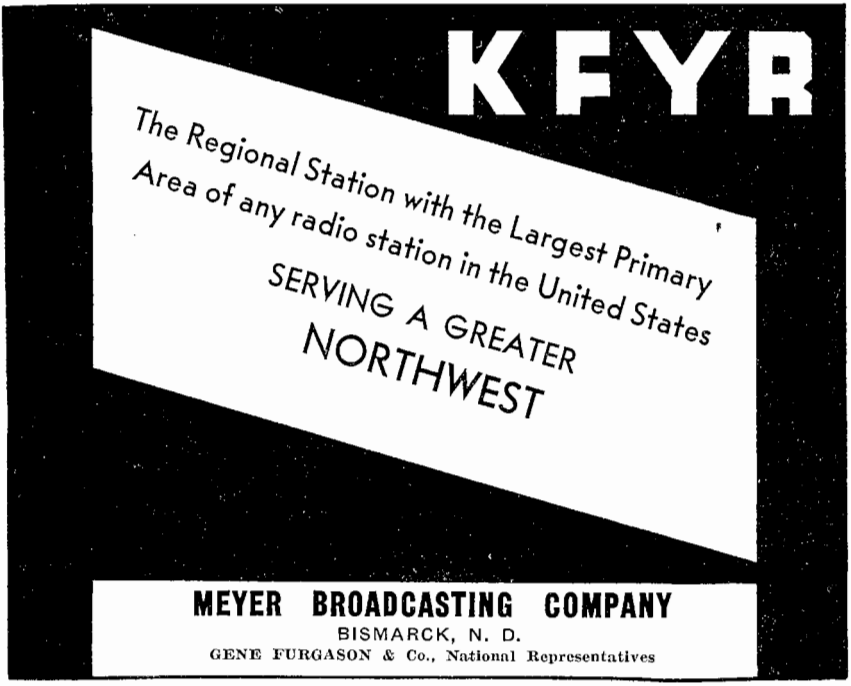
Operator: University of North Dakota, First National Bank Bldg. **Phone:** 1200. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923. (Note: This station is owned and operated by the University of North Dakota.)

General and station manager: Dalton Le Masurier*. **Commercial manager:** Elmer Hanson. **Program director:** Helen A. La Velle. **Chief engineer:** Elwin J. 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.*



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cine advertising; only restriction on copy is that it be in good taste. **E. T. library:** Lang-Worth. **News:** Transradio. **News 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 Saturday; 12:15 P.M., 8:15 P.M., both 10 minutes, both Sunday only.

KRMC, JAMESTOWN

Operator: Roberts-MacNab Co., Gladstone Hotel. **Phone:** 100. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 14, 1937.

General manager: R. B. MacNab. **Station 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 programs:** Accepted; German and Scandinavian 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. **E. T. library:** World. **News:** Transradio. **News periods:** 9:30-9:40 A.M., 11-11:15 A.M., 12:05-12:15 P.M., 4-? P.M., 6:05-6:12 P.M., 8:30-8:40 P.M., all apparently daily.

KGCU, MANDAN

Operator: Mandan Radio Association, 111 First Ave., N. W. **Phone:** 631. **Power:** 250 watts on 1240 kc. **Affiliation:** None. **Opened:** 1925. (Note: KGCU also maintains studios in Prince Hotel, Bismarck).

General manager: J. K. Kennelly. **Program director:** Arne Anzjon. **Chief engineer:** 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 entertainers 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.

KLPM, 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 accepted; no liquor or patent medicine advertising; 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.

KOVC, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. **Phone:** 408. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 19, 1936.

General manager: Dalton Le Masurier*. **Station director, commercial manager:** William L. Wallace. **Program director:** Robert E. Ingstad. **Chief engineer:** Bey Greene.

Rep: None. **Seating facilities:** 1,000 persons. **Merchandising:** Partial service; two display windows for sponsor use. **Foreign language programs:** No restrictions on this type of business. **Artists bureau:** Nominally maintained. **Base rate:** $20.

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, 12:35-12:45 P.M. (local news), 6:15-6:30 P.M., all daily.

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* *Also general manager of KFJM, Grand Forks, N. D., and KDAL, Duluth, Minn.*

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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

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OHIO

(1,641,500 radio homes, or 92% ownership among the State's total of 1,777,000 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

Adams	4,990	Hamilton	153,830	Noble	3,660
Allen	17,460	Hancock	10,760	Ottawa	6,160
Ashland	7,320	Hardin	7,190	Paulding	3,770
Ashtabula	17,230	Harrison	4,710	Perry	7,440
Athens	10,230	Henry	5,530	Pickaway	5,960
Auglaize	7,060	Highland	6,900	Pike	3,040
Belmont	21,880	Hocking	4,780	Portage	10,600
Brown	5,330	Holmes	3,940	Preble	5,990
Butler	27,530	Huron	8,920	Putnam	5,780
Carroll	3,990	Jackson	5,870	Richland	16,270
Champaign	6,460	Jefferson	19,760	Ross	10,460
Clark	22,890	Knox	7,880	Sandusky	10,290
Clermont	7,960	Lake	10,320	Scioto	18,440
Clinton	5,870	Lawrence	9,710	Seneca	11,700
Columbiana	21,580	Licking	16,010	Shelby	6,070
Coshocton	7,380	Logan	7,750	Stark	53,510
Crawford	9,250	Lorain	25,670	Summit	82,210
Cuyahoga	295,030	Lucas	85,940	Trumbull	27,960
Darke	9,690	Madison	4,760	Tuscarawas	17,040
Defiance	5,720	Mahoning	52,780	Union	4,990
Delaware	6,700	Marion	11,640	Van Wert	6,670
Erie	10,850	Medina	7,540	Vinton	2,370
Fairfield	10,830	Meigs	5,910	Warren	6,770
Fayette	5,320	Mercer	5,670	Washington	10,810
Franklin	90,880	Miami	13,460	Wayne	11,850
Fulton	5,950	Monroe	4,320	Williams	6,530
Gallia	4,980	Montgomery	68,570	Wood	12,660
Geauga	3,790	Morgan	3,490	Wyandot	4,890
Greene	8,300	Morrow	3,980		
Guernsey	10,150	Muskingum	17,420		

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'Neil'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 rulings 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 6111; Franklin 1111; Hemlock 1000. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October 1932.

President: John F. Weimer. **General manager:** Edythe 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.

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Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. **News:** None listed.

WICA, ASHTABULA

Operator: WICA, Inc., 221 Center St. **Phones:** 1211; 1311. **Power:** 500 watts on 940 kc (daytime). **Affiliation:** None. **Opened:** Nov. 22, 1937. (Note: This station is affiliated with the Ashtabula Star-Beacon, the Geneva Free Press, the Painesville Telegraph, and the Conneaut News & Herald).

Manager: Robert B. Rowley. **Commercial manager:** Robert C. Marvin. **Program director:** Walter C. Walrath. **Chief engineer:** George E. Gautney. **Artists bureau head:** Gerald C. O'Brien. **Musical director:** Richard Joachim. **Publicity:** Handled by Thurse F. Sigman Advertising.

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.

Copy restrictions: No wine or alcoholic beverage advertising accepted. **E. T. library:** Associated; Standard; MacGregor. **News:** UP. **News periods:** 10-10:15 A.M., noon—12:10 P.M., 2-2:15 P.M., 4:30-4:45 P.M., Monday through Saturday; 9:15-9:30 A.M., noon—12:15 P.M., 4:30-4:45 P.M., Sunday only.

WHBC, CANTON*

Operator: The Ohio Broadcasting Co., 319 W. Tuscarawa Street. **Phone:** 5385. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** May 1, 1925.

General manager: Felix Hinkle. **Commercial manager:** Ralph H. Bruce. **Program director:** S. T. Mayers. **Chief engineer:** Kenneth Sliker. **Publicity director:** Tom McClowry.

Rep: None. **Seating facilities:** None. **Merchandising:** Complete service rendered at actual cost. **Foreign language programs:** Accepted; translation must be submitted for approval. **Artists bureau:** Setup nominal only. **Base rate:** $50.

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

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky.; executive offices and studios, Hotel Gibson, Cincinnati. **Phone:** Hemlock 7655. **Power:** 50,000 watts on 1490 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** Sept. 16, 1929. (Note: WCKY is scheduled to shift network affiliation to CBS).

President, general manager: L. B. Wilson. **Sales manager:** Lloyd Venard. **Public relations director:** Elmer Dressman. **Sales promotion manager:** E. C. Jimmy Krauters. **Program director:** Mendel Jones. **Merchandising manager:** Thomas Mitchell. **Sales service manager:** George Moore. **Station promotion manager:** Bev Dean.

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.

Copy restrictions: All commercial copy must be approved by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department. **E. T. library:** NBC Thesaurus; World. **News:** Transradio. **News periods:** 8-8:10 A.M., 8:30-8:35 A.M., 9:45-9:50 A.M., 12:20-12:25 P.M., 2:30-2:40 P.M., 5:35-5:45 P.M., all Monday through Saturday; 10-10:15 P.M., every day; 10-10:05 A.M., 2:30-2:40 P.M., Sunday only.

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., B. F. Keith Bldg. **Phone:** Main 3314. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 1, 1935. (Note: Operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

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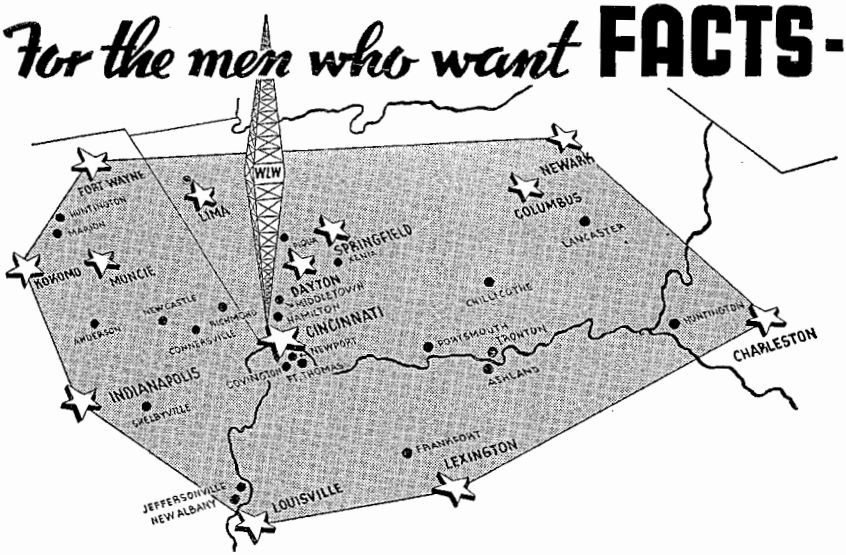
For the men who want FACTS-



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

★ From March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls in 12 of the cities starred. In the 13th market, Cincinnati, Alberta Burke Marketing and Research Co. made 21,883 calls.

● The cities circled above were not included in this Survey, but it seems reasonable to assume that WLW does generally as well in these towns, many of which are not served by any local station.

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WSAI *Cincinnati's Own Station*

REPRESENTED BY INTERNATIONAL RADIO SALES

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General manager: M. C. Watters. **Rep:** Weed & Co. **Seating facilities:** Three studios, capacity about 150. **Merchandising:** Maintains 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

Operator: Columbia Broadcasting System, Inc., Hotel Alms. **Phone:** Woodburn 0550. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** May 5, 1924.

General manager: Wm. A. Schudt, Jr. **Commercial manager:** Wm. J. Williamson. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Publicity director:** Margaret Maloney. **Special events director:** James M. Patt.

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 from 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.

Copy restrictions: CBS program policies. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:15-7:20 A.M., 8:30-8:35 A.M. 2-2:10 P.M., 6-6:05 P.M. 10:15-10:20 P.M., 12:30-12:35 A.M., 1:55-2 A.M., all Monday through Saturday; 12-12:10; P.M., Saturday only; 11:45-noon, 11-11:05 P.M., 12:30-12:35 A.M., 1:55-2 A.M., Sunday only.

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.)

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General sales manager:** Robert E. Dunville. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Program director:** Owen Vinson. **Chief engineer:** R. J. Rockwell. **Service Manager:** Walter Callahan. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House. **Sales promotion manager:** Beulah Strawway.

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 newsppers, 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).

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General manager:** Dewey H. Long. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Sales promotion manager:** Richard A. Ruppert. **Program director:** Clair Shadwell.

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Chief engineer: R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House.

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.

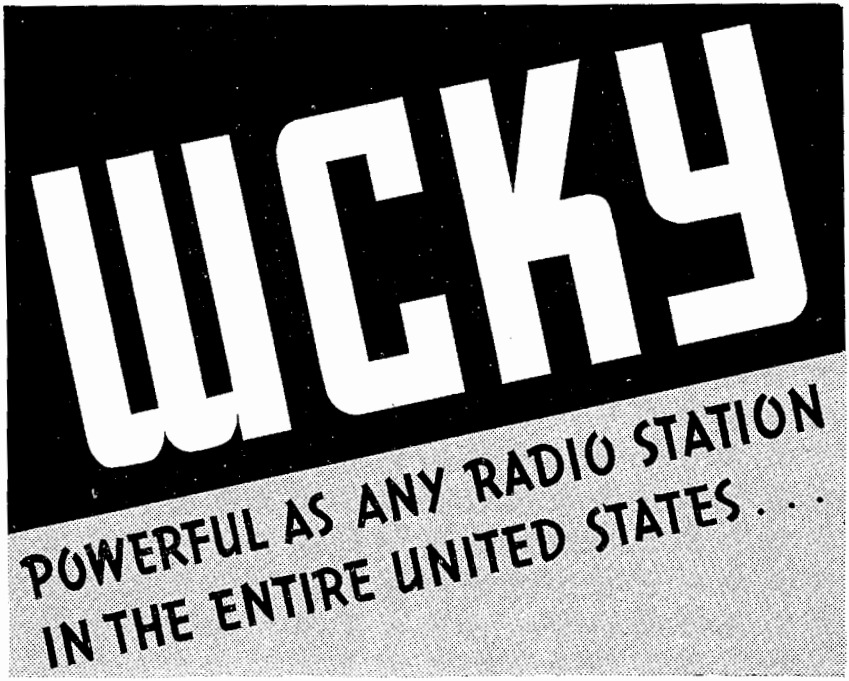
WCLE, CLEVELAND

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.)

Vice-president, general manager: H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** John T. Vorpe. **Program manager:** Russell Richmond. **Chief engineer:** E. L. Gove. **Musical director:** Louis Rich. **Publicity director:** John T. Vorpe.

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** See description of WHK, Cleveland. **Foreign language programs:** Not accepted. **Artists bureau:** See WHK, Cleveland. **Stock:** See WHK, Cleveland. **Base rate:** $112.50.

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;



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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. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 6:55 A.M., 9 A.M., 11 A.M., 1 P.M., 2:15 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 9:30-9:45 A.M., Sunday only.

WGAR, CLEVELAND

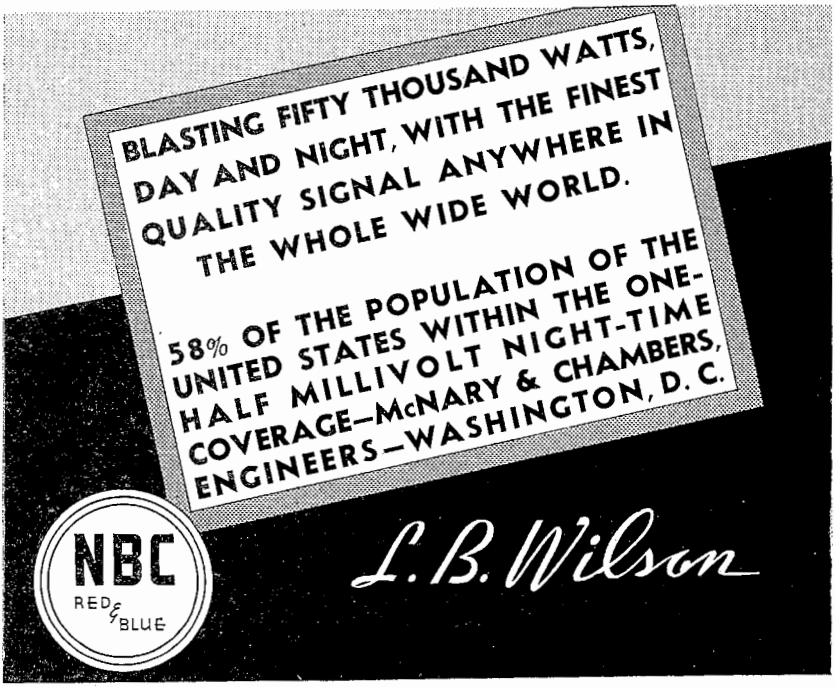
Operator: WGAR Broadcasting Co., Hotel Statler. **Phone:** Prospect 0200. **Power:** 5,000 and 1,000 watts on 1450 kc. **Affiliation:** CBS. **Opened:** Dec. 15, 1930.

President: G. A. Richards.* **General manager:** John F. Patt. **Assistant manager:** Eugene Carr. **Local sales manager:** Harry Camp. **Editorial and promotion director:** Ellis C. Vander Pyl. **Program director:** Worth Kramer. **Production manager:** Carl George. **Chief engineer:** R. Morris Pierce. **Musical director:** Walberg Brown. **Publicity director;** Maurice Condon.

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; circularize 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

*Also president of WJR, Detroit, Mich., and KMPC, Beverly Hills, Calif.



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First IN PULLING POWER

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

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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 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.)

Vice-president, general manager: H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** John T. Vorpe. **Chief engineer:** E. L. Gove. **Program manager:** Russell Richmond. **Musical director:** Louis Rich. **Publicity director:** John T. Vorpe.

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:** Not 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 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

Operator: Owned and operated by the National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. **Phone:** Cherry 0942. **Power:** 50,000 watts on 1070 kc. **Affiliation:** NBC Basic Red. **Opened:** September, 1923.

Station manager: Vernon H. Pribble. **Program director:** Hal Metzger. **Chief engineer:** S. E. Leonard. **Sales manager:** Howard Barton. **Artists bureau head:** E. Alcott. **Musical director:** Walter Logan. **Publicity director:** Bob Dailey.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 150 persons; Studio B, 150. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** Yes; complete roster of talent available. **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 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 aporoval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules. **E. T. library:** NBC Thesaurus. **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.

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Orr. **Program director:** Jack Price. **Chief engineer:** Lester Nafzger. **Musical director:** Lowell Riley. **Promotion director:** Jim Yerian.

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.)

President: Kenneth B. Johnston. **Station manager:** Neal A. Smith. **National sales manager:** Jack Kelly. **Program director:** Ed Bronson. **Production director:** William W. Beavers. **Chief engineer:** James E. Lowe.

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.

Copy restrictions: Better Business Bureau of Columbus consulted on copy claims. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:15 A.M., 11:45 A.M., 6:30 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Sunday only.

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.)

General and station manager: Carl M. Everson. **Commercial manager:** Harry H. Hoessly. **Program director:** Robert S. French. **Chief engineer:** J. E. Anderson. **Musical director:** John K. Agnew. **Publicity director:** Fred W. Sample.

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.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M., 12:30 P.M., 6 P.M., 9:30 P.M., all Monday through Saturday; 11:45-noon, Sunday.

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.)

President: J. M. Cox, Jr. **Station manager:** J. Leonard Reinsch. **Commercial manager:** D. A. Brown. **Program director:** Lester Spencer. **Production manager:** A. H. Robb. **Chief engineer:** Ernest L. Adams. **Musical director:** Henry Lange.

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-

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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:** Howard 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.

* *Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.*

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. Gohring. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

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**

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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 is 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; 10-10:15 P.M., Sunday only.

WTOL, TOLEDO

Operator: Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 27, 1938.

President: Frazier Reams. **Station manager:** Sterling B. Beeson, Jr. **Chief engineer:** Frank B. Ridgeway. **Program director:** Harry H. Burge.

Rep: None. **Seating facilities:** Two studios, larger seating 40, and the smaller 15. **Merchandising:** None. **Foreign language programs:** Have Polish program. **Artists bureau:** None. **Stock:** Stockholders are Frazier Reams, Morton Neipp (attorney), Thomas Bretherton (attorney), and Glenn Reams. **Base rate:** $60.

Copy restrictions: Do not encourage beer, wine, liquor, or any type of alcolohic 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.

Rep: None. **Seating facilities:** Can accommodate 300 persons. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service available. **Base rate:** $160.

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

Operator: WALR Broadcasting Corp., 17 South 4th Street. **Phone:** Main 5044. **Power:** 100 watts on 1210 kc. **Affiliation:** CBS (special line). **Opened:** April, 1924.

Managing director: Stanton P. Kettler. **Program and production director:** Allen Haid. **Chief engineer:** William Hunt. **Musical director:** James Minium.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Offer complete service, including publicity, window displays, etc.; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Stock:** 250 shares outstanding; principal holders are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** $69.50.

Copy restrictions: Beer, wine and patent medicines accepted; liquor not accepted. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., noon-12:15 P.M., 6-6:15 P.M., 10-10:15 P.M., Monday through Saturday: 8-8:15 A.M., 6-6:15 P.M., 9:45-10 P.M., Sunday.

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OKLAHOMA

(454,300 radio homes, or 73% ownership among the State's total of 619,000 families. Urban ownership is 202,500, or 87% of urban families; rural ownership is 251,800, or 65% of rural families.)

Radio Homes by Counties

Adair	2,170	Grant	2,660	Nowata	2,380
Alfalfa	2,710	Greer	3,410	Okfuskee	4,680
Atoka	2,240	Harmon	2,240	Oklahoma	54,080
Beaver	1,890	Harper	1,350	Okmulgee	10,690
Beckham	5,230	Haskell	2,400	Osage	8,940
Blaine	3,430	Hughes	5,090	Ottawa	7,500
Bryan	5,290	Jackson	5,180	Pawnee	3,610
Caddo	8,360	Jefferson	2,820	Payne	7,630
Canadian	5,340	Johnston	2,100	Pittsburg	8,460
Carter	7,980	Kay	11,040	Pontotoc	5,770
Cherokee	2,630	Kingfisher	2,990	Pottawatomie	13,240
Choctaw	3,970	Kiowa	5,160	Pushmataha	2,400
Cimarron	950	Latimer	1,790	Roger Mills	2,200
Cleveland	4,580	Le Flore	6,860	Rogers	3,220
Coal	1,860	Lincoln	5,710	Seminole	15,090
Comanche	6,300	Logan	5,560	Sequoyah	2,890
Cotton	2,490	Love	1,510	Stephens	6,030
Craig	2,860	McClain	3,260	Texas	2,450
Creek	12,130	McCurtain	5,450	Tillman	4,340
Custer	4,960	McIntosh	3,650	Tulsa	45,550
Delaware	2,300	Major	2,090	Wagoner	3,510
Dewey	2,240	Marshall	1,740	Washington	6,170
Ellis	1,870	Mayes	2,770	Washita	4,820
Garfield	10,330	Murray	2,240	Woods	3,400
Garvin	4,990	Muskogee	12,960	Woodward	2,900
Grady	8,270	Noble	2,950		

KADA, ADA

Operator: C. C. Morris, 115½ S. Rennie. **Phone:** 1212. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** Sept. 26, 1934.

Owner, station head: C. C. Morris. **Station and commercial manager:** John M. Whitney. **Program director:** Russell Miller. **Chief engineer:** J. Leiland Seay.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Limited; capacity not listed. **Merchandising:** Publicity, personal contacts, displays, etc., rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $45.

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05-7:10 A.M., 8:15-8:30 A.M., 10:55-11 A.M., 1-1:05 P.M., 3:30-3:45 P.M., 5:45-6 P.M., all Monday through Saturday.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Inc., Chickasaw & Northwest Blvd. **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.)

General Manager: Albert Riesen. **Station manager;** James Griffith. **Program director:** Dolly Dutton. **Chief Engineer:** Paul Ross.

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.

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KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. **Phone:** 730. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 18, 1932. (Note: Station carries, via rebroadcast and special wire, several programs of WKY, Oklahoma City).

Owner: E. M. Woody. **Station and commercial manager, publicity director:** F. E. Mayhew. **Program director, artists bureau head:** Johnny Carman. **Chief engineer:** G. M. Patterson. **Musical director:** Frank Kennedy.

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.

Copy restrictions: No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:15 A.M., 11:15 A.M., 4:45 P.M., all 15 minutes, all Monday through Saturday.

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.)

Managing-director: Milton B. Garber. **Commercial manager:** H. P. Hale. **Program director:** Keith Painton. **Chief engineer:** A. B. Clopton.

Rep: Joseph Hershey McGillvra. **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:** $60.

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

Operator: Oklahoma Press Publishing Co., Barnes Bldg. **Phone:** 303. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. **Station manager, program director:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow.

Rep: The Branham Co. **Seating facilities:** Reception room seats 50 persons. **Merchandising:** Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. **Foreign language programs:** No set rules; none currently on station. **Artists bureau:** None. **Base rate:** $55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, Federal and state regulations. **E. T. library:** World. **News:** AP. **News periods:** 10-10:05 A.M., noon-12:15 P.M., 7:45-8 P.M., all Monday through Saturday.

WNAD, NORMAN

Operator: University of Oklahoma. **Power,** 1,000 watts on 1010 kc (specified hours; divides time with KGGF). **Opened:** 1922.

This station is non-commercial; university-owned.

KOCY, OKLAHOMA CITY

Operator: Plaza Court Broadcasting Co., Hightower Bldg. **Phones:** 3-1775, 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:**

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W. S. Lukenbill. **Director of promotion and publicity:** Bill Anderson. **Musical director:** Herman C. Chaney. **Chief engineer:** M. W. Thomas.

Rep: International Radio Sales. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** $225.

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.

KTOK, 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 KTOK; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth Star-Telegram.)

President: Harold V. Hough. **Station manager:** Kenyon M. Douglass. **Commercial manager:** Tom Johnson. **Program director:** Waymond Ramsey. **Merchandising and promotion director:** Paul H. Buenning. **Chief engineer:** Bernard Tullius.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Complete service available. **Foreign language programs:** No demand for such programs in this territory. **Artists bureau:** Setup nominal only. **Base rate:** $120.

Copy restrictions: Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **News periods:** 6:45 A.M., 8:30 A.M., 10:15 A.M., 1 P.M., 3:45 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday.

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.)

Secretary-treasurer: Edgar T. Bell. **Station manager:** Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Production manager, musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hammacher.

Rep: The Katz Agency. **Seating facilities:** Main studio, 275; Studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. **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.

KHBG, OKMULGEE

Operator: Okmulgee Broadcasting Corp. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1937.

Base rate: $50.

No other information available.

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (Executrix of C. L. Carrell Estate), 615 W. Grand Avenue. **Phone:** 2300. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** 1927.

Managing director, station manager: Adelaide L. Carrell. **Program director:** W. L. Stevens. **Chief engineer:** Don Mitchell.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Small studio; capacity not listed. **Merchandising:** Supply publicity and window displays, and distribute mailing pieces gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $50.

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.

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KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. **Phone:** 4390. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper, plus other papers in Nebraska, Missouri, Idaho and Kansas.)

President: Oscar Stauffer. **Secretary-treasurer, general manager:** Joseph W. Lee. **Advertising manager:** Weldon Stamps. **Chief announcer:** Frank Jackson. **Publicity, traffic;** Maxine Eddy. **Chief engineer:** John Molloy.

Rep: Joseph Hershey McGillvra. **Seating facilies:** Shawnee municipal auditorium, 3,000. **Merchandising:** Complete service available. **Foreign language programs:** No rules against such programs, but no demand due to low percentage of foreign born population in trade area. **Artists bureau:** None. **Stock:** Held by Stauffer Publication Co., Arkansas City, Kansas. **Base rate:** $50.

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

Operator: Harry Schwartz, 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938. (Note: Harry Schwartz is president of the Tulsa Federation of Labor and business manager of the union's monthly paper.)

General manager: Jack Neil. **Commercial manager:** Harold Grimes. **Program director:** R. H. Latting. **Chief engineer:** James Manship. **Musical director:** Dorothy Doan. **Publicity director:** Jay Crum.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $60.

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.)

Vice-president: William C. Gillespie. **Sales manager:** Lawson Taylor. **Program director:** Bill Gillespie. **Merchandising and publicity director:** John Esau. **Production manager:** Jack Hoffman. **Musical director:** Lillian Smithline. **Chief engineer:** Nathan Wilcox. **Continuity chief:** Ray Scollars.

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

Operator: Southwestern Sales Corp., Philtower Bldg. **Phone:** 2-2254. **Power:** 25,000 watts on 1140 kc. **Affiliation:** NBC Southwestern Group. **Opened:** Jan. 15, 1925.

Vice-president, general and station manager: Wm. B. Way. **Commercial manager:** Willard D. Egolf. **Program director, production manager, artists bureau head:** Norvell Slater. **Chief engineer:** L. W. Stinson. **Merchandising director:** F. M. Hart.

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.

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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

Baker	4,930	Harney	1,780	Morrow	1,400
Benton	4,820	Hood River	2,650	Multnomah	102,890
Clackamas	14,530	Jackson	10,230	Polk	4,960
Clatsop	6,000	Jefferson	630	Sherman	810
Columbia	5,840	Josephine	3,680	Tillamook	3,500
Coos	8,600	Klamath	9,180	Umatilla	6,840
Crook	950	Lake	1,410	Union	5,050
Curry	1,070	Lane	16,330	Wallowa	2,180
Deschutes	4,340	Lincoln	3,060	Wasco	3,760
Douglas	6,960	Linn	7,610	Washington	9,210
Gilliam	950	Malheur	3,130	Wheeler	710
Grant	1,830	Marion	16,830	Yamhill	6,750

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).

Manager: James C. Wallace. **Commercial manager,** Frank E. Marrion. **Chief engineer:** Lawrence King.

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. **Artists bureau:** None. **Base rates:** $25.

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.)

General manager: Robert W. Sawyer. **Station manager, publicity director:** Frank H. Loggan. **Commercial manager:** Chet Wheeler. **Program and musical director:** William Murphy. **Chief engineer:** August Hiebert.

Rep: Cox and Tanz; John Keeting. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Complete department maintained; any "reasonable" amount of service rendered gratis, except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $25.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted; "objectionable medical advertising" rejected. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:30-8:35 A.-M., 10:30-10:35 A.M., 12:30-12:45 P.M., 5:30-5:45 P.M., all Monday through Saturday.

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KOAC, CORVALLIS

Operator: Oregon State Agricultural College. **Power:** 1,000 watts on 550 kc.

This station is non-commercial.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. **Phone:** 3. **Power:** 100 watts on 1420 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise, Idaho. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard.)

Proprietor: Frank L. Hill. **Station manager, commercial manager:** Glenn E. McCormick. **Program director, publicity:** Day Foster. **Chief engineer:** Harold Gander.

Rep: John Blair & Co. **Seating facilities:** Glass-encased reception room, 200 persons. **Merchandising:** Maintain such a service; details do not conform to any set policy. **Foreign language programs:** No demand for such in station area. **Artists bureau:** None. **Base rate:** $37.50.

Copy restrictions: Accept wine, beer, whiskey and patent medicines if "legitimate" and conforming to FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:05 A.M. noon-12:15 P.M., 3:45-4 P.M., 6:45-7 P.M., all Monday through Saturday.

KFJI, KLAMATH FALLS

Operator: KFJI Broadcasters, Inc. **Power:** 100 watts on 1210 kc. **Affiliation:** None.

Base rate: $25.

No further information available after repeated requests.

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

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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., all 15 minutes, all Sunday through Friday.

KOOS, MARSHFIELD

Operator: KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: KOOS also maintains studios in North Bend; affiliated with Coos Bay Times, Eugene News and Salem Statesman.)

President-manager, station manager, publicity director: Walter L. Read. **Commercial manager:** Ben E. Stone. **Program director, artists bureau head, musical director:** Chester B. Wheeler. **Chief engineer:** Paul Spargo.

Rep: Walter Biddick Co. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service rendered 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 regulations; alcoholic beverages not accepted. **E. T. library:** Transco. **News:** UP. **News 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 Marr. **Chief engineer:** D. H. Rees.

Rep: None. **Seating facilities:** Main studio seats 50 persons. **Merchandising:** Help manufacturers 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 Monday through Saturday; 6:15-6:30 P.M., Sundays 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 manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Production manager:** Ted Cooke. **Program dirccter:** Henry B. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Publicity in the "Radio Advertiser," which is circulated 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 (½ 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 Jennings. **Production manager:** H. Q. Cox. **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-**

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chandising: Publicity and information accorded through newspaper affiliate. **Foreign 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 accepted 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:** 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. **Affiliation:** NBC Pacific Coast Red. **Opened:** March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also operates KEX).

General and station manager: W. Carey Jennings. **Production manager:** H. Q. Cox. **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 language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $165.

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted 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 A.M., 3:30 P.M., both 15 minutes, both Monday through Saturday; 12:45-1 P.M., Sunday.

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. **Phone:** Atwater 3333. **Power:** 5,000 and 1,000 watts on 940 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Oregon Journal as is KALE of the same city.)

President: Charles W. Myers. **General manager and treasurer:** C. Roy Hunt. **Sales manager:** Charles E. Couche. **Production manager, artists bureau head:** Johnnie Walker. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Musical director:** Joseph Sampietro. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** About 100 persons. **Merchandising:** Publishes "Radio Advertiser" and circulates the publication to retail stores; Oregon Journal lists programs with sponsor names. **Foreign language programs:** Acceptance rules are strict to the point of prohibition; none currently on station; English translation must be submitted in advance. **Artists bureau:** Yes; lists about 20 artists. **Stock:** Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. **Base rate:** $100 (½ hr.).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages. **E. T. library:** World; Associated; Lang-worth. **News:** INS; UP. **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., evedy day.

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:**

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OREGON
Think
KOIN
Portland's
CBS Outlet
FREE & PETERS
National Representatives

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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.

General and station manager: John C. Egan. **Commercial manager:** L. D. Henderson. **Program director:** G. E. Speerstra. **Chief engineer:** W. J. Jerman. **Artists bureau head, publicity director:** Sammy Taylor. **Musical director:** Art Morey.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 500 persons. **Merchandising:** Have connection with amusement park for various exploitations; 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.).

Copy restrictions: No patent medicines nor hard liquors; beer and wines accepted between 10 P.M. and 1 A.M., except Sundays; spot announcements limited to 100 words. **E. T. library:** None. **News:** INS. **News periods:** 7-7:15 A.M., 9:45-10 A.M., 11:15-11:30 A.M., 3:45-4 P.M. (local news), 12:30-12:35 A.M., 1:15-1:20 A.M. (Hollywood gossip via INS), 2-2:05 A.M., all daily except Sunday.

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.*

Rep: Gene Furgason & Co. **Seating facilities:** Capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by T. W. Symons, Jr., and E. B. Craney. **Base rate:** 30 (½ hr.).

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.

KRNR, ROSEBURG

Operator: News-Review Co., Umpqua Hotel. **Phone:** 4. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review).

Manager: Marshall Pengra. **Chief engineer:** H. J. Chandler, Jr.

Rep: John Blair & Co. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Complete service rendered, including dealer contacts, publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy. **E. T. library:** None. **News:** AP. **News periods:** 7:30-7:40 A.M., 7:40-7:45 A.M. (local news), 12:45-12:50 P.M., 12:50-1 P.M. (local news), 6:05-6:10 P.M., 6:10-6:15 P.M. (local news), all Monday through Saturday.

KSLM, SALEM

Operator: Oregon Radio, Inc., 343 Court St. **Phone:** 6131. **Power:** 500 watts on 1360 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1934.

President, commercial and production manager: H. B. Read. **Program director:** Herb Johnston. **Chief engineer:** Clyde Wiegand.

Rep: John Blair & Co. **Seating facilities:** Main studio, 75 persons; 25 in auxiliary studio. **Merchandising:** None. **Foreign language programs:** Not accepted; population 97% American. **Artists bureau:** None. **Stock:** Entirely held by H. B. Read. **Base rate:** $35.

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.

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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

Adams	8,500	Elk	6,900	Montour	2,940
Allegheny	315,590	Erie	43,330	Northampton	39,710
Armstrong	17,030	Fayette	40,030	Northumberland	28,780
Beaver	32,850	Forest	1,230	Perry	5,190
Bedford	8,050	Franklin	14,790	Philadelphia	467,940
Berks	56,240	Fulton	1,960	Pike	1,990
Blair	32,900	Greene	9,030	Potter	4,240
Bradford	12,210	Huntingdon	8,350	Schuylkill	49,570
Bucks	22,520	Indiana	15,350	Snyder	4,450
Butler	17,970	Jefferson	11,230	Somerset	16,030
Cambria	40,550	Juniata	3,320	Sullivan	1,620
Cameron	1,220	Lackawanna	66,850	Susquehanna	7,850
Carbon	13,420	Lancaster	46,910	Tioga	7,930
Centre	10,210	Lawrence	22,250	Union	4,170
Chester	28,420	Lebanon	15,850	Venango	14,960
Clarion	7,810	Lehigh	41,710	Warren	9,930
Clearfield	18,010	Luzerne	92,070	Washington	43,140
Clinton	7,480	Lycoming	23,490	Wayne	6,630
Columbia	11,180	McKean	13,370	Westmoreland	62,460
Crawford	16,040	Mercer	23,010	Wyoming	3,750
Cumberland	17,260	Mifflin	8,990	York	41,130
Dauphin	40,890	Monroe	6,950		
Delaware	67,990	Montgomery	60,680		

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.)

President: Major J. C. Shumberger. **Station manager:** B. Bryan Musselman. **Program director, artists bureau head, musical director:** George Y. Snyder. **Chief engineer:** William McCutcheon.

Rep: Gene Furgason & Co. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Place window displays and mail circular letters; mimeograph, multigraph and addressograph service available. **Foreign language programs:** Accepted; complete English translation must be furnished. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** $120.

Copy restrictions: Patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 9-9:05 A.M., 10-10:05 A.M., 11-11:05 A.M., 11:55-noon, 4:55-5 P.M., 6:15-6:30 P.M., 7-7:05 P.M., 9-9:05 P.M., 10:45-11 P.M., all Monday through Saturday.

WFBG, ALTOONA

Operator: The Gable Broadcasting Co. (lessee). **Power:** 100 watts on 1310 kc (shares time with WJAC).

Base rate: $86.

No further information available after repeated requests.

WEST, EASTON

Operator: Associated Broadcasters, Inc., 516 Northampton St. **Phone:** 8001. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1936.

President: Clair R. McCollough*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle.

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Chief engineer: J. E. Mathiot. **Artists bureau head:** Beula Edinger. **Musical director:** Eugene Bethman. **Publicity director:** Richard West.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** $85.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-8 A.M., 10:30-10:35 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 7:30-7:35 P.M., 10:15-11 P.M., all daily.

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* *Also president of WAZL, Hazelton, Pa., WORK, York, WDEL-WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.*

WLEU, ERIE

Operator: WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** April 21, 1935.

Station and commercial manager: V. Hamilton-Weir. **Program director:** James Hamilton. **Chief engineer:** Harold Roess. **Musical director:** Anthony Conti.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** Programs given publicity on the air through the "Merchandise Cooperative Program." **Foreign language programs:** Accepted; special rates apply. **Artists bureau:** None. **Base rate:** $100.

Copy restrictions: Beer, wine and patent medicines accepted; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 8:45 A.M., 12:15 P.M., 2:30 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Sunday.

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. **Phones:** Majestic 2675; Ogontz 3100. **Power:** 100 watts on 970 kc (daytime). **Affiliation:** None. **Opened:** 1924.

General manager: Paul F. Harron. **Commercial manager:** Edward D. Clery. **Program and musical director:** Douglas Arthur. **Chief engineer:** John H. Henninger. **Publicity director:** Rupe Werling.

Rep: None. **Seating facilities:** Capacity not listed. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P. M. (comment), 1-1:15 P.M., 4:30-4:45 P.M., 5:25-5:30 P.M., all daily.

WHJB, GREENSBURG

Operator: Pittsburgh Radio Supply House, Penn Albert Hotel. **Phone:** Greensburg 3740. **Power:** 250 watts on 620 kc (operates to sunset). **Affiliation:** None. **Opened:** Oct. 28, 1934. (Note: Same operator also owns WJAS, Pittsburgh.)

Station manager: Roy H. Verret. **Program director:** Carolyn Castracane. **Chief engineer:** W. W. McCoy. **Publicity director:** Howard Lewis.

Rep: William G. Rambeau Co. **Seating facilities:** Auditorium studio seats 180. **Merchandising:** None. **Foreign language programs:** Have Slovak and Polish programs; each case treated on individual merits. **Artists bureau:** None. **Base rate:** $76.

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.)

President: E. J. Stackpole, Jr. **Station manager:** A. K. Redmond. **Sales director:** C. L. Bailey. **Production director:** E. K. Smith. **Chief engineer:** Richard Duncan. **Musical director:** David Shoop. **Promotion and publicity director:** Dick Redmond.

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,

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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.)

Station Manager: C. G. Moss. **Commercial manager:** George C. Smith.

Rep: Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Lists about 45 artists, directors, orchestras and announcers. **Base rate:** $125.

Copy restrictions: None listed. **E. T. library:** World. **News:** UP. **News periods:** No information available.

WAZL, HAZELTON

Operator: Hazelton Broadcasting Service, Inc., Broad & Laurel Sts. **Phone:** 1488. **Power:** 100 watts on 1420 kc. **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1932.

President: Clair McCullough*. **Station and commercial manager:** Victor C. Diehm. **Program director:** Thomas Tito. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Kathryn Kahler. **Musical director:** Henry Cohn. **Publicity director:** James Peiser.

Rep: Paul H. Raymer Co. **News:** Transradio. **Seating facilities:** None. **Merchandising:** Usual services rendered, including publicity and listing through newspaper affiliates. **Foreign language programs:** Specialize in such programs. **Artists bureau:** Setup nominal only. **Base rate:** $85.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 7 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

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* *Also president of WEST, Easton, Pa., WORK, York, Pa., WDEL and WILM, Wilmongton, 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.)

President: Walter W. Krebs. **Station and commercial manager:** J. C. Tully. **Program director:** J. P. Foster. **Chief engineer:** A. J. Reid.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; copy must be submitted in English as well as the foreign language one week prior to broadcast. **Artists bureau:** None. **Base rate:** $85.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 10:25-10:30 A.M., 6:15-6:15 P.M., daily except Sunday.

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).

Vice-president: Clair R. McCullough*. **Station and commercial manager:** Walter O. Miller. **Program and musical director:** Ernest Stanziola. **President, chief engineer:** J. E. Mathiot. **Publicity director:** Paul Rodenhauser.

Rep: Paul H. Raymer Co.. **Seating facilities:** Can accomodate 250 persons. **Merchandising:** Usual services rendered, including publicity and listings in newspaper affiliates. **Foreign language programs:** Will accept. **Artists bureau:** None. **Base rate:** $100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

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* *See footnote to WAZL, Hazelton, Pa.*

WKST, NEW CASTLE

Operator: Keystone Broadcasting Co., Cathedral Bldg. **Phone:** 5050. **Power:** 250 watts on 1250 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 23, 1938.

President, general manager: S. W. Townsend. **Station manager, program and musical director, artists bureau head:** Arthur W. Graham. **Commercial manager:** Her-

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bert S. Kirk. **Chief engineer:** Howard Condella. **Publicity director:** Len Taylor.

Rep: Cox and Tanz. **Seating facilities:** Auditorium adjoining studios, 3,200 persons. **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

Operator: Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., 1619 Walnut St. **Phone:** Locust 3760. **Power:** 10,000 watts on 1020 kc. **Affiliation:** NBC Basic Red. **Opened:** 1921 (in Chicago); moved to Philadelphia in 1934.

Station manager: Leslie W. Joy. **Program manager:** James P. Begley. **Plant engineer:** Ernest H. Gager. **Sales manager:** J. S. K. Hammann. **Sales promotion manager:** Lambert Beeuwkes. **Publicity director:** Jas. A. Aull.

Rep: National Broadcasting Co. **Seating facilities:** Auditorium, 200 persons; admission by ticket. **Merchandising:** Services rendered to clients at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** $440.

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; 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

Operator: WCAU Broadcasting Co., 1622 Chestnut St.; New York office, 485 Madison Ave. **Phone:** Locust 7700. **Power:** 50,000 watts on 1170 kc. **Affiliation:** CBS. **Opened:** 1921.

President, station manager: Dr. Leon Levy. **Commercial manager:** Robert A. Street. **Program director:** Stan Lee Broza. **Chief engineer:** John G. Leitch. **Publicity director:** Kenneth W. Stowman.

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

Operator: WDAS Broadcasting Station, Inc., 1211 Chestnut St. **Phone:** Locust 7400. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

President: Alexander W. Dannenbaum.

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Vice-President and station manager: P. J. Stanton. **Commercial manager:** A. W. Dannenbaum, Jr. **Program director:** Harold Davis. **Chief engineer:** Frank Unterberger. **Musical director:** Joseph Schreibman. **Publicity:** Jerry Stone.

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

Operator: WFIL Broadcasting Co., Widener Bldg. **Phone:** Rittenhouse 6900. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Basic Blue; Mutual; Quaker Network. **Opened:** 1934.

President: Samuel R. Rosenbaum. **General manager:** Roger W. Clipp. **Local sales manager:** George W. Jaspert. **Chief engineer:** Frank V. Becker. **Production manager:** Fred Dodge. **Publicity and promotion manager:** Joseph T. Connolly.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Use Manufacturers Club, 1,200. **Merchandising:** Procure free advertisement for program via time-trading arrangement with the Record, Daily News and Evening Ledger Shopping Guide; displays and other tie-in media; exploitation; help devise program; push institutional angle. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $330.

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times. **E. T. library:** Associated. **News:** INS. **News periods:** 8-8:15 A.M., 8:45-9 A.M., 12:30-12:35 P.M., 3:45-4 P.M., 6:30-6:40 P.M., 10:30-10:45 P.M., all Monday through Saturday.

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 872 Public Ledger Bldg. **Phones:** Lombard 2390 (Bell System); Main 2,000, extension 359 (Keystone system). **Power:** 100 watts on 1310 kc (divides time with WTEL). **Affiliation:** None. **Opened:** March 30, 1930.

President, general and station manager: W. Porter Ogelsby, Jr. **Assistant manager:** Milton Laughlin. **Publicity:** Sam Servta.

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:** NAB **News:** None.

WIP, PHILADELPHIA

Operator: Pennsylvania Broadcasting Co., 35 S. Ninth St. **Phone:** Walnut 6800. **Power:** 1,000 watts on 610 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** March 16, 1922.

President: Benedict Gimbel, Jr. **Sales director:** Edward A. Davies. **Program director:** James Allan. **Chief engineer:** Clifford Harris. **Musical director:** Clarence Fuhrman. **Publicity director:** Murray Arnold.

Rep: Radio Advertising Corp. **Seating facilities:** Studio A, 150 persons; auditorium, 1,200 persons. **Merchandising:** Use 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $234.50.

Copy restrictions: Accept beer and wine; rigid supervision over all copy. **E. T. library:** World. **News:** Transradio. **News periods:** 6:45-7 A.M., 8:15-8:30 A.M., 10:30-10:45 A.M., 11:15-11:30 A.M. (women's news), 12:30-12:45 P.M., 2:45-3 P.M., 6:40-6:45 P.M., 10:45-11 P.M., 12:55-1 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday through Friday; noon-12:15 P.M., 11-11:15 P.M., Sunday only.

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation;** International Broadcasting Corp. on direct wire to WOV, New York City. **Opened:** 1929.

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General manager: Hyla Kiczales*. **Station and commercial manager:** Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

Rep: WOV, New York City. **Seating facilities:** Auditorium accomodating 550 persons. **Merchandising:** Mail letters regarding radio campaigns to local trade outlets; publicity department maintains contact with all newspapers in coverage area; merchandising bureau available; station has a space-time tradeout with the Philadelphia Daily News. **Foreign language programs:** Italian, Polish and Jewish programs current; programs must be introduced and signed off in English, and comply with state and Federal laws. **Artists bureau:** Yes; licensed under the State of Pennsylvania. **Base rate:** $180.

Copy restrictions: Liquor advertising not accepted; all copy must conform to state and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **English news periods:** 10:50-11 A.M., 12:15-12:30 P.M., 3:50-4 P.M., 11:55-midnight, all Monday through Saturday; 7:45-8 P.M., Sunday only. **Italian news periods:** 5 P.M., 6:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday. **Jewish news periods:** 7:45-8 P.M., Monday; 8:30-9 P.M. (dramatized news), Friday; 8:45-9 P.M., Saturday. **Polish news periods:** 9:15-9:25 A.M., Monday through Saturday.

* *Also general manager of WOV and WBIL, New York City.*

WTEL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. **Phones:** Gladstone 1310 (Bell); North 1031 (Keystone). **Power:** 100 watts on 1310 kc (shares time with WHAT). **Affiliation:** None. **Opened:** Nov. 15, 1925.

President, program director: E. Douglas Hibbs. **Station and commercial manager:** Henry N. Cocker. **Chief engineer:** L. M. Biederman.

Rep: None. **Seating facilities:** Studio C, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Polish, German and Lithuanian programs current. **Artists bureau:** None. **Base rate:** On request.

Copy restrictions: Accept beer and wine, and patent medicines; copy must conform to FCC and FTC rules and regulations. **E. T. library:** Lang-Worth. **News:** Christian Science Monitor. **News periods:** 8:45-9 A.M., Monday through Saturday; noon-12:10 P.M., Monday through Friday.

KDKA, PITTSBURGH

Operator: Owned by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

Station manager: Sherman D. Gregory. **Commercial manager:** W. E. Jackson. **Program manager:** Derby Sproul. **Chief Engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Musical director:** Maurice Spitalny. **Publicity director:** Kay Barr.

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

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** Quaker Network. **Opened:** 1919.

President: H. J. Brennen*. **Station manager:** John J. Laux. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** Joe Villella. **Musical director:** Nelson Maples. **Chief engineer:** Walter McCoy. **Publicity director:** Howard McCartney.

Rep: Wm. G. Rambeau Co. **Seating facilities:** Playhouse, capacity 1,200. **Merchandising:** Publicity and key distributor contacts. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** $150.

Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be

* *Also president of WJAS, Pittsburgh.*

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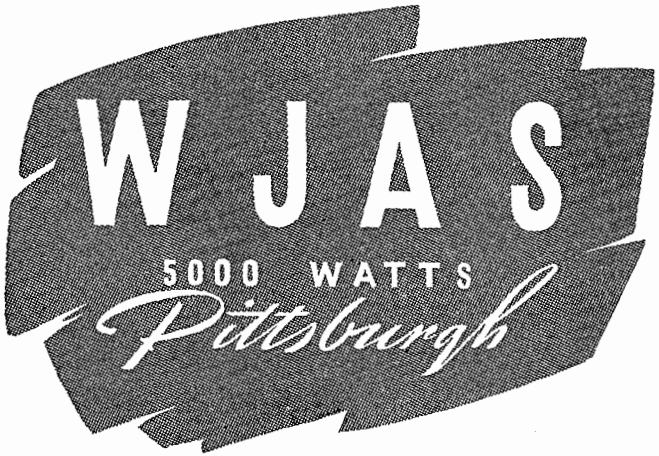
Audience!

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.



COLUMBIA BASIC NETWORK

Wm. G. Rambeau Co.
Representatives

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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.)

Station manager: Leonard Kapner. **Program director:** R. C. Daniel. **Chief engineer:** James Schultz. **Musical director:** Earl Truxell. **Publicity director:** James Murray. **Sales manager:** Lester Lindow.

Rep: International Radio Sales. **Seating acilities:** Observation room seats 25 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $475.

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 with revision. **E. T. library:** World. **News:** or a **News periods:** 8-8:10 A.M., noon-12:10 INS 5:15-6:25 P.M., 11-11:10 P.M., Monday P.M. 6gh 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.)

President and general manager: H. J. Brennen*. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** James Hughes. **Chief engineer:** Walter McCoy. **Musical director:** Baron Elliott. **Publicity director:** Marian Caughey.

Rep: William G. Rambeau Co. **Seating facilities:** Playhouse seats 1,200. **Merchandising:** Station publicity; key dealer contacts. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** $384.

Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. **E. T. library:** None. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:30-10:45 P.M., Sunday only.

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.)

Station manager: Frank R. Smith, Jr. **Program and musical director, artists bureau head:** Walter E. Sickles. **Publicity director:** H. B. Trautman.

Rep: Cox and Tanz. **Seating facilities:** 100 persons. **Merchandising:** Complete service available; details and estimates upon request. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** $125.

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

Operator: Berks Broadcasting Co. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Supplementary Service.

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

Operator: Scranton Broadcasters, Inc., 1000 Wyoming Ave. **Phone:** 6296. **Power:** 1,000 and 500 watts on 880 kc (divides time with WQAN). **Affiliation:** CBS. **Opened:** Jan. 12, 1925.

President: Frank Megargee. **General manager:** George D. Coleman. **Station manager:** R. E. McDowell. **Chief engineer:** K. R. Cooke.

Rep: John Blair & Co. **Seating facilities:**

* *Also president of KQV, Pittsburgh.*

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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.

Copy restrictions: Accept beer, wine, liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 3-3:10 P.M., 6:45-6:55 P.M., all Monday through Saturday; 6:15-6:25 P.M., Sunday only; 11-11:10 A.M., 11-11:15 P.M., every day.

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

Operator: Sharon Herald Broadcasting Co., Pine Hollow Blvd. **Phone:** 154. **Power:** 250 watts on 780 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 25, 1938.

President, station manager: John Fahnline, Jr. **Vice-president:** A. W. McDowell. **Secretary-treasurer:** George E. Heiges. **Commercial manager:** J. T. Van Swearingen. **Program director, artists bureau head:** Paul Gamble. **Chief engineer:** A. Clyde Heck. **Musical director:** Margaret James. **Publicity director:** John MacDonald.

Rep: DeLisser-Boyd, Inc. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Client's programs get full publicity in the Sharon Herald; any other merchandising rendered at actual cost. **Foreign language programs:** Accepted. **Artists bureau:** About 50 artists available, though not under direct contract to the station. **Base rate:** $75.

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.)

President: H. H. Haddon. **General manager:** B. A. Beck. **Station manager, commercial manager:** Melvin Lahr. **Program director:** Paul L. Miller. **Chief engineer:** Clifford Kerstetter.

Rep: Wythe Walker. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** Accept Polish, Russian, Italian and German. **Artists bureau:** Setup nominal only. **Base rate:** $60.

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

Operator: Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

Station manager: Joseph C. Burwell. **Commercial manager, publicity director:** M. E. Slagel. **Program and musical director:** S. Sages. **Chief engineer:** K. L. Meredith. **Artists bureau head:** Mary Lucius.

Rep: None. **Seating facilities:** Studio seats 35 persons. **Merchandising:** Complete service available gratis. **Foreign language programs:** Accept programs and announcements. **Artists bureau:** Setup nominal only. **Base rate:** $60.

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

Operator: John H. Stenger, Jr., 141 S. Main St. **Phone:** 3-0196. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 10, 1922.

General manager: Dale Robertson. **Commercial manager:** Harry Thomas. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

Rep: Weed & Co. **Seating facilities:** None listed. **Merchandising:** Complete department maintained. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** $75.25.

Copy restrictions: Hard liquor advertis-

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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 Service. **Opened:** 1924.

General and station manager: Louis G. Baltimore. **Commercial manager:** S. R. Baltimore. **Program and publicity director:** Franklin D. Coslett. **Chief engineer:** Charles Sakoski. **Artists bureau head:** Jerry Butler. **Musical director:** Louis Savitt.

Rep: None. **Seating facilities:** Four studios, seating 100 persons; outside auditorium, seating 500. **Merchandising:** Render "all possible cooperation." **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 55 artists. **Base rate:** $120.

Copy restrictions: Accept beer, wine, liquor and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy. **E. T. library:** Standard. **News:** Transradio; local news. **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., 5:45-5:30 P.M. (local news), 6:15-6:30 P.M., 7:25-7:30 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. **Opened:** April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun.)

President: Ernest M. Case. **Station manager:** George E. Joy. **Commercial manager:** T. M. Metzger. **Program director:** O. M. Linn. **Chief engineer:** Louis N. Persio. **Artists bureau head:** P. M. Breining. **Musical director:** I. R. Berndt. **Publicity director:** J. W. Mackey.

Rep: J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered, including window cards, newspaper and poster advertising, and other promotional features. **Foreign language programs:** None on station. **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:** Transradio.

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 System. **Opened:** March 21, 1932.

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 director:** Frank Renaut. **Publicity director:** John Neff.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate** $125.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy must conform to station standards. **E. T. library:** None. **News:** Transradio. **News periods:** 7:55 A. M., 12:15 P.M., 6:30 P.M., 11 P.M., duration not listed, all Monday through Saturday.

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* *Also president of WEST, Easton, Pa., WAZL, Hazelton, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.*

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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

Bristol	5,360	Newport	9,670	Washington	7,200
Kent	11,820	Providence	121,450		

WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. **Phone:** Dexter 1500. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Basic Blue; Yankee; Colonial; Mutual. **Opening:** June 5, 1932.

President: John Shepard III. **Commercial manager:** Richard F. Voynow. **Chief engineer:** Harry H. Tilley. **Merchandising director:** Carlton McVarish.

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.

Copy restrictions: Beer and wines accepted; patent medicine copy submitted to Proprietary Ass'n. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **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. **Local news:** 9-9:05 A.M., noon-12:05 P.M., 5:45-5:50 P.M., 11:30-11:35 P.M., Monday through Saturday.

WJAR, PROVIDENCE

Operator: The Outlet Company (Department Store), Weybosset St. **Phone:** Gaspee 1071. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:**. NBC Basic Red. **Opened:** Sept. 6, 1922.

Station and commercial manager: John J. Boyle. **Chief engineer:** Thomas Prior. **Musical director, artists bureau head:** Earl Shean.

Rep: Weed & Co. **Seating facilities:** Studio, 250 persons. **Merchandising:** Mail letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of service rendered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** $200.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** World. **News:** From the Providence Journal and Evening Bulletin. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P.M., Sunday.

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.

President: William S. Cherry, Jr. **Station manager:** S. P. Willis. **Commercial manager:** W. T. Bush. **Program director:** H. W. Koster. **Chief engineer:** H. W. Thornley. **Publicity director:** A. C. Rider.

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.

Copy restrictions: No hard liquor; otherwise the station has adopted copy restrictions of CBS. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:05 A.M., 7:30-7:35 A.M., 8-8:15 A.M., 8:55-9 A.M., 5:45-6:05 P.M., 11-11:15 P.M., all Monday through Saturday; 11-11:15 A.M., 1-1:15 P.M., 4:55-5 P.M., all Monday through Friday; 10-10:15 A.M., 12:45-1 P.M., 5:30-5:35 P.M., Saturday only; 9:30-9:35 A.M., 1:45-1:50 P.M., 11-11:15 P.M., Sunday.

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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

Abbeville	2,610	Dillon	2,580	McCormick	1,110
Aiken	5,790	Dorchester	2,140	Marion	3,160
Allendale	1,460	Edgefield	1,930	Marlboro	3,340
Anderson	9,400	Fairfield	2,250	Newberry	4,120
Bamberg	1,980	Florence	7,050	Oconee	3,330
Barnwell	2,350	Georgetown	2,840	Orangeburg	7,120
Beaufort	2,780	Greenville	15,870	Pickens	3,610
Berkeley	2,300	Greenwood	4,540	Richland	13,520
Calhoun	1,680	Hampton	1,910	Saluda	1,710
Charleston	18,510	Horry	3,590	Spartanburg	14,700
Cherokee	3,580	Jasper	1,090	Sumter	5,510
Chester	3,640	Kershaw	3,370	Union	3,570
Chesterfield	3,480	Lancaster	2,860	Williamsburg	3,060
Clarendon	2,840	Laurens	4,680	York	6,330
Colleton	2,750	Lee	2,430		
Darlington	4,690	Lexington	4,140		

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 Mail.)

Owner: Wilton E. Hall. **Station and commercial manager:** Ennis Bray. **Program and musical director:** James A. Bulleit. **Chief engineer:** Wendel C. Roberts. **Artists bureau head:** Edith Hall. **Publicity director:** G. Paul Browne.

Rep: Sears and Ayer. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** $120.

Copy restrictions: Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission. **E. T. library:** World; Lang-Worth. **News:** Press-Radio. **News periods:** 7:55-8 A.M., 9-9:10 A.M., 11:55-noon, 4:30-4:40 P.M., 8:55-9 P.M., 10:05-10:15 P.M., all Monday through Saturday.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1930.

President, station manager: John M. Rivers. **Vice-president:** G. Richard Shafto.* **Commercial manager:** Roland Weeks. **Program director:** Charles McMahon. **Chief engineer:** John B. Fuqua. **Publicity director:** Philip Sutterfield.

Rep: Free & Peters, Inc. **Seating facilities:** Studios accommodate 50 persons. **Merchandising:** "General services" offered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 8 A.M., noon, 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 2-2:05 P.M., Sunday.

**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.

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WIS, COLUMBIA

Operator: Station WIS, Inc., 1811 Main St. **Phones:** 2-2135; TWX Clba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June, 1930.

Station manager: G. Richard Shafto.* **Commercial manager:** J. D. Saumenig. **Program director:** Floyd D. Rodgers, Jr. **Chief engineer:** Scott Helt. **Chief control operator:** R. D. Lambert, Jr. **Musical director:** Allyn Corris. **Publicity director:** Frank Burger.

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

Operator: O. Lee Stone. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None.

Base rate: $60.

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.)

President: B. H. Peace, Jr. **Station manager:** B. T. Whitmire. **Commercial manager:** W. S. Lindsay. **Program director, artists bureau head:** Charles Batson. **Chief engineer:** W. C. Etheridge. **Musical director:** Eber Lineberger. **Publicity director:** Dan Crosland.

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

Operator: Virgil V. Evans, Radio Center. **Phone:** 2900. **Power:** 1,000 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** February 17, 1930.

Station head and manager: Virgil V. Evans. **Commercial manager:** Bill Hix. **Program director:** James D. Mugford. **Chief engineer:** Ed. Long. **Publicity director:** Law Epps.

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.

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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

Armstrong	10	Fall River	1,760	Meade	2,190
Aurora	1,310	Faulk	1,290	Mellette	890
Beadle	4,720	Grant	1,950	Miner	1,530
Bennett	800	Gregory	2,070	Minnehaha	11,050
Bon Homme	2,200	Haakon	940	Moody	1,770
Brookings	3,260	Hamlin	1,480	Pennington	4,500
Brown	6,610	Hand	1,660	Perkins	1,570
Brule	1,400	Hanson	1,100	Potter	1,080
Buffalo	340	Harding	700	Roberts	2,760
Butte	1,670	Hughes	1,560	Sanborn	1,390
Campbell	910	Hutchinson	2,450	Shannon	730
Charles Mix	2,840	Hyde	680	Spink	2,900
Clark	2,010	Jackson	510	Stanley	490
Clay	2,000	Jerauld	1,110	Sully	680
Codington	3,610	Jones	610	Todd	980
Corson	1,650	Kingsbury	2,360	Tripp	2,280
Custer	1,090	Lake	2,460	Turner	2,870
Davison	3,620	Lawrence	3,290	Union	2,190
Day	2,600	Lincoln	2,640	Walworth	1,710
Deuel	1,500	Lyman	1,220	Washabaugh	440
Dewey	1,180	McCook	1,890	Washington	300
Douglas	1,290	McPherson	1,430	Yankton	2,950
Edmunds	1,460	Marshall	1,670	Ziebach	740

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Radio Bldg. **Phone:** 4626. **Power:** 1,000 and 500 watts on 1390 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Jan. 21, 1935.

President: H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** E. L. Weeks. **Chief engineer:** Delbert Hunt. **Merchandising director:** F. E. Painter.

Rep: Weed & Co.; North Central Broadcasting System. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Worked out with sponsor, according to individual circumstances. **Foreign language programs:** Not generally accepted. **Artists bureau:** Can supply local talent or work through North Central Broadcasting Co. **Base rate:** $30.

Copy restrictions: No liquor advertising accepted; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30-7:40 A.M., 9:30-9:35 A.M., 10-10:10 A.M. (women's news), 11:45-noon, 6:30-6:45 P.M., 9:45-10 P.M., all Monday through Saturday.

KFDY, BROOKINGS

Operator: South Dakota State College. **Phone:** 702 K. **Power:** 1,000 watts on 780 kc (specified hours; daytime). **Opened:** April 23, 1923.

This station is non-commercial.

KGFX, PIERRE

Operator: Ida A. McNeil, administratrix, estate of Dana McNeil, deceased. **Power:** 200 watts on 630 kc (operates specified hours daytime).

No further information available.

KOBH, RAPID CITY

Operator: Black Hills Broadcast Co., Alex Johnson Hotel. **Phone:** 2000. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1936.

Director, station manager: Robert J. Dean. **Program director:** G. E. Bruntlett. **Chief engineer:** M. J. Jones. **Manager, Deadwood studios:** Abner H. George.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer dis-

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plays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes: lists about 45 artists. **Base rate:** $50.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 9-9:05 A.M., 9:45-9:50 A.M., 10 A.M. (livestock market), 11-11:05 A.M., 11:55 A.M. (livestock market), 12:15-12:25 P.M., 12:30 (grain bulletins), 1:45 P.M. (Dow Jones stock averages), 2-2:05 P.M. (local news only), 4-4:15 P.M., 7-7:15 P.M., 8:45-9 P.M., 9:45-10 P.M., all Monday through Saturday; 10:45-11 A.M., 3:45-4 P.M., Sunday and holidays only.

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

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **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.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by Joseph Henkin, Sam C. Fantle, Jr., and Morton Henkin. **Base rate:** $50.

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.

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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

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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 KELO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $90.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must be in English and is subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:45 A.M., 7:30-7:45 A.M., 8:55-9 A.M., 9:28-9:33 A.M., 10:05-10:15 A.M., 11:23-11:28 A.M., 12:45-1 P.M., 4-4:05 P.M., 5:25-5:30 P.M., 6:15-6:20 P.M., all Monday through Saturday; 2:20-2:30 P.M., Monday through Friday only; 8:30-8:40 A.M., 10-10:05 A.M., 2-2:15 P.M., 4:30-4:45 P.M., 5:30-5:45 P.M., Sunday only.

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

Operator: Greater Kampeska Radio Corp., Midland National Bldg. **Phone:** 5050. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** August, 1928.

President: Dr. F. Koren. **Station and commercial manager;** M. W. Plowman. **Program director:** Dale Russell. **Chief engineer:** E. A. Blackburn. **Musical director:** Aileen Johnson. **Sales manager:** Morris Wisott. **Assistant program director, studio technician:** W. Lowell Pitt.

Rep: Cox and Tanz. **Seating facilities:** Reception room seats 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** $45.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** No service listed. **News periods:** 9-9:15 A.M., 10:55-11 A.M. (market news), 11:15-11:20 A.M. (hospital news), 12:15-12:30 P.M., 4:15-4:20 P.M. (hospital news), 5:30-5:45 P.M. (market news).

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.)

Vice-president, general manager: Luther L. Hill. **Vice-president, station manager:** Robert R. Tincher. **Commercial manager:** Haydn R. Evans. **Regional sales and merchandising director:** C. E. LaGrave. **Program director:** Arthur J. Smith. **Farm service director:** Charles Worcester. **Musical director:** Rex Hayes. **Chief engineer:** Clifton Todd. **Publicity director:** James Gies.

Rep: The Katz Agency. **Seating facilities:** Studio auditorium, 275 persons. **Merchandising:** Auditorium displays, dealer cooperation; contact work through jobbers, distributors and wholesale men. **Foreign language programs:** Not accepted. **Artists bureau:** Information on request. **Base rate:** $150.

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.

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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

Anderson	3,050	Hamilton	35,170	Morgan	1,910
Bedford	3,570	Hancock	1,170	Obion	5,010
Benton	1,690	Hardeman	3,070	Overton	2,300
Bledsoe	900	Hardin	2,300	Perry	1,020
Blount	5,470	Hawkins	3,380	Pickett	710
Bradley	3,790	Haywood	3,700	Polk	2,240
Campbell	4,280	Henderson	2,510	Putnam	3,450
Cannon	1,290	Henry	4,350	Rhea	2,130
Carroll	4,180	Hickman	2,030	Roane	3,860
Carter	4,330	Houston	830	Robertson	4,540
Cheatham	1,310	Humphreys	1,840	Rutherford	5,200
Chester	1,530	Jackson	1,770	Scott	2,100
Clairborne	3,330	Jefferson	2,520	Sequatchie	570
Clay	1,290	Johnson	1,590	Sevier	2,650
Cocke	3,060	Knox	31,370	Shelby	72,140
Coffee	2,670	Lake	1,790	Smith	2,400
Crockett	2,600	Lauderdale	3,610	Stewart	1,830
Cumberland	1,660	Lawrence	3,670	Sullivan	8,790
Davidson	48,810	Lewis	840	Sumner	4,570
Decatur	1,450	Lincoln	3,850	Tipton	3,930
De Kalb	2,050	Loudon	2,720	Trousdale	880
Dickson	2,890	McMinn	4,700	Unicoi	1,980
Dyer	5,170	McNairy	2,820	Union	1,380
Fayette	3,830	Macon	2,020	Van Buren	490
Fentress	1,520	Madison	9,820	Warren	3,190
Franklin	3,350	Marion	2,880	Washington	7,860
Gibson	7,550	Marshall	2,680	Wayne	1,720
Giles	4,240	Maury	6,060	Weakley	4,850
Grainger	1,780	Meigs	770	White	2,280
Greene	4,980	Monroe	2,910	Williamson	3,460
Grundy	1,630	Montgomery	5,090	Wilson	4,030
Hamblen	2,760	Moore	590		

WOPI, BRISTOL

Operator: Radiophone Broadcasting Station WOPI, Inc., 410 State St. **Phone:** WOPI. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 15, 1929.

President-treasurer: W. A. Wilson. **Commercial manager:** J. Harley Hubbard. **Chief engineer:** R. H. Smith. **Continuity director:** Harry S. Hudson. **Musical director:** Fey Rogers.

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

Operator: W. A. Patterson, Read House. **Phone:** 6-6141. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC additional to the Red Southcentral and Blue Southern Group. **Opened:** Nov. 9, 1936.

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General and station manager: R. G. Patterson. **Commercial manager, publicity director:** R. N. Krepps. **Program director, artists bureau head:** T. K. Nobles. **Chief engineer:** Jimmy Johnston.

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

Operator: WDOD Broadcasting Corp., Patten Hotel. **Phone:** 6-5117. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** CBS. **Opened:** April 13, 1925.

Station manager: Frank S. Lane. **Commercial manager:** Carter Parham. **Program director:** Dorothy W. McCurdy. **Chief engineer:** J. C. Vessels. **Musical director:** Bob Barrett.

Rep: Paul H. Raymer Co. **Seating facilities:** WDOD Radio Playhouse seats 650; admission to shows noonway and evenings is 20c. **Merchandising:** Policy varies in accordance with sponsor request; station renders all required services. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $125.

Copy restrictions: Accept beer and patent medicines. **E. T. library:** World: Lang-Worth. **News:** UP. **News periods:** 7:45 A.M., 12:25 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday (Esso).

WTJS, JACKSON

Operator: Sun Publishing Co., Inc., Market and Baltimore Sts. **Phone:** 3340. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun.).

Vice-president: Albert A. Stone. **Station manager, commercial manager:** A. B. Robinson. **Studio manager:** Leslie Brooks. **Chief engineer:** B. C. Brummel. **Artists bureau head:** Bill Reeves. **Musical director:** James Allen. **Publicity director:** Val Morse.

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).

General and commercial manager: R. B. Westergaard. **Program director, artists bureau head:** Lowell Blanchard. **Chief engineer:** J. B. Epperson. **Musical director:** Harry Nides. **Publicity director:** C. B. Davis.

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.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:15 A.M., noon, 5:40 P.M., 10 P.M., all five minutes, all Monday

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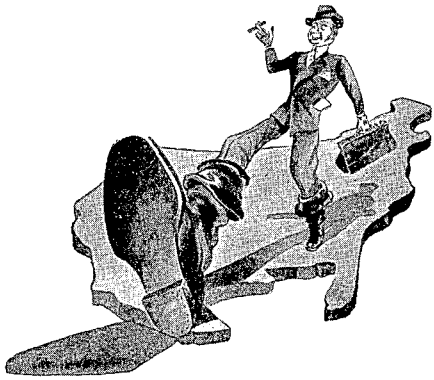
NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

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?

WSM
NASHVILLE, TENNESSEE

National Representatives,
EDWARD PETRY & CO., INC.

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through Saturday (Esso); 6:45-7 P.M., Monday through Saturday.

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 520 S. Gay St. **Phone:** 2-7112. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Supplementary Red Southcentral Group and Blue Southern Group. **Opened:** 1927.

President: S. E. Adcock. **General and commercial manager:** C. H. Frazier. **Program, musical, publicity director, promotion and traffic manager:** John Reese. **Chief engineer:** Joseph Wofford.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Cooperation with local theatres and newspapers; window displays in Knoxville stores. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $120.

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., 9-9:15 P.M., every day; 9-9:15 A.M., Sunday only.

WHBQ, MEMPHIS

Operator: Broadcasting station WHBQ, Inc., Hotel Claridge. **Phone:** 8-6868. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March, 1925.

General Manager: E. A. Alburty. **Commercial manager:** Eugene Pournelle. **Program director:** Emmet McMurray, Jr. **Chief engineer:** Weldon T. Roy. **Musical director:** Jimmy Klaer. **Publicity director:** Bert Ferguson.

Rep: None. **Seating facilities:** Auditorium studio, seats 850. **Merchandising:** Contact wholesalers and retailers; arrange counter and window displays: distribute sponsor's printed material; periodic checkups 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.)

General manager: H. W. Slavick. **Commercial manager:** J. C. Eggleston. **Program director:** John Cleghorn. **Chief engineer:** Clyde E. Baker. **Merchandising and production manager:** W. H. Fielding.

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.

Copy restrictions: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements. **E. T. library:** NBC Thesaurus; NAB. **News:** INS. **News periods:** 7:45 A.M., 9:55 A.M., 12:15 P.M., 3:30 P.M., 4:30 P.M., 6:30 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 10 A.M., 11 P.M. (duration not listed), Sunday only.

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.)

General manager, program director: J. C. Hanrahan. **Commercial manager:** Mallory Chamberlin. **Chief engineer:** Joe Epperson.

Rep: Weed & Co. **Seating facilities:** 350 persons. **Merchandising:** Window displays; letters to dealers; newspaper publicity; calls on key dealers. **Foreign language programs:** No demand for same in station area. **Artists bureau:** None. **Stock:** Entirely owned by the Memphis Press-Scimitar Co. **Base rate:** $120.

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.

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WREC, MEMPHIS

Operator: WREC Broadcasting Service, Hotel Peabody. **Phone:** 5-1313. **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** CBS. **Opened:** 1922.

Owner: Hoyt B. Wooten. **Station manager:** Hollis Wooten. **Program director** Roy Wooten. **Chief engineer:** S. D. Wooten, Jr., **Publicity director:** Charlie Maughan.

Rep: The Katz Agency. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Amount and kind of service depends on importance of account; generally rendered at actual cost. **Foreign language programs:** No set rules; no requests received to date. **Artists bureau:** None. **Base rate:** $200.

Copy Restrictions: Beer and patent medicine advertising accepted. **News:** UP.

WLAC, NASHVILLE

Operator: WLAC Broadcasting Service, Third National Bank Bldg. **Phone:** 6-0161. **Power:** 5,000 watts on 1470 kc. **Affiliation:** CBS. **Opened:** November, 1926.

Owner, operator: J. Truman Ward. **General manager:** F. C. Sowell, Jr. **Production manager:** Tim Sanders. **Chief engineer:** F. D. Binns. **Musical director:** Charles Nagy. **Merchandising manager:** Bob Maddux. **Publicity director:** Paul Oliphant.

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).

WSIX, NASHVILLE

Operator: WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** 1927.

President: Jack M. Draughon. **Chief engineer:** Bascom 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:** Transradio. **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

Operator: National Life and Accident Insurance Co., National Bldg. **Phone:** 6-7181. **Power:** 50,000 watts on 650 kc. **Affiliation:** NBC Red and Blue Midsouth Group. **Opened:** Oct. 5, 1925.

Vice-president: E. W. Craig. **Station manager:** Harry Stone. **Commercial manager:** Harben Daniel. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical director:** Peter Brescia. **Audience relations:** George D. Hay. **Publicity director:** Jack Harris.

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.

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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

Anderson	5,520	Dawson	2,010	Hudspeth	550
Andrews	130	Deaf Smith	930	Hunt	8,250
Angelina	4,380	Delta	1,810	Hutchinson	2,960
Aransas	360	Denton	5,480	Irion	340
Archer	1,550	De Witt	4,390	Jack	1,370
Armstrong	490	Dickens	1,190	Jackson	1,470
Atascosa	2,040	Dimmit	1,200	Jasper	2,530
Austin	2,860	Donley	1,630	Jeff Davis	290
Bailey	670	Duval	1,560	Jefferson	29,450
Bandera	580	Eastland	6,410	Jim Hogg	670
Bastrop	3,560	Ector	690	Jim Wells	1,970
Baylor	1,180	Edwards	440	Johnson	5,850
Bee	2,420	Ellis	9,180	Jones	3,790
Bell	8,560	El Paso	25,430	Karnes	2,970
Bexar	61,820	Erath	3,370	Kaufman	5,820
Blanco	530	Falls	5,490	Kendall	820
Borden	180	Fannin	6,320	Kenedy	100
Bosque	2,330	Fayette	4,360	Kent	500
Bowie	8,130	Fisher	1,830	Kerr	1,880
Brazoria	3,520	Floyd	1,930	Kimble	650
Brazos	3,780	Foard	950	King	150
Brewster	1,190	Fort Bend	4,060	Kinney	570
Briscoe	760	Franklin	1,150	Kleberg	2,090
Brooks	780	Freestone	3,340	Knox	1,550
Brown	5,000	Frio	1,380	Lamar	7,910
Burleson	2,870	Gaines	370	Lamb	2,420
Burnet	1,560	Galveston	15,280	Lampasas	1,580
Caldwell	4,890	Garza	790	La Salle	1,170
Calhoun	750	Gillespie	1,670	Lavaca	4,130
Callahan	1,950	Glasscock	180	Lee	1,760
Cameron	13,120	Goliad	1,330	Leon	2,830
Camp	1,500	Gonzales	3,930	Liberty	3,040
Carson	1,290	Gray	4,550	Limestone	6,000
Cass	3,890	Grayson	12,340	Lipscomb	690
Castro	640	Gregg	2,660	Live Oak	1,150
Chambers	850	Grimes	3,450	Llano	870
Cherokee	6,100	Guadalupe	4,130	Loving	40
Childress	2,780	Hale	3,600	Lubbock	7,470
Clay	2,100	Hall	2,660	Lynn	1,630
Cochran	260	Hamilton	2,000	McCulloch	2,110
Coke	740	Hansford	560	McLennan	18,910
Coleman	3,750	Hardeman	2,400	McMullen	190
Collin	7,150	Hardin	2,400	Madison	1,620
Collingsworth	2,220	Harris	85,110	Marion	1,500
Colorado	3,040	Harrison	7,760	Martin	760
Comal	2,380	Hartley	340	Mason	840
Comanche	2,810	Haskell	2,480	Matagorda	2,960
Concho	1,060	Hays	2,380	Maverick	1,040
Cooke	4,070	Hemphill	700	Medina	1,980
Coryell	2,790	Henderson	4,240	Menard	730
Cottle	1,420	Hidalgo	12,410	Midland	1,600
Crane	570	Hill	6,640	Milam	5,440
Crockett	490	Hockley	1,220	Mills	1,190
Crosby	1,540	Hood	890	Mitchell	2,250
Culberson	230	Hopkins	4,300	Montague	3,160
Dallam	1,590	Houston	4,110	Montgomery	2,330
Dallas	76,570	Howard	4,590	Moore	230

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Morris	1,350	Runnels	3,440	Trinity	1,970
Motley	940	Rusk	4,260	Tyler	1,730
Nacogdoches	4,400	Sabine	1,730	Upshur	2,930
Navarro	9,630	San Augustine	1,650	Upton	1,280
Newton	1,830	San Jacinto	1,360	Uvalde	2,160
Nolan	3,840	San Patricio	3,330	Val Verde	2,700
Nueces	9,380	San Saba	1,480	Van Zandt	4,390
Ochiltree	1,010	Schleicher	480	Victoria	3,370
Oldham	220	Scurry	1,780	Walker	2,680
Orange	2,770	Shackelford	1,130	Waller	1,620
Palo Pinto	3,150	Shelby	3,960	Ward	810
Panola	3,100	Sherman	380	Washington	4,010
Parker	3,110	Smith	8,460	Webb	6,990
Parmer	800	Somervell	470	Wharton	4,430
Pecos	1,370	Starr	1,440	Wheeler	2,430
Polk	2,510	Stephens	3,050	Wichita	16,030
Potter	11,050	Sterling	240	Wilbarger	4,210
Presidio	1,490	Stonewall	750	Willacy	1,490
Rains	900	Sutton	440	Williamson	7,090
Randall	1,390	Swisher	1,080	Wilson	2,240
Reagan	610	Tarrant	46,660	Winkler	1,580
Real	340	Taylor	8,120	Wise	2,950
Red River	4,290	Terrell	460	Wood	3,490
Reeves	1,190	Terry	1,160	Yoakum	150
Refugio	1,140	Throckmorton	770	Young	3,490
Roberts	240	Titus	2,360	Zapata	380
Robertson	3,920	Tom Green	7,620	Zavala	1,410
Rockwall	1,210	Travis	14,840		

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 and 100 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).

President: M. Bernard Hanks. **Station manager:** Howard Barrett. **Commercial manager:** Poole Robertson. **Program and musical director:** Mary Vance Keneaster. **Chief engineer:** W. W. Robertson, Jr. **Publicity director:** Bro Mingus.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Reception room seats 120. **Merchandising:** Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. **Foreign language programs:** Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. **Artists bureau:** Newly established; artists furnished on commercial programs at set 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.)

President: O. L. (Ted) Taylor. **General manager:** John Ballard. **Chief engineer:** W. S. Bledsoe. **Merchandising manager:** Raymond Hollingsworth. **Musical director:** Eddie Baumel.

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.

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Copy restrictions: Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45-7:50 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Monday through Saturday; 12:30-12:45 P.M., 7:15-7:30 P.M., Sunday.

O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.

KNOW, AUSTIN

Operator: Frontier Broadcasting Co., 1312 Norwood Bldg. **Phone:** 2-6213. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

Station manager: James W. Pate. **Commercial manager:** Paul Forchheimer. **Program and publicity director, artists bureau supervisor:** Pat Adelman.

Rep: International Radio Sales. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** Yes. **Base rate:** $60.

Copy restrictions: All copy subject to station approval or revision. **E. T. library:** None listed. **News:** INS. **News periods:** 7:30 A.M., 11 A.M., noon, 3 P.M., 8 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

KTBC, AUSTIN

Operator: State Capitol Broadcasting Assn. (R. B. Anderson, president). **Power:** 1,000 watts on 1120 kc (to operate specified hours and share daytime with WTAW)

At press time this station had a construction permit only.

KFDM, BEAUMONT

Operator: Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 and 500 watts on 560 kc. **Affiliation:** NBC additional to Red and Blue Southern Groups. **Opened:** October, 1924.

President: C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program director:** Faye McCarthy. **Production manager:** Leon Taylor. **Chief engineer:** Leon Saye.

Rep: John Blair & Co. **Seating facilities:** 100. **Merchandising:** Help in sales work; render any other cooperative service that clients and their wholesalers, representatives, and salesmen might desire; (posters, handbills, etc. furnished at actual cost; other services gratis. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** $120.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 10-10:15 A.M., 1-1:15 P.M., 2:55-3 P.M., 6:25-6:30 P.M., (sportcast), 9-9:05 P.M., 11-11:15 P.M., all Monday through Saturday; NBC news, 7-7:05 A.M., and 4:30-4:35 P.M.

KRIC, BEAUMONT

Operator: Beaumont Broadcasting Assn., 130 Wall St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1938.

Base rate: $55.

No further information available.

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

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P.M. (market news), 4-4:05 P.M., 5-5:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., 8-8:05 P.M., midnight-12:15 A.M., all apparently daily.

KNEL, BRADY

Operator: G. L. Burns. **Phone:** 77. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Nov. 7, 1935.

Managing director: J. S. Sloane. **Commercial manager:** C. N. Newlin. **Program director:** Forrest Cox. **Chief engineer:** Marion Crawford. **Musical director:** Cecil Streigler.

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:** 8-8:15 A.M., 6:15-6:30 P.M., both every day.

KGFI, BROWNSVILLE

Operator: Eagle Broadcasting Co., Inc., P. O. Box 329, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. **Phones:** Brownsville 1044; San Benito 666; Harlingen 1474. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 20, 1937.

General manager: Lawrence D. Yates. **Station and commercial managers:** Lawrence D. Yates, Brownsville; Grover A. Godfrey, Harlingen; ??? Ransom, San Benito. **Program directors:** Bob Thornton, Brownsville; M. Gallagher, San Benito; B. Simpson, Harlingen. **Chief engineer:** Willis Wilson.

Rep: Cox and Tanz. **Seating facilities:** None listed. **Merchandising:** None listed. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** None. **Base rate:** $30 (½ hr.).

Copy restrictions: All copy subject to approval of station management. **E. T. library:** MacGregor. **News:** AP. **News periods:** 7:15-7:30 A.M., 7-7:15 P.M., Monday through Saturday; noon-12:15 P.M., every day.

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.

KRIS, 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

Operator: Navarro Broadcasting Assn., State National Bank Bldg. **Phone:** 30. **Power:** 100 watts on 1310 kc (to local sunset). **Affiliation:** Mutual; Texas State Network. **Opened:** May 17, 1937.

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.

Copy restrictions: Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7 A.M., noon, 3 P.M., 6 P.M. (duration not listed), all apparently weekdays.

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.)

Managing director: John W. Runyon. **Station and commercial manager:** Clyde W. Rembert. **Program director:** Ruth Clem. **Chief engineer:** Roy M. Flynn. **Musical director:** Hyman Charninsky. **Publicity director:** Douglas Hawley.

Rep: The Branham Co. **Seating facilities:** Observation room seats 100 persons; studio seats 20; Palm Garden, 500; Adolphus ballroom, 1,500. **Merchandising:** Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. **Foreign language programs:** Accepted with reservations. **Artists bureau:** None. **Base rate:** $400.

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

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neriods: 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.)

Station manager: Martin B. Campbell. **Regional sales manager:** Alexander Keese. **Program director:** Ralph W. Nimmons. **Chief engineer:** Raymond Collins. **Merchandising manager:** Irvin Gross. **Musical director:** Karl Lambertz. **Publicity director:** Dick Jordan.

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.

Copy restrictions: Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:45-8 A.M., 11:55-noon, 4:25-4:30 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday through Friday; 10:00-10:15 P.M., Saturday; 9:30-9:35 A.M., Sunday.

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 accomodate 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 about half its programs originate).

Owner, station and commercial manager: Harwell V. Shepard. **Program director:** Tom Herron. **Chief engineer:** Bob Douglas.

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.

Copy restrictions: No alcoholic beverage advertising of any kind accepted. **E. T. library:** None. **News:** UP. **News periods:** Four 15-minute programs daily, time not listed.

KFPL, DUBLIN

Operator: C. C. Baxter, 205 Grafton St. **Phone:** 183. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** June 26, 1924.

General manager: C. C. Baxter.

Rep: None. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** $7.50.

Copy restrictions: None listed. **E. T. library:** None. **News:** None.

KROD, EL PASO

Operator: Dorrance D. Roderick. **Power:** 100 watts on 1500 kc.

At press time this station had a construction permit only.

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. **Phones:** Main 46-47-48. **Power:** 250 and 100 watts on 1310 kc (divides time with WDAH and has permanent authority to carry WDAH's schedule). **Affiliation:** NBC Red and Blue South Mountain Group. **Opened:** August, 1929.

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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.

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Vice-president and general manager: Karl O. Wyler. **Program director:** Roy T. Chapman. **Chief engineer:** E. L. Gemoets. **Artists bureau head:** Conrey Bryson. **Musical director:** John R. Lewis. **Commercial director:** W. L. Kline.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** All services offered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** $120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15-7:20 A.M., 9-9:15 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., 9-9:15 P.M., 11-11:15 P.M., all Monday through Saturday; 7-7:15 P.M., 9:25-9:30 P.M., both Sunday only .

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

Operator: Fort Worth Broadcasters, Inc., 1201 W. Lancaster. **Phone:** 3-3474. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927.

President: Elliott Roosevelt. **Manager:** Gene L. Cagle. **Program director:** Roy Duffy. **Chief engineer:** Ed. L. Starnes.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Owned 99¼% by Ruth G. and Elliott Roosevelt. **Base rate:** $48.

Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage 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.)

General manager: Harold V. Hough. **Assistant general manager:** George Cranston. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Merchandising manager:** Jack Keasler. **Publicity director:** Elbert Haling.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 60 persons in the main studio, and a similar number just outside this studio. **Merchandising:** Issue letters to dealers; house organ; personal calls; public relations assistance. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $248.

Copy restrictions: Beer advertising accepted; no hard liquor; "good taste" and FTC regulations observed at all times. **E. T. library:** World. **News:** INS. **News periods:** 6:15-6:30 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 6:45-7 P.M., Monday through Friday; 1-1:15 P.M., 9-9:15 P.M., Sundays only.

KTAT, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., Hotel Texas. **Phone:** 3-1381. **Power:** 1,000 watts on 1240 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1922.

President: Raymond E. Buck. **Station manager:** Sam H. Bennett. **Commercial manager:** Howard Foley. **Program and publicity director, artists bureau head:** Len Finger. **Chief engineer:** Hum Sutton. **Musical director:** Billy Muth.

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:**

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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.

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Rep: None. **Seating facilities:** None. **Merchandising:** Distribution of window cards rendered gratis; services requiring mailing and printing billed at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $45.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted. **E. T. library:** Standard. **News:** UP. **News periods:** 12:30-12:45 P.M., 3:30-3:35 P.M., 6-6:15 P.M., all Monday through Saturday.

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936. (Note: This station is affiliated with the Kilgore Daily News.)

President and general manager: Roy G. Terry. **Program and musical director:** Orvin Franklin. **Chief engineer:** Eugene A. Norris. **Artists bureau head:** Margaret Campbell.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $55.

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 priods:** Every hour on the hour, five minutes, all Monday through Saturday.

KPAB, LAREDO

Operator: Mervel M. Valentine, Hamilton Hotel. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

Owner, general manager, program and publicity director: Mervel M. Valentine. **Commercial manager:** R. W. Bennett. **Chief engineer:** Fred C. Hammond. **Musical director:** Wm. O. Vela.

Rep: Forjoe & Co. (New York); William R. Stewart (Chicago). **Seating facilities:** None. **Merchandising:** Distribute display materials; call on wholesalers; distribute samples. **Foreign language programs:** Accept Spanish only. **Artists bureau:** None. **Base rate:** $60.

Copy restrictions: Proprietary medicines, beer and light wine accounts accepted, subject to standard copy regulations; no high proof alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 6 P.M., 9 P.M., all 15 minutes all Monday through Saturday.

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 Biddick 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:** $87.50.

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., 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, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. **Phone:** 1700. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927. (Note: Station is newspaper-owned by the Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal).

President: O. L. Taylor*. **Station and commercial manager:** De Witt Landis. **Sales and promotion:** Bruce Collier. **Program director:** R. B. McAlister. **Chief engi-**

** Also president of KRGV, Weslaco, and KGNC, Amarillo.*

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neer: William Torrey. **Artists bureau head:** Wesley Youngblood. **Musical director:** Burnie Howell. **Publicity director:** Bruce Collier.

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.

Copy restrictions: Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry). **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8 A.M., 10 A.M., 12:45 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

KRBA, LUFKIN

Operator: Red Lands Broadcasting Assn. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** 1938.

Base rate: $55.

No further information available.

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Dec. 20, 1935.

Owner: Clarence Scharbauer. **General manager:** Pete Gates. **Chief engineer:** Robert Harmon.

Rep: None. **Seating facilities:** Can accomodate 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

Operators: John Calvin Welch, Wm. M. Keller and Bonner Frizzell, doing business as the Palestine Broadcasting Assn. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None.

Base rate: $55.

No further information available after repeated requests.

KPDN, PAMPA

Operator: R. C. Hoiles, 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.)

General and station manager: Sidney L. Patterson. **Program and publicity director, artists bureau head:** Gene Moser **Chief engineer:** Herman Kreiger. **Musical director:** Ken Bennett. **Continuity editor:** Betty Dunbar.

Rep: None. **Seating facilities:** Studio and reception lounge seat about 100 persons. **Merchandising:** Posters; displays; publicity and listings in Pampa Daily News. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** $45.

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.)

General and commercial manager: Fred E. Humphrey. **Program director, office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Mezzanine foyer seats 100 persons. **Merchandising:** Standard type of service offered gratis; extra services billed at net cost. **Foreign language programs:** Accepted if wanted by client, but not deemed feasible in this area. **Artists bureau:** None. **Base rate:** $45.

Copy restrictions: Beer and light wine advertising accepted; patent medicine copy subject to revisions making it "suitable for presentation in the home"; station adheres to NAB Code of Ethics. **E. T. library:** Standard. **News:** UP (from Texas State Network). **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., every day; 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., all Monday through Saturday.

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

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Hawkins. **Commercial manager:** Carl Watts. **Chief engineer:** Grady Cotten. **Program and musical director:** Wray Guye. **Publicity director:** Barney Hubbs.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** Set-up nominal only. **Base rate:** $35.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:30 A.M., 10:45 A.M., 1 P.M., 3 P.M., 5:45 P.M., 7:45 P.M. (duration not listed), all Monday through Saturday.

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street. **Phone:** 3320. **Power:** 500 watts on 1260 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 Vaughan, president.)

Director, station and commercial manager: Glenn Hewitt. **Program director:** Gabbert Stevens. **Chief engineer:** Joe Walters. **Artists bureau head:** Marjorie Vickers.

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 (½ hr.).

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval. **News:** Transradio.

KGKL, SAN ANGELO

Operator: 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).

President: H. C. Ragsdale. **Station manager:** Howard Barrett. **Commercial manager:** Lonnie Preston. **Program director:** Lynn Bigler. **Chief engineer:** Frank M. Jones.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, seating about 50 persons each. **Merchandising:** Distribute window cards, and contact dealers personally, by phone, and by letter; obtain information on sale of sponsor's product, etc.; service rendered gratis. **Foreign language programs:** Spanish only accepted. **Artists bureau:** None. **Stock:** Principally held by H. C. Ragsdale, Houston Harte, Frank M. Jones, G. J. Bailey, and Mrs. H. C. Ragsdale. **Base rate:** $50.

Copy restrictions: Beer and wine copy accepted; no hard liquor; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 12:45-1 P.M., Monday through Friday.

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

President: R. Early Willson. **General manager:** Cliff Tatom. **Chief engineer:** Kenny Hyman.

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:** MacGregor. **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

Operator: Walmac Co., Smith Young Tower. **Phone:** Cathedral 6211. **Power:** 250 and 100 watts on 1370 kc (shares time with KONO). **Affiliation:** None. **Opened:** July 28, 1930.

President: W. W. McAllister. **Station**

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and commercial manager: Howard W. Davis. **Program director:** A. S. Bessan. **Chief engineer:** R. R. Hayes. **Publicity director:** W. P. Smythe.

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.

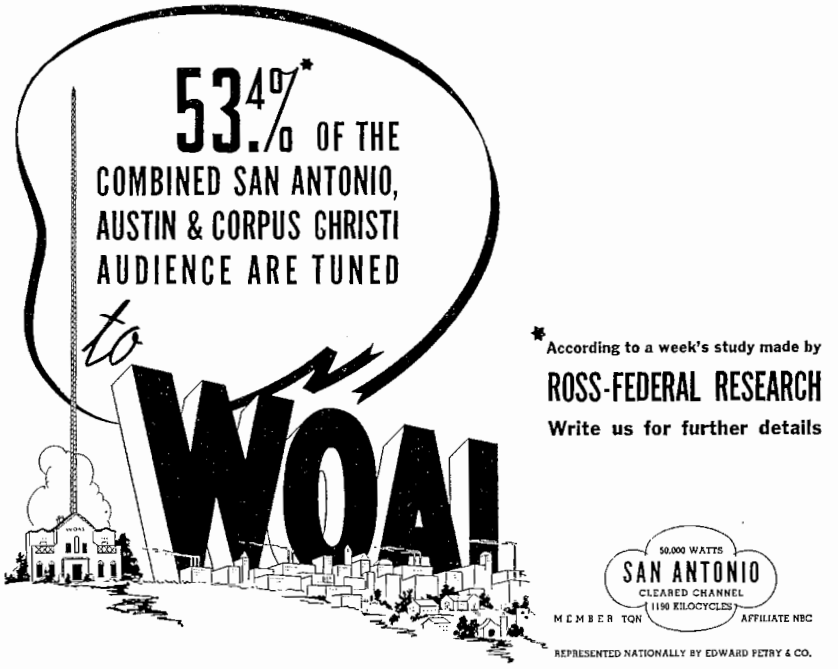
KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., 317 Arden Grove. **Phone:** F 5171. **Power:** 250 and 100 watts on 1370 kc (divides time with KMAC). **Affiliation:** None. **Opened:** Jan. 28, 1927.

Owner and general manager: Eugene J. Roth. **Commercial manager:** James M. Brown. **Program director:** Bill Laurie. **Chief engineer:** George Ing. **Musical director:** Ted Brown.

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 (½ 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.)



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KTSA, SAN ANTONIO

Operator: Sunshine Broadcasting Co., Gunter Hotel. **Phone:** Garfield 1251. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** 1928.

Station manager: George W. Johnson. **Program director:** Wm. C. Bryan. **Chief engineer:** W. G. Egerton.

Rep: Howard H. Wilson Co. **News:** INS. **Seating facilities:** Rose Room Studio, 1,500 persons; Studio A, 100; Studio B, 25. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $165.

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

Operator: Southland Industries, Inc., WOAI Bldg. **Phone:** Garfield 4221. **Power:** 50,000 watts on 1190 kc. **Affiliation:** NBC Red and Blue Southwestern Group; Texas Quality Network. **Opened:** 1922.

President and general manager: Hugh A. L. Halff. **Sales promotion and merchandising manager:** Walter S. Zahrt. **Program director:** Dwight Bourn. **Chief engineer:** Fred Sterling. **News editor:** Corwin Riddell. **Women's news editor:** Leona Bender.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios; auditorium seating 150. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, if accompanied by an English translation and if copy conforms to station policy. **Artists bureau:** None. **Base rate:** $275.

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:** U.P. **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

Operator: Red River Valley Broadcasting Corp., 1910 S. Crockett St. **Phone:** 201. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Texas State Network. **Opened:** Oct. 15, 1936. (Note: This station also maintains studios in Denison, Tex.)

President: G. H. Wilcox. **Station manager:** L. L. Hendrick. **Commercial manager:** Jack Scott. **Program director:** Gordon Rainey. **Chief engineer:** T. E. Spellman.

Rep: None. **Seating facilities:** Sherman studio seats 60; Denison studio seats 100. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: All copy subject to approval of the station management. **E. T. library:** None. **News:** UP. **News periods:** 7-7:05 A.M., 8-8:05 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday; noon-12:15 P.M., Sunday only.

KXOX, SWEETWATER

Operator: Sweetwater Radio, Inc. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc (operates to local sunset). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 1, 1936. (Note: This station is affiliated with the Temple Telegram.)

General manager: Frank W. Mayborn. **Station manager:** Burton Bishop. **Program director, musical director:** Edwin Callaway. **Chief engineer:** Paul Shaw. **Artists bureau head:** Kirby Gunn.

Rep: None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign language programs:** German, Czechoslovakian, Mexican, Bohemian, Slavic languages acceptable. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base Rate:** $45.

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., both 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

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1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

General, station and commercial manager, publicity director: Foster W. Fort. **Program director, artists bureau head:** Thomas Dillahunty. **Chief engineer:** Harvey Robertson. **Musical director:** Edward Dill. **Traffic manager:** Pauline Sorsby.

Rep: Radio Time Agency. **Seating facilities:** Studio seats 25 persons; City Auditorium, 1,500. **Merchandising:** Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $50.

Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of the family, regardless of race, creed or age. **E. T. library:** MacGregor. **News:** UP; AP. **News periods:** 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6-6:15 P.M., 6:25-6:30 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 every day.

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. **Phone:** 1106. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** April, 1931.

Operator: James G. Ulmer. **Station and commercial manager:** M. E. Danbom. **Program and publicity director:** Jack Kretsinger. **Chief engineer:** John B. Sheppard.

Rep: None. **Seating facilities:** Reception room seats about 100. **Merchandising:** Help secure distribution; set up window and counter displays; letters to dealers, promotional plugs, etc. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $55.

Copy restrictions: Beer advertising accepted; no hard liquors; some patent medicines accepted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 5-5:15 P.M., 10-10:15 P.M., all Monday through Saturday.

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.)

President: R. H. Nichols. **Station manager:** Herman Cecil. **Commercial manager:** W. D. Dixon. **Program and publicity director, artists bureau head:** Jack D. Ralston. **Chief engineer:** W. M. Fowler, Jr. **Musical director:** Inez Black.

Rep: None. **Seating facilities:** Can accomodate about 30 persons. **Merchandising:** Offer general cooperation at no additional charges. **Foreign language programs:** Accepted; full translations must accompany originals. **Artists bureau:** Setup nominal only. **Base rate:** $45.

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

Operator: Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

General manager, J. W. Pate. **Commercial manager:** R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

Rep: International Radio Sales. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Send out circulars, dodgers, placards, and direct mail aids. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** None. **Base rate:** $60.

Copy restrictions: Beer copy accepted, but no liquor advertising. **E. T. library:** None. **News:** INS. **News periods:** 7:45 AM., 12:15-12:30 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday.

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts

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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 Lowell 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 tendered 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.

* *Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.*

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.

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.)

Radio Homes by Counties

Beaver	1,150	Iron	1,560	Sevier	2,260
Box Elder	3,630	Juab	1,890	Summit	1,980
Cache	5,930	Kane	420	Tooele	2,060
Carbon	3,680	Millard	2,050	Uintah	1,900
Daggett	90	Morgan	520	Utah	10,060
Davis	2,940	Piute	400	Wasatch	1,150
Duchesne	1,630	Rich	360	Washington	1,490
Emery	1,410	Salt Lake	44,720	Wayne	370
Garfield	850	San Juan	700	Weber	11,980
Grand	400	Sanpete	3,420		

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.

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.

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Rep: None. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Card not sent.

Copy restrictions: Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** From the Salt Lake Tribune; Christian Science Monitor. **News periods:** 7:30-7:45 A.M. (Tribune news), 9:45-10 A.M. (Monitor news), 12:15-12:30 P.M. (Tribune news), 6:30-6:45 P.M. (local news), all Monday through Saturday; 1:15-1:30 P. M. (Tribune news), Sunday only.

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.)

General manager: Paul R. Heitmeyer. **Commercial manager:** Merrill J. Bunnell. **Program director:** Ethel G. Clark. **Chief engineer:** W. D'Orr Cozzens. **Production manager:** Jack Riaska. **Musical director:** Ed Berry.

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.

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **Phone:** 200. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Oct. 30, 1936.

Manager, publicity: Sam G. Weiss. **Commercial manager, program director:** John Richards. **Chief engineer:** Carl E. Busart.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** None. **Foreign language programs:** 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

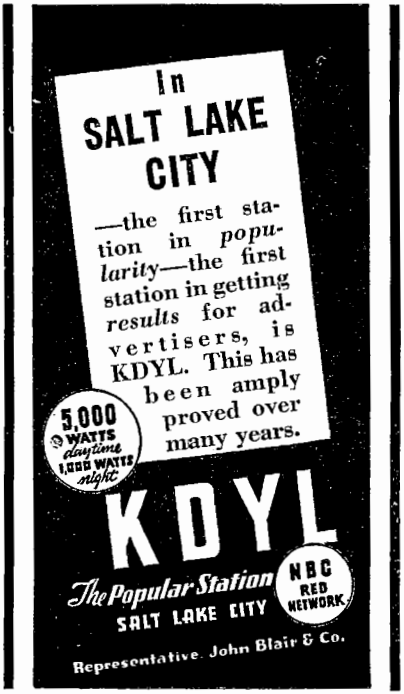
Operator: Clifton A. Tolboe tr. as Citizens Voice and Air Show. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Tribune-Telegram Bldg. **Phone:** Wasatch 7180. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** 1922.

President, general manager: S. S. Fox. **Commercial manager:** W. E. Wagstaff. **Program director:** George Snell. **Production manager:** George Provol. **Musical director:** B. Woodbury. **Chief engineer:** J.



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M. Baldwin. **Publicity director:** D. N. Simmons.

Rep: John Blair & Co. **Seating facilities:** Studio A, 50 persons; KDYL Radio Playhouse, 450; KDYL Open Air Theatre in summer (Liberty Park) has capacity of 2,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; letters to dealers in certain cases. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** $200.

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. 3900. **Power:** 50,000 watts on 1130 kc. **Affiliation:** CBS. **Opened:** April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune).

President: J. Reuben Clark, Jr. **Executive vice-president:** Earl J. Glade. **Director of station operations:** Ivor Sharp. **Commercial manager:** D. H. Vincent. **Sales manager:** Lennox Murdoch. **Program supervisor:** Glenn Shaw. **Acting chief engineer:** Willice Graves. **Artists bureau head:** Irma Felt Bitner. **Musical director:** Albert J. Southwick. **Publicity director:** Thomas H. Axelsen.

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

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Nationally Represented by
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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 McGillvra. **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 99,000 families. Urban ownership is 30,000, or 91% of urban families; rural ownership is 58,600, or 89% of rural families.)

Radio Homes by Counties

Addison	4,460	Franklin	6,990	Rutland	11,930
Bennington	5,850	Grand Isle	900	Washington	10,200
Caledonia	6,670	Lamoille	2,700	Windham	6,860
Chittenden	11,150	Orange	4,250	Windsor	9,490
Essex	1,690	Orleans	5,460		

WCAX, 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 statin 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.

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Rep: None. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $25 (one hour, 13 times).

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.)

General manager: G. S. Wasser. **Chief engineer:** E. J. Regan. **Studio manager:** Byron Snowden.

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.

Copy restrictions: Beer and wine accepted; all copy must be in good taste; patent medicines must comply with Federal Trade Commission rulings. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** Transradio. **News periods:** 6:30-6:35 A.M., 7:45-7:55 A.M., 11-11:10 A.M., 1-1:10 P.M., 5-5:15 P.M., all Monday through Saturday; 11:10-11:15 A.M. (local news), Monday through Friday; 9-9:15 A.M., 1:15-1:30 P.M., Sunday only.

WNBX, SPRINGFIELD

Operator: Twin State Broadcasting Corp., Woolson Block. **Phone:** 663. **Power,** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933.

Manager: Herman Steinbruck. **Chief Engineer:** Charles Doe. **Musical director:** Grace Cross. **Program, publicity director:** Nick Carter.

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

Operators: Lloyd E. Squier and William G. Ricker. **Phone:** Waterbury 13-2; Montpelier 200. **Power:** 500 watts on 550 kc (to local sunset). **Affiliation:** Champlain Valley Network. **Opened:** July, 1931.

General and station manager: Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Melvin H. Stickles. **Musical director:** Harold Deal.

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.

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VIRGINIA

(400,200 radio homes, or 65% ownership among the State's total of 613,000 families. Urban ownership is 178,800, or 82% of urban families; rural ownership is 221,400, or 56% of rural families.)

Radio Homes by Counties

Accomac	6,140	Frederick	4,550	Orange	1,800
Albemarle	7,150	Giles	1,660	Page	2,190
Alleghany	4,640	Gloucester	1,630	Patrick	1,840
Amelia	1,110	Goochland	970	Pittsylvania	12,120
Amherst	2,350	Grayson	2,610	Powhatan	730
Appomattox	1,060	Greene	710	Prince Edward	2,100
Arlington	10,960	Greensville	1,790	Prince George	3,680
Augusta	7,870	Halifax	5,090	Prince William	1,990
Bath	1,090	Hanover	2,310	Princess Anne	2,440
Bedford	3,930	Henrico	49,810	Pulaski	3,080
Bland	750	Henry	3,750	Rappahannock	970
Botetourt	2,170	Highland	580	Richmond	890
Brunswick	2,440	Isle of Wight	1,890	Roanoke	22,120
Buchanan	1,730	James City	1,120	Rockbridge	3,900
Buckingham	1,730	King and Queen	920	Rockingham	5,800
Campbell	11,660	King George	750	Russell	3,290
Caroline	1,880	King William	1,110	Scott	2,940
Carroll	2,820	Lancaster	1,330	Shenondoah	3,290
Charles City	640	Lee	4,010	Smyth	3,350
Charlotte	1,950	Loudoun	3,060	Southampton	3,400
Chesterfield	3,860	Louisa	1,950	Spotsylvania	2,810
Clarke	1,030	Lunenburg	1,800	Stafford	1,120
Craig	510	Madison	1,140	Surry	1,030
Culpeper	1,900	Mathews	1,200	Sussex	1,620
Cumberland	950	Mecklenburg	4,010	Tazewell	4,540
Dickenson	1,870	Middlesex	1,100	Warren	1,270
Dinwiddie	8,210	Montgomery	4,230	Warwick	9,120
Elizabeth City	4,720	Nansemond	5,220	Washington	6,440
Essex	930	Nelson	2,080	Westmoreland	1,180
Fairfax	3,930	New Kent	620	Wise	7,260
Fauquier	2,940	Norfolk	47,910	Wythe	2,900
Floyd	1,450	Northampton	2,910	York	1,250
Fluvanna	990	Northumberland	1,560		
Franklin	2,910	Nottoway	2,090		

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **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. **News:** UP. **News periods:** 7:25-7:30 A.M., 8-8:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:35 P.M., 7-7:10 P.M., 10-10:05 P.M., all Monday through Saturday.

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., 427 Main Street. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** May 24, 1930.

President: L. N. Dibrell. **Station manager:** S. C. Ondarcho. **Program director, artists bureau head:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

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Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Co-operate with advertiser in any way; complete service now being developed. **Foreign language programs:** Will accept, but foreign population very small. **Artists bureau:** Set-up nominal only. **Stock:** Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. **Base rate:** $75.

Copy restrictions: Beer and wine accepted; no liquor advertising, patent medicine copy subject to local consorship; 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

Operator: Fredericksburg Broadcasting Corp. **Power:** 250 watts on 1260 kc (daytime).

At press time this station had a construction permit only.

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va., business office: Professional Bldg). **Phones:** 875; in Staunton, 647. **Power:** 500 watts on 550 kc (daytime). **Affiliation:** Virginia Broadcasting System. **Opened:** June 9, 1935.

General and commercial manager: Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

Rep: Sears & Ayer. **Seating facilities:** Auditorium, County Court House, 275 with 10c. and 20c. admission. **Merchandising:** No merchandising service; will render certain types of cooperation, however. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **News periods:** 8-8:15 A.M., 12:30-12:45 P.M., both Monday through Saturday; 9:55-10 A.M., Sunday only.

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 and 100 watts on 1200 kc. **Affliation:** Virginia Broadcasting System. **Opened:** April 21, 1930.

President: Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** James L. Howe. **Program director, assistant manager:** James H. Moore. **Chief engineer:** Albert E. Heiser. **Musical director:** Fred Johnstone.

Rep: None. **Seating facilities:** None. **Merchandising:** Maintains a merchandising and production department. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $60.

Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth; Davis & Schwegler; 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

Operator: Hampton Roads Broadcasting Corp., end Jefferson Ave., Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. **Phones:** Newport News 2297; Norfolk 21831; Portsmouth 991. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Virginia Broadcasting System; optional programs from CBS. **Opened:** December, 1928.

President: Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program director:** Irving Waugh. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff. **Publicity director:** Gene Stratton.

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.

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WRVA 50,000 WATTS MAKE CA$H REGISTER$ $ING!

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

CBS

WRVA 50,000 WATTS

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WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. **Phone:** 25671. **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. **Sales manager:** John W. New. **Program director:** Henry Cowles Whitehead. **Commercial traffic manager:** Shirley Enright. **Production manager:** Vaughn Bradshaw. **Chief engineer:** J. L. Grether. **Continutiy director:** Lee Chadwick. **Sales promotion director:** Ralph S. Hatcher.

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.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines must meet station requirements. **E. T. library:** NAB. **News:** UP. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WPIV, PETERSBURG

Operator: Petersburg Newspaper Corp. **Power:** 250 and 100 watts on 1210 kc (to operate unlimited time except when WBBL operates).

At press time this station had a construction permit only

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). **Power:** 100 watts on 1210 kc (specified hours).

This station is non-commercial; church-owned.

WMBG, RICHMOND

Operator: Havens and Martin, Inc., 3301 West Broad St. **Phone:** 5-8611. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** October, 1926.

President and general manager: Wilbur M. Havens. **Commercial manager:** Robert Mitchell. **Program and musical director:** T. Spencer Meyer. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

Rep: John Blair & Co. **Seating facilities:** New studio has an auditorium, capacity 150, as well as a reception room with a view of the studios, seating 60. **Merchandising:** Service available; diversified as to product exploited. **Foreign language programs:** No policy listed. **Artists bureau:** Yes; lists about 100 artists, teams, etc. **Base rate:** $150.

Copy restrictions: Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-7:50 A.M., 9-9:15 A.M., 12:15-12:20 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 12:15-12:30 P.M., 9-9:15 P.M., 11-11:15 P.M., all Sunday only.

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.)

Manager: E. S. Whitlock. **Program director:** William C. Hamilton. **Chief engineer:** Walter R. Selden. **Artists bureau head:** Marynelle Guthridge.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 200 persons. **Merchandising:** Service available; rates on application. **Foreign language programs:** Accepted at same rates as other business. **Artists bureau:** Yes. **Stock:** 500 shares held by John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader; and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. **Base rate:** $60.

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; LangWorth. **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.

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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.)

Manager: Ovelton Maxey. **Program director:** Grace E. Gatling. **Chief engineer:** David Bain. **Publicity director:** Robert W. Ehrman.

Rep: Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** $105.

Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **News:** Christian Science Monitor; local.

WRVA, RICHMOND

Operator: Larus and Brother Co., Inc., Hotel Richmond. **Phone:** 3-6633. **Power:** 50,000 watts on 1110 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** Nov. 2, 1925.

General manager: C. T. Lucy. **Business manager:** Barron Howard. **Public relations, publicity:** Walter R. Bishop. **Production manager:** Irvin G. Abeloff. **Traffic manager:** Burt T. Repine. **Chief engineer:** D. C. Woods. **Musical director:** Edward D. Naff.

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.)

President: Junius P. Fishburn, president, The Times-World Corp. **Station manager, program director:** Ray P. Jordan. **Commercial manager:** Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Publicity director:** Jack Weldon.

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.

WRNL

RICHMOND, VA.

"The Friendly Station in the Middle of Your Dial"

880 K.C.

Serves Virginia's richest market with fine entertaining, educational, dramatic and news features.

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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

Adams	1,950	Grays Harbor	16,380	Pierce	46,940
Asotin	2,320	Island	1,780	San Juan	1,040
Benton	3,120	Jefferson	2,390	Skagit	9,600
Chelan	8,730	King	134,090	Skamania	880
Callam	5,670	Kitsap	9,270	Snohomish	22,990
Clark	11,360	Kittitas	4,680	Spokane	42,220
Columbia	1,530	Klickitat	2,840	Stevens	5,310
Cowlitz	8,650	Lewis	11,150	Thurston	9,030
Douglas	2,230	Lincoln	3,280	Wahkiakum	1,060
Ferry	1,310	Mason	2,780	Walla Walla	7,460
Franklin	1,630	Okanogan	5,260	Whatcom	16,730
Garfield	970	Pacific	4,200	Whitman	7,500
Grant	1,610	Pend Oreille	2,040	Yakima	21,320

KXRO, ABERDEEN

Operator: KXRO, Inc., 207 E. Market St. **Phone:** Aberdeen 4098. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 28, 1928.

General and station manager: Harry R. Spence. **Commercial manager:** Fred G. Goddard. **Program director, artists bureau head:** Ben K. Weatherwax. **Chief engineer:** W. M. McGoffin. **Musical director:** Arthur Lindsay. **Publicity director:** E. J. Alexander.

Rep: John Blair & Co. **Seating facilities:** Hall, seating 600 persons, available. **Merchandising:** Supply publicity and work out window displays. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** Setup nominal only. **Base rate:** $35.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation. **News:** Transradio.

KVOS, BELLINGHAM

Operator: KVOS, Inc., 1321 Commercial St. **Phone:** 4200. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927.

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 Scandinavian program. **Artists bureau:** None. **Stock:** Principally held by Rogan Jones, Tom Shafer and Cole Wylie. **Base rate:** $35.

Copy restrictions: Accept beer and wine; no hard liquor; rules of "good taste" prevail. **E. T. library:** Lang-Worth; MacGregor; Davis & Schwegler. **News:** INS. **News periods:** 7:30-7:45 A.M. (network news), 9:30-9:45 A.M., 12:15-12:45 P.M., 4-4:15 P.M. (network news), 7:15-7:30 P.M., 9-9:15 P.M. (network news) 10-10:15 P.M., all apparently daily.

KELA, CENTRALIA-CHEHALIS

Operator: Central Broadcasting Corp., KELA Bldg., midway between Centralia and Chehalis. **Phone:** 721. **Power:** 1,000 watts on 1440 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1937.

General manager: J. Elroy McCaw. **Commercial manager:** Joe Chytil. **Program director:** Paul Corbin. **Chief engineer:** L. Samuel Norin. **Musical director:** Arnold Werner.

Rep: John Blair & Co. **Seating facilities:** Studio seats 60 persons; one auditorium available, seating 1,200; second auditorium, seating 550. **Merchandising:** Will set up various kinds of displays; use theatre slides and trailers. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: Beer and light wines accepted after 9:30 P.M.; all copy subject to approval by station. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 8:15 A.M., 12:15 P.M., 3:45 P.M., 7:15 P.M., 11 P.M., all 15 minutes, all Monday through

** Also president of KPQ, Wenatchee, Wash.*

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Saturday; 7:30-7:35 A.M., 9-9:15 P.M., every day.

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEEN). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

Manager, commercial manager: W. F. Knehr. **Production manager:** Cliffe Hansen. **Musical director:** Maynard Bordsen.

Rep: John Blair & Co. **Seating facilities:** Lobby seats 50 to 75 persons. **Merchandising:** Render any reasonable service; conduct surveys if desired. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Base rate:** $25.

Copy restrictions: No beer, wines or hard liquors accepted. **E. T. library:** None. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M. (network news), 9:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

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.)

General and station manager: M. F. Woodling. **Commercial manager:** King Mitchell. **Program director:** Robert Ferris. **Chief engineer:** John Boren. **Publicity director:** D. Hamilton.

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

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and western **WASHINGTON**

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* a new concept of true public service
* a new force in resultful advertising
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CBS Affiliate — KIRO — 710 Kilocycles

"THE FRIENDLY STATION"

National Representatives: THE KATZ AGENCY, INC.

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A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

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).

President: Louis Wasmer*. **Station manager, publicity director:** W. R. Taft. **Commercial manager:** Tom Olsen. **Program director:** Dan Cubberly. **Chief engineer:** Jack Thatcher.

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

Operator: KVL, Inc., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

Base rate: $25.

No further information available.

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **Power:** 1,000 watts on 710 kc. **Affiliation:** CBS. **Opened:** Oct. 15, 1935.

President: Louis K. Lear. **Station manager:** H. J. Quilliam. **Commercial manager:** Loren B. Stone. **Program director:** Tommy Thomas. **Chief engineer:** James Hatfield. **Publicity director:** Vera Jedlick.

Rep: The Katz Agency. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Accepted; currently broadcasting Scandinavian program. **Artists bureau:** None. **Base rate:** $215.

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.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** Scandinavian only accepted. **Artists bureau:** None. **Base rate:** $200.

Copy restrictions: Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., 9:30 A.M., 12:30 P.M., 6:15 P.M., 9 P.M. (8 P.M. and 10:30 P.M. instead on nights when night baseball is broadcast), all 15 minutes, all Monday through Saturday; 8-8:30 P.M. (dramatized news), 9-9:15 P.M., both Sunday.

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

Vice-president: Archie Taft. **Station**

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manager, commercial manager: Elmer D. Pederson. **Production manager:** Dudley E. Williamson. **Chief engineer:** A. L. Henderson. **Musical director:** Don Isham. **Publicity director:** Margaret Emahiser.

Rep: John Blair & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Archie Taft and Louis Wasmer. **Base rate:** $150.

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.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $240.

Copy restrictions: Sipiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** None.

KRSC, SEATTLE

Operator: Radio Sales Corp., 819 Fairview Place. **Phone:** Main 0110. **Power:** 250 watts on 1120 kc. **Affiliation:** None. **Opened:** November, 1926.

President: P. K. Leberman. **Manager:** Robt. E. Priebe. **Commercial manager:** Romig C. Fuller. **Program director:** Ted Bell. **Chief engineer:** George Freeman. **Musical director:** Jack Meues. **Publicity director:** Eddie Rivers.

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. Priebe. **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.

President, general manager: R. F. Meggee. **Station manager:** Florence Wallace. **Commercial manager:** Frank S. Powers. **Program director:** Jackson Latham. **Chief engineer:** Maurice M. McMullen.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; translation must accompany copy. **Artists bureau:** None. **Base rate:** $48.

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

Operator: Spokane Broadcasting Corp., 526 Riverside Ave. **Phone:** Main 3400. **Power:** 100 watts on 1120 kc (to local sunset). **Affiliation:** None. **Opened:** 1922.

President, station manager: A. L. Smith. **Program director chief engineer:** C. T. Strong. **Musical director:** G. Longmeier.

Rep: None. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Owned by Arthur L. Smith. **Base rate:** $25.

Copy restrictions: Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts. **E. T. library:** MacGregor. **News:** Local. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

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KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg. **Phone:** Main 1218. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

President: T. W. Symons, Jr.* **Vice-president:** Arthur L. Bright. **Program director:** Stuart L. Hannon. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

Rep: The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 500. **Merchandising:** Complete services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $100 (½ hr.).

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.

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* *Also president of KXL, Portland, Ore.*

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 watts on 1470 kc. **Affiliation:** NBC Pacific Coast Blue; Northwest Triangle Network. **Opened:** 1926. (Note: Same owner also controls KHQ, Spokane.)

President: Louis Wasmer. **Station and commercial manager.** Harvey Wixson. **Program director:** Roy Grandey. **Chief engineer:** Alger Sparling. **Musical director:** Earl Shinkoslkey. **Publicity director, traffic manager:** Jessie McGrew.

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

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Network. **Opened:** 1920. (Note: Same owner controls KGA, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Chief engineer:** A. G. Sparling. **Program director:** Roy Grandey. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

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.).

Copy restrictions: No beer, wine or liquor advertising accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 3:30-3:45 P.M., Monday through Saturday; 9:15-9:30 A.M., Sunday.

KMO, TACOMA

Operator: KMO, Inc., 914½ Broadway. **Phone:** Main 4144. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. **Assistant general and commercial manager:** Jack Buchanan. **Program director:** Larry Huseby. **Chief engineer:** Joe Kolesar. **Musical director:** Arnold Leverenz. **News editor and publicity director:** Roscoe Smith.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Yes; limited policy. **Foreign language programs:** Accepted; must be accompanied by strict English translation. **Artists bureau:** None. **Stock:** 99% held by Carl E. Haymond. **Base rate:** $75.

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

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Irwin. **Assistant manager, publicity director:** Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Program director:** Wade Thompson. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

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.)

General manager: Walter L. Read. **Technical supervisor:** Paul W. Spargo.

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

Operator: KUJ, Inc., Marcus Whitman Hotel Bldg., Second & Rose Sts. **Phone:** 1230. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1928.

President, general manager: H. E. Studebaker.* **Advertising director:** M. F. Jensen. **Assistant advertising director:** Norval Armes. **Program director:** Al Amundsen. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty.

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

Operator: Wescoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

President: Rogan Jones.* **Station manager:** Cole E. Wylie. **Commercial manager:** John C. Jessup. **Program director:** Dorothy Lee. **Chief engineer:** Ellwood Lippencott. **Musical director:** Gordon Capps.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Accepted if programs comply with FCC rules. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted subject to FTC regulations. **E. T. library:** Davis & Schwegler. **News:** INS. **News periods:** 9-9:15 A.M., 12:30-12:55 P.M., 6:30-6:45 P.M., all Monday through Saturday.

* *Also president of KVOS, Inc.*

KIT, YAKIMA

Operator: Carl E. Haymond, 412 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 and 500 watts on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929.

General manager: Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** Arthur Q. Moore. **Program director:** David L. Lindberg. **Chief engineer:** H. B. Murphy. **Musical director:** Harrison Miller. **Publicity director:** P. N. Wick.

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

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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 236,500, or 82% of rural families.)

Radio Homes by Counties

Barbour	3,920	Kanawha	32,280	Preston	5,740
Berkeley	5,840	Lewis	4,350	Putnam	3,190
Boone	4,530	Lincoln	3,240	Raleigh	12,440
Braxton	4,060	Logan	10,870	Randolph	4,720
Brooke	5,300	McDowell	16,380	Ritchie	3,290
Cabell	20,680	Marion	14,530	Roane	3,470
Calhoun	1,900	Marshall	8,290	Summers	3,780
Clay	2,280	Mason	4,190	Taylor	4,060
Doddridge	2,130	Mercer	11,830	Tucker	2,520
Fayette	13,660	Mineral	4,170	Tyler	2,820
Gilmer	2,010	Mingo	6,960	Upshur	3,680
Grant	1,610	Monongalia	10,960	Wayne	5,640
Greenbrier	6,790	Monroe	2,300	Webster	2,480
Hampshire	2,420	Morgan	1,790	Wetzel	4,520
Hancock	5,790	Nicholas	3,540	Wirt	1,270
Hardy	1,850	Ohio	17,760	Wood	13,470
Harrison	16,850	Pendleton	1,700	Wyoming	3,800
Jackson	3,190	Pleasants	1,410		
Jefferson	3,400	Pocahontas	2,650		

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 accomodate 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

Operator: Daily Telegraph Printing Co., Bodell Bldg. **Phones:** 2618, 2400. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** May, 1928. (Note: This station is newspaper-owned by the Telegraph and Sunset News.)

President: H. I. Shott. **Station manager, commercial manager:** J. Lindsey Alley. **Program director:** Melvin Barnett. **Musical director:** Gibson Morrissey. **Chief engineer:** P. T. Flanagan.

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.

Copy restrictions: Beer accepted; no wines or whiskeys. **E. T. library:** World; Lang-Worth. **News:** AP; Christian Science Monitor. **News periods:** 9:25 A.M., 11:25 A.M., 1:25 P.M., 3:25 P.M., 5:25 P.M., 7:25

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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. **Base 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. **Base 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., 6-615 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-

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Worth; MacGregor. **News:** Local. **News periods:** 6:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

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.)

President, general manager: John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Ken D. Given. **Chief engineer:** Wm. A. Sodaro. **Musical director:** Sarah Louise Heermanns. **Publicity director:** Audrey Archer.

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.

Copy restrictions: NAB Code of Ethics. **E. T. library:** World. **News:** UP. **News periods:** Not listed.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. **Phone:** Wheeling 5383. **Power:** 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:** CBS. **Opened:** Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WALR, Zanesville, O.).

President: George B. Storer.* **Vice-president, general manager:** J. H. Ryan. **Station manager, commercial manager:** George W. Smith. **Production manager, publicity director:** Paul J. Miller. **Program director, artists bureau head, musical director:** Wayne Sanders. **Chief engineer:** Glenn Boundy.

Rep: John Blair & Co. **Seating facilities:** Wheeling Municipal Auditorium, capacity 2,000; admission 25c. **Merchandising:** No regular department; co-operation given as desired. **Foreign language programs:** Accepted; English translation must be submitted in advance. **Artists bureau:** Nominally maintained; feature acts booked for personal appearances. **Base rate:** $150.

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Tresaurus. **News:** INS. **News periods:** 8-8:15 A.M., 1:20-1:25 P.M., 6:05-6:10 P.M., Monday through Saturday; 8-8:05 P.M., Tuesday and Thursday; 8:15-8:20 P.M., Monday and Wednesday.

* *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

Adams	1,470	Eau Claire	8,950	Lincoln	4,140
Ashland	4,010	Florence	670	Manitowoc	12,000
Barron	6,100	Fond du Lac	12,690	Marathon	12,580
Bayfield	2,660	Forest	1,790	Marinette	6,260
Brown	14,030	Grant	7,720	Marquette	1,820
Buffalo	2,730	Green	4,680	Milwaukee	170,490
Burnett	1,820	Green Lake	3,010	Monroe	5,370
Calumet	2,940	Iowa	3,860	Oconto	4,460
Chippewa	6,460	Iron	1,750	Oneida	3,200
Clark	5,700	Jackson	2,830	Outagamie	12,630
Columbia	6,540	Jefferson	8,270	Ozaukee	3,440
Crawford	3,080	Juneau	3,320	Pepin	1,390
Dane	24,700	Kenosha	14,040	Pierce	3,940
Dodge	10,490	Kewaunee	2,880	Polk	4,560
Door	3,360	La Crosse	11,970	Portage	5,950
Douglas	10,120	Lafayette	3,500	Price	2,990
Dunn	5,000	Langlade	3,940	Racine	20,470

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Richland	3,610	Sheboygan	15,920	Washington	5,140
Rock	17,340	Taylor	2,800	Waukesha	10,630
Rush	2,760	Trempealeau	4,140	Waupaca	6,600
St. Croix	4,660	Vernon	5,050	Waushara	2,690
Sauk	6,610	Vilas	1,360	Winnebago	17,220
Sawyer	1,570	Walworth	6,980	Wood	7,290
Shawano	5,580	Washburn	1,980		

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 Surperior Telegram.)

General, station and commercial manager: John J. Stack. **Engineer:** T. Jorgenson.

Rep: George P. Hollingbery 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,

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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.)

President, station manager: Otto M. Schlabach. **Commercial manager:** Charles F. Callaway. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

Rep: Howard H. Wilson Co. **Seating facilities:** Not listed. **Merchandising:** Salesmen call on the trade locally, while letters are written to dealers outside the city. **Foreign language programs:** Accepted under regular commercial regulations. **Artists bureau:** None. **Base rate:** $95.

Copy restrictions: None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP. **News periods:** 6:30-6:35 A.M., 8-8:15 A.M., 9:30-9:35 A.M., 11-11:05 A.M., 12:05-12:10 P.M., 12:45-1 P.M. 2:30-2:35 P.M., 4-4:05 P.M., 6:45-7 P.M., 10-10:10 P.M., 11:25-11:30 P.M., all Monday through Saturday.

WHA, MADISON

Operator: University of Wisconsin, State of Wisconsin, at Radio Hall. **Phone:** University 779. **Power:** 5,000 watts on 940 kc (to local sunset). **Opened:** March-April, 1917.

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.)

President: William T. Evjue. **Station and commercial manager:** W. E. Walker. **Program and publicity director:** K. F. Schmitt. **Chief engineer:** M. F. Chapin.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 35 persons. **Merchandising:** Service arranged according to individual application. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $150.

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

Operator: Francis M. Kadow, 1110 Washington St. **Phones:** 400 W; 167. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1926.

General and commercial manager: Francis M. Kadow. **Studio and program manager:** Fred Hessler. **Director of women's features:** Marguerite Meyer. **Chief engineer:** W. C. Dubin.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $60.

Copy restrictions: None listed. **E. T. library:** World. **News:** UP; local. **News periods:** 15 minutes every hour on the hour, daily.

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** October 15, 1935.

General and station manager: C. J. Lanphier. **Commercial manager:** Gene T. Dyer*. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Arnold Kreuger. **Publicity director:** Bert Mulroy.

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, Jugoslav, and Czecho-Slovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** $85.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** None. **News:** UP; local. **News periods:** 6:55 A.M., 10 A.M., noon, 1 P.M., 4 P.M., 6 P.M., 7:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

**Gene T. Dyer also operates WCBD, WGES and WSBC, Chicago.*

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:**

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1,000 and 250 watts on 1120 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).

General manager: G. W. Grignon. **Commercial manager:** Fred E. Zindler. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists burcau head, musical director:** Elmer Krebs. **Publicity director:** Evelyn Williams.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Publicity and promotion in newspaper; blotters introducing new long-term programs. **Foreign language programs:** One Polish and two German participation programs produced by station. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** $200.

Copy restrictions: Beer and wine accepted any time; liquor advertising accepted after 10:30 P.M. if live talent show. **E. T. library:** World. **News:** INS. **News periods:** 10:15-10:30 A.M., 1-1:15 P.M., Monday through Saturday; 5:10 P.M., 10-10:05 P.M., every day.

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.)

Station head: Walter J. Damm (public relations manager of The Milwaukee Journal). **Station manager:** D. B. Abert. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Sales promotion manager:** Russ W. Tolg. **Continuity director:** Harry Eldred.

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 suggestiveness, discussion 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

Operator: William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Hal Woods.)

Owner, station and commercial manager: William C. Forrest. **Program director:** Sarah Forrest. **Chief engineer:** Leonard Doese.

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.

Copy restrictions: "Good taste" and station approval are the only restrictions mentioned. **E. T. library:** Standard. **News:** UP through Baraboo News-Republic. **News periods:** 12:15-12:35 P.M. Monday through Saturday.

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.)

General manager: Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 150 persons. **Merchandising:**

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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

Operator: Walter H. McGenty. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** None. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press.)

Station director: Ed. Cuniff. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service, operating in conjunction with Sheboygan Press. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** $60.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 8-8:05 A. M., 12:40-12:45 P.M., every day; 12:15-12:20 P.M., Monday through Saturday.

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

Operator: Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

Station and commercial manager: W. W. Cribb. **Program director:** Donald R. Burt. **Chief engineer:** R. W. Richard.

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.

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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

Albany	2,950	Johnson	1,010	Sweetwater	4,350
Big Horn	2,180	Laramie	5,950	Teton	390
Campbell	1,350	Lincoln	2,180	Uinta	1,290
Carbon	2,620	Natrona	6,380	Washakie	790
Converse	1,500	Niobrara	1,010	Weston	990
Crook	1,020	Park	1,800	Yellowstone National Park	60
Fremont	2,310	Platte	1,890		
Goshen	2,180	Sheridan	3,850		
Hot Springs	1,370	Sublette	380		

KDFN, CASPER

Operator: Donald L. Hathaway, First & Lennox. **Phone:** 407. **Power:** 500 watts on 1440 kc. **Affiliation:** None. **Opened:** Jan. 2, 1930.

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 1,800 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.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern restriction of copy; price mentions permitted. **E. T. library:** Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 9:40-9:45 A.M., 10-10:05 A.M., 11-11:05 A.M., 12:25-12:35 P.M., 4-4:05 P.M., 5:30-5:35 P.M., 6:45-7 P.M., 8:30-8:40 P.M., all Monday through Saturday.

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** June 21, 1938.

President: R. R. West. **Station manager:** H. L. McCracken. **Program director:** Michael Reid. **Chief engineer:** C. R. Miller. **Artists bureau head:** Lottie Peach.

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. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** $30 (½ hr.).

Copy restrictions: Beer accounts accepted; station has no written rules governing copy, but decides each case individually. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M., 10 A.M. (women's news), 12:15 P.M., 2 P.M., 4 P.M. (Monitor news), 6:30 P.M., all 15 minutes, all Monday through Saturday.

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

Manager: Herbert Siebert. **Treasurer:** Bill Anthony. **Program director:** Kay Wadick. **Engineers:** Bob Crosswaite; Carl McGee.

Rep: Sears & Ayer; Homer Griffith. **Seating facilities:** Two studios, plus an auditorium seating 200. **Merchandising:** Supply publicity, work out window displays, etc.; all services rendered gratis. **Foreign language programs:** Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians. **Artists bureau:** Setup nominal only. **Base rate:** $16.20 (quarter-hour once-weekly for one month).

Copy restrictions: Accept beer; no other alcoholic beverages; all copy subject to station approval or revision. **E. T. library:** Standard; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 4:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 12:45-1 P.M., 4:45-5 P.M., Sunday only.

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ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. **Phone:** 143 Y; 226 R. **Power:** 250 watts on 780 kc (operates nighttime only). **Affiliation:** None. **Opened:** May 27, 1924.

General and station manager, publicity director: R. E. McDonald. **Program and musical director:** Ken Laughlin. **Chief engineer:** W. J. Wagner.

Rep: Walter Biddick Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principally held by R. E. McDonald. **Base rate:** $35.

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.

KFAR, FAIRBANKS

Operator: Midnight Sun Broadcasting Co. **Power:** 1,000 watts on 610 kc.

At press time this station had a construction permit only.

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau, Alaska. **Power:** 1,000 watts on 1430 kc. **Affiliation:** None; occasional tie-up with NBC Red via shortwave. **Opened:** June 1, 1935.

Owner: Edwin A. Kraft. **Station manager:** C. B. Arnold. **Chief operator:** Fred Heister.

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 (½ hr.).

Copy restrictions: No liquor advertising accepted. **News:** AP; Transradio.

KGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc. **Power:** 500 watts on 900 kc.

Base rate: $60.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Honolulu Broadcasting Co., Ltd. 1129 Kapiolani 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.)

General manager: J. Howard Worrall. **Station manager:** Earl A. Nielsen. **Chief engineer:** Eugene Goldrup.

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.

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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).

General manager: J. Howard Worrall. **Station manager:** Webley Edwards **Program director:** Leo Rumsey. **Chief engineer:** Eugene Goldrup. **Production manager:** Bob Stanley. **Publicity director:** Henry C. Putnam.

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).

Station head and manager, chief engineer: M. A. Mulrony. **Assistant manager:** Donald O. Crozier. **Program manager:** Edward Jansen. **Musical director:** Verne W. Thompson.

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.

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Forceful

DEFEND RADIO!

Reprinted from Variety, April 14, 1937

RADIO SCREEN STAGE

VARIETY

Published Every Wednesday in New York City

RADIO NEEDS SMART ANSWERS

...talk about the alleged superiority of the British ...ceaseless propaganda has made converts. Make no mistake about ...n't that these converts are numerous enough in themselves to force any radical changes but they form the rooting section behind the pickaxe brigade that would like to tear down 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's ...ncy take-over powers of radio.

Just ... cate a government web, and at the ... domination of ... out being contradictory, especially ... ment of ... th the F.C.C., isn't clear. It also ... of so-... ases available, or what part of t... pe of ... sample, because no indication ... ng large...

$10 a year
154 West 46 St.
New York City

T... efforts at improvement. But ... oly are a... t. Radio admittedly is willy ... ject to 'pu... at you can't call a guy a ... you advert... been as sensitive to this ... rrors have b... boys were trying to take ... cause they go... where to jump.

The Weekly Newspaper of Broadcasting

In s..., radio is pretty sensitive to pressure of any kind. And this is the ... rantee 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.

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Useful

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.

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Alert

"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)

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Critical

FRED ALLEN
With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Macs, Lynn Murray Choir, Minerva Pious, Eileen Douglas, Johnny Brown, Charlie Cantor.
Variety
60 Mins.
BRISTOL-MYERS
Wed., 9 p.m.
WEAF-NBC, New York
(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he had left off last June with but a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town [illegible] to usher in

RUDY VALLEE HOUR
With Rae Samuels, Freddy Bartholomew, Helen Claire, Wally Brown, George Givot
Variety
60 Mins.
STANDARD BRANDS
Thurs., 8 p.m.
WEAF-NBC, New York
(J. Walter Thompson)

Standard Brands' Thursday evening event seems to have entrenched itself in a humdrum bog. Zest for novelty is largely gone, the air about the whole thing suggests a chore that had been given a quick and routine

WARDEN LA[illegible]
30 Mins.
SLOAN'S LINI[illegible]
Friday, 8 p.m.
WJZ-NBC, New[illegible]
(Warwi[illegible])

This is becor[illegible] standboys. Off o[illegible] prison melodram[illegible] It remains good [illegible] hokey, but also [illegible] plausible way to [illegible] ment being aimed

'PEOPLE'S RALL[illegible]
30 Mins.
MENNEN'S
Sunday, 3:30 p.m.
WOR-Mutual, New[illegible]
(Kieset[illegible])

Here's a combo [illegible] common radio ide[illegible] the forum. Pretty[illegible] ceived on both an[illegible] collect its share of listeners; Time of day is fairly good, and the presence of the New York Philharmoni

SOUSA MEMORIAL
With B. A. Rolfe, William A. Brady, 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

An inspirational program, the first of the series in a campaign to raise funds memoralizing John Philip Sousa the 'march king.' Clicked

SIR CEDRIC HARDWICKE
'Merchandt of Venice'
With Charles Warburton, Elizabeth Sifton, Ivor Lewis, William Strange, George Patton, Allen King, Rupert Caplan, Gordon Forsythe, A. J. Rostance, Betty Boylan, Robert Elliot; Reginald Stewart and Orch.
Dramatic
60 Mins.
Sustaining
Sunday, 9 p. m.
CBM, Montreal

This is one of the shows that Canadian [illegible]x money and American commercials built. And if the tre-

KATE SMITH, Commentator
With Ted Collins
15 Mins.
DIAMOND CRYSTAL SALT
Tu.-Th.-Sa.; 12 Noon
WABC-CBS, New York
(Benton & Bowles)

Among ranking radio names, the duo of Rudy Vallee and Kate Smith can be set down as a pair with a real head full of sense. Vallee realized long ago that tootling a saxophone or singing through the nose

JACK HALEY
With Virginia Verrill, Lucille Ball, Artie Auerbach Ted Fio-Rito Orchestra
30 Mins.
WONDER BREAD
Friday, 7:30 p.m.
WABC-CBS, New York
(Benton & Bowles)

Jack Haley presides over a hokey-pokey half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a rival of the best in radio comedy, nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important inter-mediate time,' the [illegible] catered [illegible]

[illegible] *(Young & Rubicam)*

Morris has been in 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 producing bits into the

HOBBY LOBBY
With Dave Elman, Harry Salter 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 is to convince the housewife 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
(Peck)

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. legit producer, to m.c. it; he has hired okay actors and scripters;

BING CROSBY
With Bob Burns, John Scott Trotter, Ken Carpenter, Walter Connolly, Joan 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

TOSCANINI NBC SYMPHONY
With Samuel Chotzinoff, commentator
90 Mins.
Sustaining
Sat., 10 p.m.
WJZ-NBC, New York

Toscanini is back on NBC. He starts at 10 p.m. and so does W. C. Fields on WABC. Most of the symph-maniacs won't know about that or much care, but it may be a predicament for those borderline

AL PEARCE
With A[illegible] [illegible]**arl Hoff**

[illegible]*am)*

[illegible] whimsical-
[illegible]isteners for
[illegible]ed commer-
[illegible]tegral part
[illegible]ere Pearce
[illegible]an element
[illegible] with the
[illegible] injected.
[illegible]ng. Much

[illegible] straight [illegible] is usually identified with straight music, booming auctioneers and frequent commercials (but don't forget Jack Pearl as one comedy association), has stuck W. C. Fields into its Saturday frolic on CBS. Thereby sending that show

TEXACO STAR THEATRE
With Bette Davis, Adolphe Menjou, Una Merkel, Jane Froman, Kenny Baker, David Broekman orchestra, Charles Ruggles, Ned Sparks, Max Reinhardt
60 Mins.
TEXAS CO.
Thursday, 9:30 p. m.
WABC-CBS, New York
(Buchanan)

Although the Max Reinhardt insert starring Bette Davis was a flaming dramatic plum pudding, the Texaco banquet was otherwise a ho-hum hodge-podge. It stands in need of plenty of fixing.' Most of all there's too much variety and too little co-

BENNY GOODMAN Orchestra
With Bert Parks
30 Mins.
CAMEL
Saturday, 10 p. m.
WEAF-NBC, New York
(Esty)

Shifted to a Saturday night groove on the Camel program—the ciggie account now has three slots a week. Benny Goodman's new jive show (picked up this time from the Golden Gate International Exposition) essays a swing-instruction pattern.

Reviews That Command Respect

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Quoted

Editor & Publisher The Fourth

Media and Agencies

The zeal of the New York *Times*, in fighting efforts of advertisers to win space for themselves on pages 2 and 3 (and the *Times* is a shining example in this respect) appears as naught compared with that of *Variety*. We turn 14 pages of our current issue before the advertising strikes us. There is, of course, one exception. For 15 years in *Variety* it has been a standing exception. That is the one-column, four-inch "reading notice" and cut of Will Mahoney in the center of page 2.

The times have changed since Sime Silverman started his "independent" paper on December 22, 1905, however, and *Variety* and its policies have changed with them. Indeed, it has anticipated the changes. Originally a "stage" paper devoted to vaudeville and "legit," *Variety* was reviewing movies when they were still in the nickelodeon stage, back in 1913. In 1924, two years before National Broadcasting Company was formed, the paper was devoting two pages each issue to radio. The order of the paper is now "screen," "radio" and "stage." The most of its business still comes from the screen. The *Variety* people are inclined to believe that movies will continue to be the nation's No. 1 amusement—at least until television is widespread.

Variety has 200 reporters throughout this country and in Toronto, Paris, Sydney, Berlin and way points. Its amusement business (even without attempting to cover county fairs and the like) is tremendous. *Variety* tries to keep track of what's doing. Fifteen of the reporters are now traveling on New York's newest and fastest ocean liner, the Europa.

Variety is a unique publication. It is read by everyone in the amusement business. Its circulation is 32,000 a week. Its subscription price is $10 a year. Its rate for display advertising is $600 a page. Its rate for classified advertising is $2 a line. Its rate for reading notices is $4 a line.

Variety is a publication that

Circulation

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.

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CANADA

SET OWNERSHIP: 1938

Province.	Population.	Families.	Sets.
Prince Edward Island, New Brunswick, Nova Scotia	1,087,000	258,100	125,130
Quebec	3,172,000	721,100	381,280
Ontario	3,731,000	873,544	868,126
Manitoba	720,000	171,000	170,421
Saskatchewan, Alberta	1,724,000	403,000	278,123
British Columbia	761,000	180,000	177,409
TOTAL CANADA	11,209,000	2,606,744	2,000,489

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

Operator: Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. **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.)

General manager: H. R. Carson. **Station manager:** Gordon S. Henry. **Program director:** Pat Freeman. **Chief engineer:** Earle C. Connor. **Musical director:** Cecil B. Kappey. **Publicity director:** Frank E. Fleming.

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:**

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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.)

President: H. G. Love. **Commercial manager:** E. H. McGuire. **Program director:** W. H. Ross. **Chief engineer:** P. B. McCaffery. **Musical director:** Jerry Fuller.

Rep: Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto). **Seating facilities:** Studio seats 120 persons. **Merchandising:** Services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $100.

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.

CJCJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Ninth Ave., W. **Phone:** M 5858. **Power:** 100 watts on 690 kc. **Affiliation:** None. **Opened:** No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

President: Gordon Bell. **Station manager:** H. A. Webster. **Commercial manager:** F. Shaw. **Chief engineer:** R. Henderson.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Services being developed; no more specific data available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $40.

Copy restrictions: Rules and regulations of Canadian Broadcasting Corp. **News:** Canadian Press.

CFRN, EDMONTON

Operator: Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. **Phone:** 22101. **Power:** 100 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 1, 1934.

Station manager: G. R. A. Rice. **Business manager:** H. F. Nielsen. **Program director:** S. Lancaster. **Chief engineer:** F. C. Makepeace. **Musical director:** R. Wright. **Publicity director:** Winifred Sutton.

Rep: Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto); Inland Broadcasting Service (Winnipeg). **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Mailings to dealers; contacts, etc.; services at cost. **Foreign language programs:** Accepted; must be accompanied by certified English translation. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: All patent medicine copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 P.M. **E. T. library:** Lang-Worth. **News:** British UP; local news. **News periods:** 8 A.M., 1 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

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.)

Station manager: F. H. Elphicke. **Production manager, artists bureau head:** N. Botterill. **Chief engineer:** H. McMahon. **Publicity director:** W. Dales.

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.)

CKUA, EDMONTON

Operator: University of Alberta. **Power:** 500 watts on 580 kc.

This station is non-commercial; university-owned.

CFGP, GRANDE PRAIRIE

Operator: Northern Broadcasting Corp., Ltd., Donald Hotel. **Phone:** 153. **Power:** 100 watts on 1200 kc. **Affiliation:** Foothills Network. **Opened:** Nov. 2, 1937.

President, station and commercial manager, publicity director: C. L. Berry. **Program director:** Paul Guy. **Chief engineer:** George Sinclair. **Musical director:** Bert Churchill.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating**

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facilities: Studio seats 35. **Merchandising:** Distribute window cards; exhibit sponsor's products in station display window; obtain newspaper publicity; all services rendered gratis. **Foreign language programs:** French accepted. **Artists bureau:** None. **Base rate:** $25.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** Transcriptions obtained from All-Canada Radio Facilities (make not stated). **News:** Transradio. **News periods:** 8-8:10 A.M., 1-1:15 P.M., 7-7:15 P.M., all Monday through Saturday.

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. **Phone:** 3872. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 28, 1928.

Acting manager: Arthur H. Nicholl. **Program director:** Robert Buss. **Chief engineer:** Robert Reagh. **Publicity director:** Cameron Perry.

Rep: All-Canadian Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 15 persons. **Merchandising:** Limited service offered by sales department. **Foreign language programs:** Accepted if transcribed and authorized by the Canadian Broadcasting Corp. **Artists bureau:** None. **Stock:** Principally held by H. R. Carson, Ltd. **Base rate:** $50.

Copy restrictions: Beer, wine or liquor advertising not permitted by Provincial Government; all copy must conform to station standards and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** British UP; local news from Lethbridge Herald. **News periods:** 8:15 A.M., 11:45 A.M., 5:11 P.M., all 10 minutes, all Monday through Saturday; 4:45-4:55 P.M., Sunday only; local news broadcast, 5:20-5:30 P.M., Monday through Saturday.

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

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. **Phone:** 6106. **Power:** 100 watts on 780 kc. **Affiliation:** Canadian Broadcasting Co. **Opened:** July, 1927.

Managing director, station and commercial manager, publicity director: C. Casey Wells. **Program director:** Ronald G. Wells. **Chief engineer:** Jack Pilling. **Artist bureau head, musical director:** Bertram Turvey.

Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** "Full cooperation" offered. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $20.

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.)

Managing director: R. E. White. **Station and commercial manager:** D. Homersham. **Program director:** Wm. McLeod. **Chief engineer:** G. Henderson. **Musical director:** Frank Brown, Jr. **Publicity director:** L. Irvine.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Arrangements furnished on request. **Foreign lan-**

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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

Operator: Okanagan Broadcasters, Ltd., Mill Ave. **Phone:** 200. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 4, 1931.

Managing director, program and commercial manager: J. W. B. Browne. **Chief engineer:** J. H. B. Browne. **Continuity director:** Bernard A. Heeney. **Publicity director:** Mary E. Royle.

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.

Copy restrictions: CBC regulations observed; no beer, wine, or liquor advertising permitted. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15 A.M., 12:15 P.M., 5:45 P.M. all 15 minutes, all Monday through Saturday.

CFPR, PRINCE RUPERT

Operator: Felix E. Batt. **Power:** 50 watts on 580 kc.

No other information available.

CJAT, TRAIL

Operator: Kootenay Broadcasting Co., Ltd., 815 Victoria St. **Phone:** 737. **Power:** 1,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** January, 1933.

General and station manager: T. G. Robinson. **Commercial manager:** W. W. Baggs. **Promotion director:** F. McDowell. **Chief engineer:** Thomas Smally. **Continuity director:** Kay Parkin. **Promotion director:** F. McDowell.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Accept Italian programs only. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

CBR, VANCOUVER

Operator: Canadian Broadcasting Corp., Hotel Vancouver. **Power** 5,000 watts on 1100 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

Base rate: $110.

No other information available.

CJOR, VANCOUVER

Operator: G. C. Chandler, 846 Howe St. **Phone:** Trinity 5321. **Power:** 500 watts on 600 kc. **Affiliation:** None. **Opened:** July, 1926.

Owner, station manager: G. C. Chandler. **Commercial manager:** D. E. Laws. **Program director:** Dick Diespecker. **Chief engineer:** W. B. Seabrook. **Musical director:** Wally Peters. **Publicity director:** D. R. Baird.

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).

Station and commercial manager: W. G. Hassell. **Program director** L. F. Hassell. **Chief engineer:** T. Derbyshire. **Musical director:** Geneva Calangis. **Publicity director:** L. F. Hassell.

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Rep: None. **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: CBC regulations. **E. T. library:** None. **News:** From parent paper **News periods:** 8-8:15 P.M., Monday through Saturday.

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

Operator: British Columbia Broadcasting System, Ltd., 812 Robson St. **Phone:** SEY. 8778. **Power:** 100 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923.

President: R. J. Sprott. **Vice-president:** B. A. Arundel. **Station and commercial manager:** H. M. Cooke. **Program and musical director:** R. E. Misener. **Chief engineer:** E. Rose.

Rep: None. **Seating facilities:** Can accommodate 65 persons. **Merchandising:** Complete publicity and merchandising service rendered free. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** $30.

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

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. **Phone:** Seymour 2288. **Power:** 100 watts on 1010 kc (shares time with CKCD). **Affiliation:** None. **Opened:** 1923.

General and station manager: A. Holstead. **Commercial manager:** Reginald M. Dagg. **Program and musical director:** Fred C. Bass. **Chief engineer:** E. Ross MacIntyre. **Publicity director:** Jack Emerson.

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

Operator: Victoria Broadcasting Association, Radio Center. **Phones:** G 2014; E 2442. **Power:** 500 watts on 1450 kc. **Affiliation:** None. **Opened:** March 24, 1924.

General and commercial manager: G. W. Deaville. **Station manager:** Cliff Deaville. **Program and publicity director, artists bureau head:** Clarence Carville. **Chief engineer:** Cliff Deaville. **Musical director:** Wm. Fletcher.

Rep: Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $30.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **News:** Transradio.

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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

Operator: Manitoba Telephone System, City Hall Square. **Phone:** 4532. **Power:** 1,000 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1928.

Station manager: W. F. Seller. **Chief engineer:** C. E. R. Collins. **Publicity director:** D. R. P. Coats.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window cards and build-up announcements offered. **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

Operator: Arctic Radio Corp., 120 Main St. **Phone:** 290. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 7, 1938.

President: George W. Bridgman. **Vice-president:** Monty Bridgman. **Business and commercial manager:** Geo. W. Bridgman. **Chief engineer:** R. V. Durie. **Musical director:** L. Thorsteinson.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchanising:** Window cards, theatre lobby and window displays, broadsides, billboards; service rendered gratis except for actual cost of materials used. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** Held by George W. and Monty Bridgman. **Base rate:** $25.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World; transcriptions obtained from All-Canada Radio Facilities. **News:** Transradio; Christian Science Monitor. **News periods:** 7:15 A.M., 12:35 P.M., 6:10 P.M., 7:55 P.M., 8:55 P.M., 9:55 P.M., all five minutes, all Monday through Saturday; Monitor news, 5:30-5:45 P.M., daily.

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.)

General and station manager: H. R. McLaughlin. **Assistant and commercial manager:** J. D. Kemp. **Program and promotion manager:** E. H. Houston. **Chief engineer:** Ken Cameron. **Publicity director:** E. V. Dutton. **Merchandising:** Rusty Young.

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.

Copy restrictions: All copy subject to rules of the Canadian Broadcasting Corp. **E. T. library:** World; Lang-Worth; Standard. **News:** Transradio. **News periods:** 7:55-8 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 7-7:05 P.M., 8-8:05 P.M., 9-9:05 P.M., 9:45-10 P.M., 11-11:05 P.M., all Monday through Saturday; 9-9:15 P.M., Sunday only.

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.)

General and station manager: W. H. Backhouse. **Commercial manager:** P. H. Gayner. **Program director:** R. H. Roberts. **Chief engineer:** G. H. Mills. **Musical director:** P. H. Richardson. **Publicity and public relations director:** D. R. P. Coats.

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;

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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

Operator: James S. Neill & Sons, Ltd., Queen St. **Phone:** 209. **Power:** 1,000 watts on 550 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 1, 1923.

Secretary-treasurer, station and commercial manager: J. Stewart Neill. **Program director:** (Miss) V. True. **Chief engineer:** T. B. Young.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Traveling representative, using a truck carrying advertising for station clients, calls on every retail outlet in primary area. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $50.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8:15 A.M., 1:30 P.M., 6:15 P.M., all 10 minutes, all Monday through Saturday.

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.)

President: J. L. Black. **Station manager:** F. A. Lynds. **Commercial manager:** B. A. Cooke. **Program and publicity director:** Earl McCarron. **Musical director:** S. B. Haines. **Chief engineer:** James White.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 600 persons. **Merchandising:** Complete service; window displays, theatre and school tie-ins, posters, etc. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None; station can supply talent, however. **Base rate:** $30.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press. **News periods:** 8:30 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

CHSJ, SAINT JOHN

Operator: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. **Phone:** 3-2307. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February, 1934. (Note: This station is owned by the St. John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer: L. W. Bewick. **Commercial manager:** George A. Cromwell. **Program director, artists bureau head:** deB. Holly. **Chief engineer:** J. G. Bishop. **Publicity director:** Christine Fewings.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 20 persons; can arrange for 200 if necessary. **Merchandising:** Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** $40.

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. nor 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.

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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.)

Director: William C. Borrett. **Office and commercial manager:** John F. Clare. **Program, sales and publicity director:** Fletcher Coates. **Chief control operator:** Cecil A. Landry. **Chief transmitter operator:** Wm. C. L. Bauld. **Musical director:** Richard L. Fry. **Engineer:** Arthur Greig.

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:** $55.

Copy restrictions: No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abide by Canadian Broadcasting Corp. rules and regulations. **E. T. library:** NBC Thesaurus; Lang-Worth; Standard. **News:** Transradio; Canadian Press. **News periods:** 9-9:15 A.M., noon-12:08 P.M., 1-1:15 P.M., 7:30-7:45 P.M., midnight-12:15 A.M., all Monday through Saturday.

CJCB-CJCX, SYDNEY

Operator: Eastern Broadcasters, Ltd., Radio Bldg. **Phones:** 170-209. **Power:** CJCB: 1,000 watts on 1240 kc; shortwave CJCX: 1,000 watts on 6010 kc. **Affiliation** Canadian Broadcasting Corp. **Opened:** February 14, 1929.

Station manager: N. Nathanson. **Program and musical directors:** T. C. Robertson; C. J. MacDougall. **Chief engineer:** Charles Atkinson. **Publicity director:** C. Nunn.

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:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8:15 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

Operator: Laurie L. Smith, Radio Bldg., Main St. **Phone:** 500. **Power:** 100 watts on 1310 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April 6, 1934.

Station supervisor, chief engineer: Laurie L. Smith. **Commercial manager:** Fin Hollinger. **Program director (women's programs):** Kaye Colburne. **Publicity director:** Elsie Allen.

Rep: All-Canada Radio Facilities, Ltd. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity and program listings in local Nova Scotia and New Brunswick papers; air plugs publicizing Yarmouth shopping section and Yarmouth as a vacation-land. **Foreign language programs:** Continuity and copy subject to approval of the Canadian Broadcasting Corp. and the station. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10 A.M., 12:30 P.M., 5 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

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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

Operator: John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). **Phone:** 2626. **Power:** 100 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

Station head, general manager: John Beardall. **Commercial director:** Peter A. Kirkey. **Program director:** Ross Wright. **Chief engineer:** Gordon Brooks.

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 beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to government regulations. **E. T. library:** None. **News:** Transradio; own local news. **News periods:** 8 A.M. (Transradio and local news), 12:10 P.M. (Transradio and local news), 7:15-7:30 P.M. (Transradio), 7:45 P.M. (local news), 10:15 P.M. (Transradio and local news), all Monday through Saturday.

CKMC, COBALT

Operator: R. L. MacAdam. **Power:** 50 watts on 1210 kc.

No further information available.

CKPR, FORT WILLIAM & PORT ARTHUR

Operator: Dougall Motor Car Co., Ltd., Radio Hall. **Phone:** S. 315. **Power:** 1,000 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1931.

Station manager: H. F. Dougall. **Program director:** I. Jones. **Chief engineer:** R. H. Parker. **Advertising director:** J. M. Hughes.

Rep: Weed & Co. (U. S.); Jack Slatter (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Yes; details not listed. **Foreign language programs:** Finnish and Ukrainian would be useful; will accept. **Artists bureau:** None. **Base rate:** $50.

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.

CHML, HAMILTON

Operators: Maple Leaf Radio Co., Ltd., Pigott Bldg. **Phone:** 7-1539. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1927.

President: A. C. Hardy. **Station and commercial manager:** Ken Soble. **Chief engineer:** C. R. Snelgrove. **Musical director:** Ilene Baker.

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:** Set-up 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

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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

Operator: Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. **Power:** 1,000 and 500 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1922.

Station manager: M. V. Chesnut. **Commercial manager:** W. T. Cranston. **Program director:** William Guild. **Chief engineer:** Leslie Horton. **Musical director:** Todd Russell. **Artists bureau head:** Werner Bartmann. **Publicity director:** Dave Robbins.

Rep: None. **Seating facilities:** Studio A, 10 persons; Studio C, 25 persons; concert studio, 150; Royal Connaught Hotel, 500; Capitol Theatre, 3,000. **Merchandising:** Arrange for program listings in newspapers, and advertise feature programs and sponsors in daily papers; maintain 18 billboards advertising sponsored programs; market surveys, sales checks, window displays, gift offerings and commercial tie-ins planned; all services gratis. **Foreign language programs:** Accepted; station reserves the right to limit daily quota. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** $80.

Copy restrictions: No beer, wine or liquor copy accepted; no price quotations; no spot announcements between 7:30 and 11 P.M. or Sundays. **E. T. library:** World. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:45 P.M., 10:45 P.M., all 10 minutes, all Monday through Saturday; 10:50 A.M., 2:30 P.M., 8 P.M., 11 P.M., all 10 minutes, all Sunday.

CKCA, KENORA

Operator: Kenora Broadcasting Co., Ltd., Kenora, Ont. **Phone:** 717 Blue. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 18, 1939.

President: R. W. Starratt. **Station manager, publicity director:** Gerald F. Bourke. **Program and musical director:** Horace Smith. **Chief engineer:** E. Y. Tomkins.

Rep: All-Canada Radio Facilities, Ltd. **Seating facilities:** None. **Merchandising:** Station institutional advertising provides publicity for sponsors and the sale of their products in local retail outlets. **Foreign language programs:** Accepted; must comply with Canadian Broadcasting Corp. regulations; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** $30.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; network news. **News periods:** 8:15 A.M., 12:15 P.M., 5:15 P.M., 9 P.M. (network news), all 10 minutes, all Monday through Saturday. (Note: Station is on CST.)

CFRC, KINGSTON

Operator: Queen's University, Whig Standard Bldg. **Phone** 616. **Power:** 100 watts on 1510 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 29, 1936. (Note: This station is operated on a partnership basis with the Kingston Whig-Standard.)

Station head, program and advertising director: James Annand. **Chief engineer:** H. Stewart.

Rep: Weed & Co. (U. S.); Joseph Hershey McGillvra (Canada). **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: No alcoholic beverage or patent medicine advertising accepted. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

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-

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age copy accepted; rules of the Canadian Broadcasting Corp. observed. **News:** Transradio; Canadian Press.

CKCR, KITCHENER-WATERLOO

Operator: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. **Phone:** 4360. **Power:** 100 watts on 1510 kc. **Affiliation:** None. **Opened:** 1929.

Station manager: W. C. Mitchell. **Commercial manager:** G. Liddle. **Program director:** Karl Monk. **Chief engineer:** Ion Hartman. **Musical director:** Prof. C. F. Thiele.

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.

Copy restrictions: Rules of Canadian Broadcasting Corp.; accept patent medicines; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45 A.M., 12:30 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

CFPL, LONDON

Operator: London Free Press & Printing Co., Ltd., 442 Richmond St. **Phone:** Metcalfe 5200. **Power:** 100 watts on 730 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.

Rep: Dominion Broadcasting Co. (Toronto); Joseph Hershey McGillvra (Montreal and U. S.). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** None. **Foreign language programs:** Accepted at stated times. **Artists bureau:** None. **Base rate:** $45.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 9-9:15 A.M., 6:15-6:30 P.M., Monday through Saturday.

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.)

President: Roy H. Thomson. **Station and commercial manager:** Tom Darling. **Chief engineer:** Allan K. Taylor. **Publicity director:** D. L. Bassett.

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.

Copy restrictions: Rules of Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio; Canadian Press. **News periods:** 8:30-8:40 A.M., 11-11:05 A.M., 12:08-12:15 P.M., 1-1:07 P.M., 5-5:07 P.M., 6-6:07 P.M., 7-7:15 P.M. (sports news), all Monday through Saturday.

CBO, OTTAWA

Operator: Canadian Broadcasting Corporation, Chateau Laurier Hotel. **Phone:** 2-1151. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1924.

Station and commercial manager: Walter C. Anderson.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Governed by regulations of Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** $80.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8:15 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

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

Operator: G. M. Geldert, M. D., 272 Somerset St., W. **Phones:** 2-3611 and 2-7782. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 20, 1924.

Director, station manager: G. M. Geldert, M. D. **Program director:** R. Marier. **Chief engineer:** I. R. Henderson.

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Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Through Radiad Service. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** $40.

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

Operator: The Radio Association of Prescott, George St. **Phone:** 302. **Power:** 100 watts on 930 kc. **Affiliation:** None. **Opened:** 1925.

Manager: A. G. Halliday. **Program director, artists bureau head:** A. M. Halliday. **Chief engineer:** L. F. Knight. **Musical director:** Harold Johnston.

Rep: J. P. McKinney & Son. **Seating facilities:** Studio seats 40; two church auditoriums, seating 400 each, 25c admission. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** $60.

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

Operator: The Silver Spire Broadcasting Station, Ltd., 10 King St. **Phone:** 3900. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 7, 1933.

President: E. T. Sandell. **Station manager:** Pauline Smyth. **Program director:** Bernard Mitchell. **Chief engineer:** W. H. Allen. **Musical director:** W. G. Adamson.

Rep: Dominion Broadcasting Co. (Toronto). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Will make surveys, etc. **Foreign language programs:** Accepted; no announcements accepted. **Artists bureau:** None. **Stock:** Held by E. T. Sandell. **Base rate:** $35.

Copy restrictions: All copy subject to approval of the Canadian Broadcasting Corp.; no alcoholic beverages of any type whatsoever accepted; patent medicine continuity subject to approval of the Department of Health. **E. T. library:** None. **News:** Transradio. **News periods:** 8-9 A.M. (music and news), 1:15-1:25 P.M., 3:45-3:55 P.M., 6:15-6:25 P.M., 11-11:10 P.M., all Monday through Saturday; 12:15-12:25 P.M., 6-6:10 P.M., 11-11:10 P.M., Sunday.

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. **Phone:** 360. **Power:** 100 watts on 1500 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 15, 1934.

Commercial manager: J. G. Hyland. **Program director:** J. C. Whitby. **Chief engineer:** S. C. Cusack.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. **Foreign language programs:** Finnish accepted; foreign announcements of 100 words must be paralleled in English. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** Not listed.

CJCS, STRATFORD

Operator: Central Broadcasting Company, Windsor Hotel. **Phone:** 1675. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1922.

General and commercial manager: F. M. Squires. **Chief engineer:** W. J. Stauffer. **Musical director:** Chas. Trethewey.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** $25.

Copy restriction: Canadian Broadcasting Corp. regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12:30-12:45 P.M., 4:30-4.45 P.M., 6:15-6:30 P.M., 8:30-8:35 P.M., all Monday through Saturday; 4:30-4:45 P.M., 6:15-6:30 P.M., both Sunday.

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.)

President: W. E. Mason. **Station manager, commercial manager:** W. J. Woodill. **Program director:** Howard Clark. **Chief engineer:** Jim McCrae.

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Rep: None. **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $60.

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.)

President: R. H. Thomson. **Station manager:** William Wren. **Program director:** Stardee Jurvis. **Chief engineer:** Edgar Ryan. **Publicity director:** Don Bassett.

Rep: Weed & Co. (U. S.); Jay Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Seating facilities:** None. **Merchandising:** Complete merchandising service. **Foreign language programs:** French newscast daily. **Artists bureau:** None. **Base rate:** $35.

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 newscast), all 7 minutes, all Monday through Saturday.

CBL, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 50,000 watts on 840 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Group; Mutual. **Opened:** Dec. 25, 1937.

Station manager, program director: J. R. Radford. **Commercial manager, supervisor of press and information:** E. A. Weir. **Chief engineer:** W. C. Little. **Press representative:** H. M. Ball.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Limited facilities in present, temporary quarters. **Merchandising:** None as yet developed. **Foreign language programs:** Governed by regulations of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** $300.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; BBC Transcription. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

CBY, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1935.

For personnel, see CBL, 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.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

CFRB, TORONTO

Operator: Rogers Radio Broadcasting Co., Ltd., 37 Bloor St., W. **Phone:** Midway 3515. **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.)

Managing director: Harry Sedgwick. **Commercial manager:** Lloyd Moore. **Program director:** Roy Locksley. **Chief engineer:** John Sharpe.

Rep: Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $110 (½ hr.).

Copy restrictions: No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health. **E. T. library:** Standard. **News:** Local. **News periods:** Not listed.

CKCL, TORONTO

Operator: Dominion Battery Co., Ltd., 444 University Ave. **Phone:** Adelaide 1014. **Power:** 100 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

President: Henry S. Gooderham. **Station and commercial manager:** A. E. Leary. **Program and musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest O. Swan.

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Rep: None. **Seating facilities:** Studio seats 60; Century Theatre provides facilities for 1,500. **Merchandising:** Arrange window displays; newspaper tieups; public address system tie-ups (station owned). **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** $60.

Copy restrictions: No alcoholic beverage advertising of any type; abide by rules of Canadian Broadcasting Corp.; spot announcements limited to 75 words and not accepted between 7:30 and 11 P.M. **E. T. library:** Lang-Worth; World; Davis & Schwegler; Standard. **News:** Transradio; Canadian Press. **News periods:** 7:45-8:45 A.M., Monday through Saturday; 6-6:15 P.M., every day.

CKLW, WINDSOR

See Detroit, Michigan.

CKNX, WINGHAM

Operator: Wingham Radio Club, Wingham, Ont. **Phones:** 158-W; 158-J. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

Proprietor, station manager, chief engineer: W. T. Cruickshank. **Commercial manager, publicity director:** B. Howard Bedford. **Musical director:** C. N. Merkeley.

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 rae:** $30.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Via own correspondents. **News periods:** 11-11:05 A.M., 12:30-12:35 P.M., 6:10-6:20 P.M., 7:15-7:30 P.M., all Monday through Saturday.

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

Operator: Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. **Phones:** 741; 1303. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Aug. 15, 1924.

Managing director: Lt. Col. Keith S. Rogers. **Commercial manager, program director, artists bureau head, publicity:** L. A. McDonald. **Chief engineer:** M. H. F. Young. **Musical director:** Mrs. K. S. Rogers.

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 & Schwegler. **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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CHCK, CHARLOTTETOWN

Operator: CHCK Radio Broadcasting Co., Ltd. **Power:** 50 watts on 1310 kc.

No other information available.

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. **Phone:** 134. **Power:** 50 watts on 1450 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

President: H. T. Holman. **Station and commercial manager:** R. L. Mollison. **Program director:** J. E. Millman. **Chief engineer:** W. R. Cannon.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** 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.

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

Operator: Canadian Broadcasting Corp., Chicoutimi, Que. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 20, 1933.

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.

Copy restrictions: Accept patent medicine advertising, but refuse beer, wines and alcoholic beverages; regulations of the Canadian Broadcasting Corp. observed. **E. T. library:** None. **News:** From the newspaper Le Progres du Saguenay. **News periods:** 6:20-6:30 P.M., Monday through Saturday.

CKCH, HULL

Operator: Hull Broadcasting Co., Ltd., 85 Champlain Ave. **Phone:** 2-1701. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 30, 1932.

Director: Alexander Dupont. **Chief engineer:** J. F. Champagne. **Musical director:** Aurele Groulx. **Publicity director:** B. English.

Rep: None. **Seating facilities:** Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. **Merchandising:** No service listed. **Foreign language programs:** Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). **Artists bureau:** Has complete roster of artists; latter are not under contract to station, however. **Stock:** Principally held by Josaphat Pharand. **Base rate:** $50.

Copy restrictions: Accept advertising for beer, wines and patent medicines; no announcements between 7 and 11 P.M. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15-8:25 A.M. (English), 9:30-9:40 A.M. (French), 12:10-12:20 P.M. (English), 12:45-12:55 P.M. (French), 5:30-5:50 P.M. (bi-lingual), all Monday through Saturday.

CBF, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Mar-

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quette 5211. **Power:** 50,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Groups. **Opened:** Dec. 11, 1937.

Regional program director for the Province of Quebec: Jean Marie Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. A. Dupont. **Chief operator:** E. D. Roberts. **Musical director:** J. J. Gagnier. **Publicity director:** Leopold Houle.

Rep: Canadian Broadcasting Corp. **News:** Canadian Press. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** $250.

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

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Marquette 5211. **Power:** 5,000 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red Canadian Group. **Opened** November, 1933.

Regional program director for the Province of Quebec: J. M. Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. Arthur Dupont. **Chief Operator:** E. D. Roberts. **Musical director:** Dr. J. J. Gagnier. **Publicity director:** Leopold Houle.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** $150.

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

Operator: Canadian Marconi Co., Ltd., Mount Royal Hotel. **Phone:** Marquette 7086. **Power:** CFCF: 500 watts on 600 kc; CFCX: 75 watts on 6005 kc. **Affiliation:** NBC Blue Canadian Group. **Opened:** September, 1918.

General sales manager: M. M. Elliott. **Station manager:** V. F. Nielsen. **Program director:** James Shaw. **Chief engineer:** K. R. Paul. **Publicity director:** E. H. Smith.

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.)

Managing director: Marcel Lefebvre. **Chief engineer:** F. F. Tambling. **Publicity director:** Armand Goulet.

Rep: None. **Seating facilities:** Studio A seats 200; studio B seats 75. **Merchandising:** None. **Foreign language programs:** French and English programs only accepted. **Artists bureau:** None. **Base rate:** $65.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard. **News periods:** 1:15 P.M., 6:15 P.M., Monday through Friday.

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. **Phone:** Marguette 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**

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director: Yves Bourassa. **Technical director:** Leonard Spencer. **Chief transmitter engineer:** Percy Smith. **Musical director:** Henri Letondal. **Artists bureau head:** Ferdinand Biondi. **Local sales manager:** Paul Ouellet. **Promotion manager:** Andre Daveluy. **Traffic manager:** Flavius Daniel. **Continuity editor:** Marcel Baulu. **Public relations director:** Louis Leprohon. **Publicity director:** Louis Morisset.

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

Operator: Gaspesia Radio Broadcasting Co., Ltd., new Carlisle. **Phone:** 38. **Power:** 1,000 watts on 610 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 23, 1933.

President: Dr. Charles Dumont. **Station and commercial manager:** Dr. Charles Houde. **Program director:** C. S. Chapman. **Chief engineer:** J. R. McGough. **Musical director:** Paul Graham. **Publicity director:** V. Bernard.

Rep: None. **Seating facilities:** None. **Merchandising:** Publicity and listings in various newspapers. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None. **Base rate:** $60.

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 Press. **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. (French), 5:50 P.M., all approximately 8 minutes, all Monday through Saturday. (Note: Canadian Press news is non-commercial.)

CBV, QUEBEC

Operator: Canadian Broadcasting Corp., Chauteau Frontenac. **Phone:** 5658. **Power:** 1,000 watts on 950 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 28, 1934.

Station and commercial manager, program director: A. H. Houde. **Chief engineer:** Charles Frenette. **Musical director:** J. M. Beaudet. **Publicity director:** L. Houle.

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

Operator: CHRC, Limited, Victoria Hotel. **Phone:** 2-8178. **Power:** 100 watts on 580 kc. **Affiliation:** None. **Opened:** April 1, 1926.

Director, manager, commercial manager: J. N. Thivierge. **Program director:** T. H. Burham. **Chief engineer:** Arsene Nadeau. **Artists bureau head:** A. Pelletier. **Musical director:** J. Croteau. **Publicity director:** S. Breton.

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 Lepage. **Base rate:** $45.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor. **E. T. library:** Lang-Worth. **News:** Own local news. **News periods:** 8-8:15 A.M., 1-1:15 P.M., both Monday through Saturday; 11:55-noon, Sunday only; 4:32-4:37 P.M., 6-6:05 P.M., 11-11:15 P.M., every day.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. **Phone:** 2-1585. **Power:** 100 watts on 1310

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kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** September, 1925.

President: H. Baribeau. **Station and commercial manager, publicity director:** Paul Lepage. **Program director:** Jean Nel. **Chief engineer:** Charles Frenette. **Musical director:** Edwin Belanger.

Rep: None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** 90% of programs are given in French. **Artists bureau:** None. **Base rate:** $40.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press. **News periods:** 8-8:15 A.M., 11-11:05 A.M., 1-1:15 P.M., 6-6:05 P.M., 7:30-7:45 P.M., 10:30-10:45 P.M., all Monday through Saturday.

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.)

President: J. A. Brilliant (also president of the Lower St. Lawrence Power Co.). **Station and commercial manager:** G. A. Lavoie. **Program and musical director, artists bureau head:** P. E. Corbeil. **Chief engineer:** L. Bernier. **Publicity director:** L. Lamontagne.

Rep: Joseph Hershey McGillvra (U. S. and Toronto). **Base rate:** $60.

E. T. library: None. **News:** Canadian Press; Nouvelle Laurentiennes. **News periods:** 12:30 P.M., 5:45 P.M., 6:15 P.M., 11 P.M. (duration and days not listed).

CKRN, ROUYN

Operator: La Cie de Radiodiffusion Rouyn-Noranda Ltee., Reilly Bldg. **Phone:** 1400. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Feb. 10, 1939.

General and station manager, publicity director: J. O. Tardiff. **Commercial manager, musical director:** Omer Roy. **Program director:** F. Bruneau. **Chief engineer:** A. E. Crump.

Rep: None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** None. **Foreign language programs:** Acceptance guided by rules of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** None.

(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:** No rules have been formulated by station. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8-8:10 A.M., 8:45-8:55 A.M. (French), 12:15-12:25 P.M., 12:45-12:55 P.M. (French), 1-1:15 P.M. (bi-lingual; farm news), 5-5:10 P.M., 6-6:10 P.M. (French), 6:10-6:15 P.M. (sports news; French), 10:15-10:30 P.M. (Christian Science Monitor News), all Monday through Saturday.

CHGB, St. ANNE de la POCATIERE

Operator: Le Poste CHGB Enrg. **Phones:** 20; 47. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 5, 1938.

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.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** None. **News:** Furnished by the newspaper Action Catholique. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

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**

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programs: Accept French and English programs only. **Artists bureau:** None. **Base rate:** $35.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** From parent newspaper. **News periods:** 10-10:15 P.M., every day.

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.

Station manager: H. C. Buchanan. **Commercial manager:** L. A. Bourgeois. **Program director:** J. S. Boyling. **Chief engineer:** A. E. Jacobson. **Publicity director:** G. E. Walker.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accepted; population is overwhelmingly English-speaking, however. **Artists bureau:** None. **Base rate:** $40.

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

Operator: L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. **Phone:** 3133. **Power:** 100 watts on 1210 kc (application for 1,000 watts pending). **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 1, 1934 (as a commercial station; previously dates back to 1924).

Station and commercial manager: R. E. Price. **Program director:** W. R. Hart. **Chief engineer:** L. E. Moffat. **Musical director:** I. Barrie. **Publicity director:** G. Prest.

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.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 7:45 A. M., 12:45 P.M., 6:45 P.M., 9:45 P.M., all 10 minutes, all Monday through Saturday.

CJRM, REGINA

Operator: James Richardson & Sons, Ltd., Saskatchewan Life Bldg. **Phone:** 8424. **Power:** 1,000 watts on 540 kc. **Opened:** 1926.

Station director: H. R. McLaughlin (manager, James Richardson radio division). **Station and commercial manager:** F. V. Scanlan. **Program and publicity director:** D. E. Wright. **Chief engineer:** A. W. Hooper. **Musical director:** S. H. Hillier.

Rep: Joseph Hershey McGillvra (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.

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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.)

General manager: G. Gaetz. **Commercial manager:** A. J. Balfour. **Program director, artists bureau head:** W. A. Speers. **Musical director:** A. R. Smith.

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.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus. **News:** British UP, also local news from parent paper. **News periods:** Not listed.

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.

Owner, general and station manager: A. A. Murphy. **Commercial manager:** Vernon Dallin. **Program and musical director:** C. Cairns. **Chief engineer:** S. Clifton.

Rep: Joseph Hershey McGillvra; Jack Slatter (Toronto, Montreal). **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $80.

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).

Manager: A. L. Garside. **Program director:** Clinton Godwin. **Chief engineer:** Arthur Mills. **Publicity director:** Cyril F. Greene.

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.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 8:15-8:25 A.M., 1-1:10 P.M., 7:30-7:40 P.M., 9:30-9:40 P.M., 10-10:15 P.M., all Monday through Saturday; 5-5:10 P.M., 10-10:15 P.M., Sunday.

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'v'r 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

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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.*

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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
Worcester, Mass.

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.

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Albert E. Heiser
Radio Station WLVA
Lynchburg, Va.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Porter Houston
Radio Station WCBM
Baltimore, Md.

Paul A. Loyet
Radio Station WHO
Des Moines, Ia.

Paul de Mars
Radio Station WNAC
Boston, Mass.

Carl J. Meyers
Radio Station WGN
Chicago, Ill.

J. R. Poppele
Radio Station WOR
New York, N. Y.

John T. Schilling
Radio Station WHB
Kansas City, Mo.

William H. West
Radio Station WTMV
East St. Louis, Ill.

Executive Committee

Neville Miller
National Association of Broadcasters
Washington, D. C.

Edwin W. Craig
Radio Station WSM
Nashville, Tenn.

Walter J. Damm
Radio Station WTMJ
Milwaukee, Wis.

John Elmer
Radio Station WCBM
Baltimore, Md.

Mark Ethridge
Radio Station WHAS
Louisville, Ky.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Frank M. Russell
Radio Station WRC
Washington, D. C.

Committee of Six of Federal Radio Education Committee

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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

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National Association of Broadcasters
Washington, D. C.

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New York, N. Y.

Frederick A. Willis
Columbia Broadcasting System
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Fort Worth, Tex.

Earl H. Gammons
Radio Station WCCO
Minneapolis, Minn.

John Shepard, III
Yankee Network
Boston, Mass.

Labor Committee

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Philadelphia, Pa.

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

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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.

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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.

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Peoria, Ill.

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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. Morency
Radio Station WTIC
Hartford, Conn.

Samuel R. Rosenbaum
Radio Station WFIL
Philadelphia, Pa.

Theodore C. Streibert
Mutual Broadcasting System
New York, N. Y.

Karl O. Wyler
Radio Station KTSM
El Paso, Tex.

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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.

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Wage and Hour Act Committee

Joseph L. Miller (Acting Committee Chairman)
National Association of Broadcasters
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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
Philadelphia, Pa.

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)**
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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.

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Frank M. Russell
Radio Station WRC
Washington, D. C.

Committee of Independent Broadcasters

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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 Schultz
Radio Station WLAW
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 (KOIN, 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.
Ninth annual convention, Oct. 26-28, 1931	Detroit, Mich.
Tenth annual convention, Nov. 14-16, 1932	St. Louis, Mo.
Eleventh annual convention, Oct. 9-11, 1933	White Sulphur Springs, W. Va.
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
Sixteenth annual convention, Feb. 14-15, 1938	Washington, D. C.
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:** Southam Bldg. (R 2021); F. W. Cannon, manager. **Montreal office:** Dominion Square Bldg. (LA 6400); Burt Hall, manager. **Toronto office:** 305 Victory Bldg. (Elgin 2464); G. F. Herbert, manager. **Vancouver office:** 541 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.)

William H. Anderson & Co., Inc. New York office: 25 Broadway (Digby 4-2478).

Associated Broadcast Advertising Co. Officers: Irving T. Porter, commercial manager and owner. **New York sales office for Station WFAS:** 152 W. 42nd St. (Wisconsin 7-2299). **Personnel:** Irving T. Porter; Gertrude Baron, Helen Gray.

Associated Broadcasting Co., Ltd. Toronto office: Hermant Bldg. (Elgin 3345); E. A. Byworth, president. **Montreal office:** Dominion Square Bldg. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer.

Bertha Bannan. Boston office: 15 Little Bldg. (Hancock 6178).

I. Beck, Inc. New York office: 331 Fourth Ave. (Gramercy 5-2947). **Personnel:** Irving Goldman. (Representative for KZIB, Manila, P. I.).

Paul Belaire. Boston office: 80 Federal St. (Liberty 0437).

Walter Biddick Co. Officers: Walter Biddick, general manager. **Los Angeles office:** 568 Chamber of Commerce Bldg. (Richmond 6184). Personnel: James C. McCormick, manager; C. A. Burpee. **San Francisco office:** 1623 Russ Bldg. (Sutter 5415). Personnel: Don C. Robbins. **Seattle office:** 1038 Exchange Bldg. (Main 6440).

***R. J. Bidwell Co. San Francisco office:** 703 Market St. (Exbrook 7604). Personnel: R. J. Bidwell, president, treasurer. **Los Angeles office:** 1031 S. Broadway (Prospect 3746). Personnel: W. H. Grubbs in charge.

John Blair & Co. Officers: John Blair, president; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. **Chicago office:** 520 N. Michigan Ave. (Superior 8659). Personnel: John Blair, manager; Gale Blocki, Jr.; Charles F. Dilcher; W. Ward Dorrell. **New York office:** 341 Madison Ave. (Murray Hill 9-6084). Personnel: George W. Bolling, manager; Richard D. Buckley, William H. Weldon, H. Leach Laney. **Detroit office:** New Center Bldg. (Madison 7889). Personnel: R. H. Bolling, manager. **San Francisco office:** Russ Bldg. (Douglas 3188). Personnel: Lindsey Spight, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 3584). Personnel: Carleton Coveny, manager.

Grover W. Boyd (affiliated with DeLisser-Boyd, Inc., newspaper representatives). **Officers:** Grover W. Boyd, president; William F. Gallagher, treasurer. **New York office:** 30 Rockefeller Plaza (Circle 7-4324). Personnel: Grover W. Boyd in charge. **Philadelphia office:** 1471 Chestnut St. **Chicago office:** 612 N. Michigan Ave.

***The Branham Co. Officers:** John Petrie, president. **Chicago office:** 360 N. Michigan Ave. (Central 5726). Personnel:

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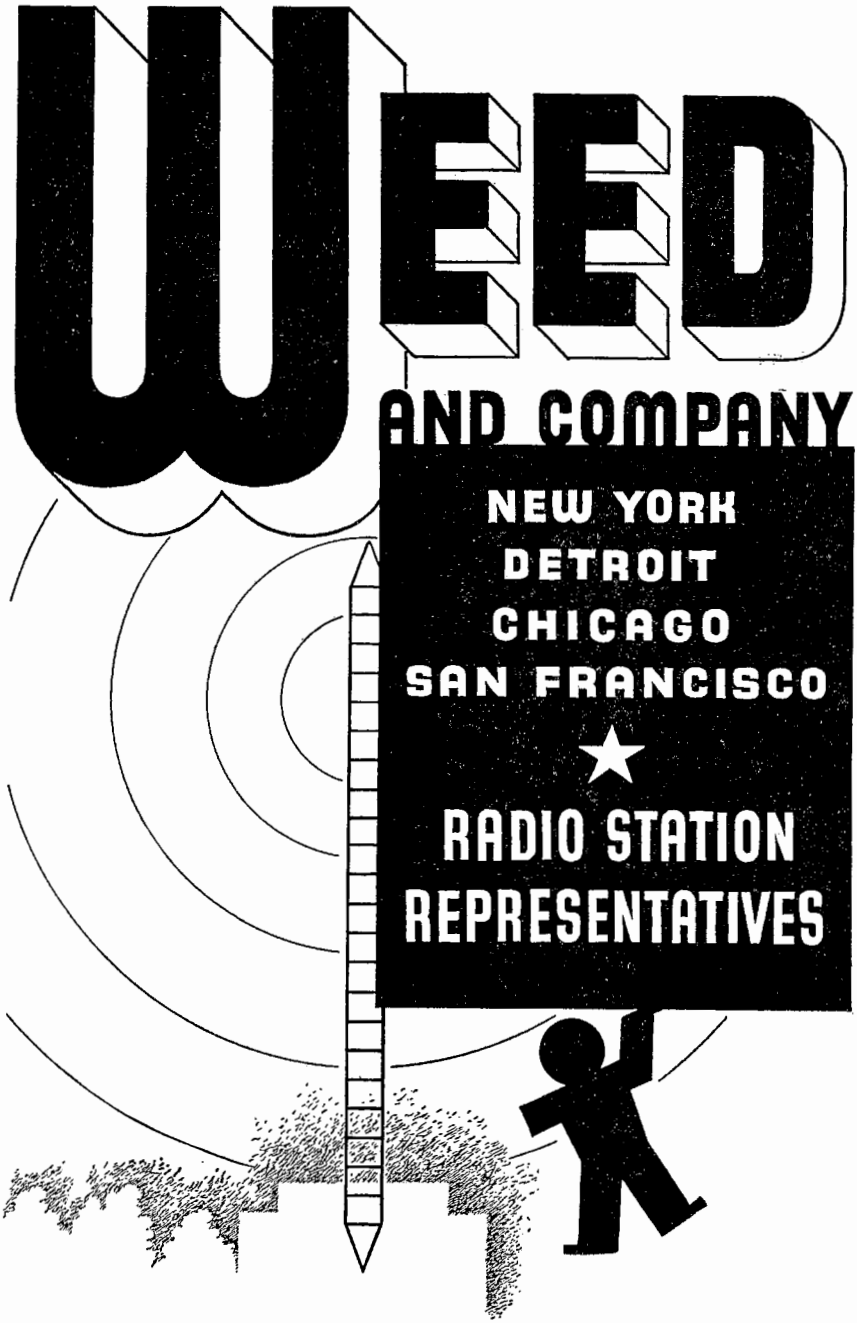

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E. F. Corcoran, vice-president; L. S. Greenberg, secretary-treasurer, head of accounting department: H. C. Shomaker, J. B. Guenther, C. B. Peterson, Joseph F. Timlin, Carl Sundberg, in charge of research. **New York office:** 230 Park Ave. (Murray Hill 6-1860). Personnel: Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly, John E. Dean. **Detroit office:** General Motors Bldg. (Trinity 1-0440). Personnel: H. A. Anderson, Edwin Charney. **St. Louis office:** Arcade Bldg. (Chestnut 6192). Personnel: W. F. Patzlaff. **Kansas City office:** National Fidelity Life Bldg. (Harrison 1023). Personnel: George F. Dillon, Julian Kirk. **Los Angeles office:** 448 S. Hill St. (Michigan 1269). Personnel: W. L. Blythe. **Atlanta office:** Rhodes Haverty Bldg. (Walnut 4851). Personnel: J. B. Keough. **Dallas office:** Mercantile Bldg. (2-8569). Personnel: A. J. Putnam, J. P. Dobbs. **San Francisco office:** George D. Close, Inc., 5 S. Third St. (Garfield 6740). Personnel: G. D. Close, J. H. Hornung. **Seattle office:** George D. Close, Inc. 1004 Second Ave. (Melrose 9193). Personnel: Arthur G. Neitz. **Portland office:** George D. Close, Inc., 429 S.W. Fourth Ave. (Atwater 7484). Personnel: Fred Young. **Charlotte office:** 612 Commercial National Bank Bldg. (8839). Personnel: H. L. Ralls.

***Bryant-Griffith & Brunson, Inc. Officers:** Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. **New York office:** 9 E. 41st St. (Murray Hill 2-2174). Personnel: Harry C. Griffith, George Gundling, Bob Greene, Frank J. Coyle, John McDonald. **Chicago office:** 360 N. Michigan Ave. (Andover 1040). Personnel: Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. **Detroit office:** General Motors Bldg. (Madison 3534). Personnel: Harry W. Pollard, manager. **Atlanta office:** Walton Bldg. (Walnut 1231). Personnel: B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). **Boston office:** 201 Devonshire St. (Liberty 4259). Personnel: Joseph F. Walsh, manager; P. B. Silk. **Salt Lake City office:** 838 24th St. Personnel: J. Wayne Eldredge.

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.

Conquest Alliance Co., Inc. Officers: C. H. Venner, Jr., president; A. M. Martinez, vice-president; Henry S. Hendricks, secretary. **New York office:** 515 Madison Ave. (Plaza 3-5650). **Rio de Janeiro office:** Edificio Odeon, Sala 710. Personnel: Roberto Constantinesco, manager. **Havana office:** Edificio La Metropolitana. Personnel: Rene Canizares, manager.

Cox and Tanz. New York office: 535 Fifth Ave. (Murray Hill 2-8284). Personnel: E. R. Tanz, manager in charge. **Chicago office:** 228 N. LaSalle St. (Franklin 2095). Personnel: A. P. Cox, manager in charge. **Philadelphia office:** Drexel Bldg. (Lombard 1720). Personnel: Joseph Cox, manager in charge.

***Allan W. Creel. New York office:** 15 E. 40th St. (Lexington 2-4588).

Harry E. Cummings. Jacksonville (Fla.) office: 306 Florida National Bank Bldg. (3-0381).

John G. Dale. New York office: 551 Fifth Ave. (Murray Hill 2-8219). **Chicago office:** 360 N. Michigan Ave. (Dearborn 0351).

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,

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These services help make spot radio pay when added to...

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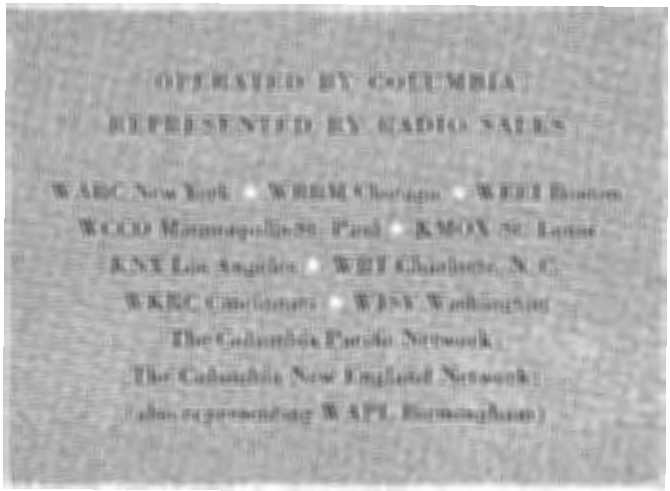

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president; Forrest U. Daughdrill, vice-president, general manager. **New York office:** 19 West 44th St. (Vanderbilt 6-3816).

Free & Peters, Inc. Officers: James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc. **Chicago office:** 180 N. Michigan Ave. (Franklin 6373). Personnel: James L. Free, manager; Hugh M. Feeley, sales manager; Hal W. Hoag, A. J. Barry, Jr., J. W. Knodel. **New York office:** 247 Park Ave. (Plaza 5-4131). Personnel: H. Preston Peters, manager; Russel Woodward, sales manager; C. T. Clyne, H. K. Boice, Jr., Robert G. Patt. **Detroit office:** New Center Bldg. (Trinity 2-8444). Personnel: Charles G. Burke, manager. **San Francisco office:** One Eleven Sutter (Sutter 4353). Personnel: A. Leo Bowman, manager. **Atlanta office:** Bona Allen Bldg. (Jackson 1678). Personnel: F. Lacelle Williams, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Richmond 6184). Personnel: Walter Biddick, manager; James C. McCormick.

Gene Furgason & Co. (formerly Furgason & Aston, Inc.). Officers: Gene Furgason, president; C. L. Sleininger, secretary-treasurer; Arch Kerr, vice-president. **New York office:** 551 Fifth Ave. (Murray Hill 2-3734). Personnel: Gene Furgason in charge; Harry Burdick. **Chicago office:** 360 N. Michigan Ave. (State 5262). Personnel: C. L. Sleininger in charge; Arch Kerr; Howard Dodge. **Kansas City office:** 1012 Baltimore St. (Grand 0810). Personnel: Joseph J. Farrell. **San Francisco office:** 681 Market St. (Douglas 4475). Personnel: Homer O. Griffith.

Norman B. Furman, Inc. President: Norman B. Furman. **New York office:** 117 West 46th St. (Longacre 3-0035).

Arthur H. Hagg & Associates, Inc. Chicago office: 360 N. Michigan Ave. (Central 7553). **New York office:** 366 Madison Ave. (Vanderbilt 3-1265). **Denver office:** 1863 Wazee St. (Keystone 2371). **Kansas City office:** 6810 Edgevale Rd. (Jackson 8308). **Omaha office:** 340 Electric Bldg. (JA 7319). **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. **New York office:** International Radio Sales (division of Hearst Radio), 20 East 57th St. (Plaza 8-2600). Personnel: Loren L. Watson, general manager; Robert E. Howard, Allan W. Kerr. **Chicago office:** International Radio Sales (division of Hearst Radio), 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; J. Chris Hetherington, Robert M. Flanigan. **San Francisco office:** International Radio Sales (division of Hearst Radio), Third and Market Sts. (Douglas 2536). Personnel: John Livingston, manager. **Los Angeles office:** 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

Harold C. Higgins. Chicago office: Tribune Tower (Superior 5110).

George P. Hollingbery Co. (formerly Craig & Hollingbery, Inc.). Chicago office: 307 N. Michigan Ave. (State 2898). Personnel: George P. Hollingbery, president. **New York office:** 420 Lexington Ave. (Murray Hill 3-8078). Personnel: F. E. Spencer, Jr., manager. **Detroit office:** Park and Adams Sts. (Cherry 5200). Personnel: Fred F. Hague, manager. **San Francisco office:** 564 Market St. (Garfield 7511). Personnel: J. Leslie Meek, manager. **Atlanta office:** Walton Bldg. (Walnut 4039). Personnel: George Kohn, manager.

Inland Broadcasting Service. Officers: Dawson Richardson, president; A. L. Garside, manager. **Winnipeg office:** 171 McDermot Ave. (92 531). **Toronto office:** Affiliated with Jack Slatter, 4 Albert St. (Adelaide 3383).

International Broadcasting Co., Ltd. Officers: Capt. Leonard F. Plugge, chairman; G. Shanks, H. E. Needham, directors; Richard L. Meyer, general manager; Frank Lamping, assistant general manager; Jack Hargreaves, programme director. **London (England) office:** 37, Portland Place, London, W. 1 (Langham 2000). (European agents for Canadian Broadcasting Corp.; British Empire agents for Norwegian Radio Corp.)

International Radio Sales. (See also Hearst Radio.) (Division of Hearst Radio.)

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New York office: 20 East 57th St. (Plaza 8-2600). Personnel: Loren L. Watson, general manager; Robert E. Howard, Allan W. Kerr. **Chicago office:** 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; J. Chris Hetherington, Robert M. Flanigan. **San Francisco office:** Third and Market Sts. (Douglas 2536). Personnel: John Livingston, manager. **Los Angeles office:** 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

***The Katz Agency, Inc. Officers:** G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; Eugene Katz, secretary. **New York office:** 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris, N. Costello, M. Kellner, S. Rintoul, M. O'Mara. Promotion department: Eugene Katz, D. Denenholz, T. Kruglak, H. R. Goldberg. **Chicago office:** 307 N. Michigan Ave. (Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., O. R. Whitaker, Stanley Ruelman. **Detroit office:** General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. **Atlanta office:** 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. **Philadelphia office:** 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. **Kansas City office:** Bryant Bldg. (Victor 7095). Personnel: Gordon Gray, manager; Gilbert Berry. **San Francisco office:** Monadnock Bldg. (Sutter 7498). Personnel: R. S. Railton, manager. **Dallas office:** Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.

***Kelly-Smith Co. Officers:** Frank W. Miller, president and treasurer; Fred D. Stahl, M. Charles Rogers, vice-presidents; James E. Mullins, secretary. **New York office:** Graybar Bldg. (Mohawk 4-2434). Personnel: F. M. Headley, manager; L. Blumenthal. **Chicago office:** 180 N. Michigan Ave. (Franklin 4687). Personnel: D. S. Reed, manager. **Detroit office:** New Center Bldg. (Madison 4675). Personnel: Robert B. Rains, manager.

G. B. McDermott. Officers: G. B. McDermott, J. M. Ward. **Chicago office:** 360 N. Michigan Ave. (State 9493). **New York office:** WMCA, 1657 Broadway (Circle 6-2200).

Joseph Hershey McGillvra. New York office: 366 Madison Ave. (Murray Hill 2-8755). Personnel: Joseph H. McGillvra, manager: Adam J. Young, Jr. **Chicago office:** 919 N. Michigan Ave. (Superior 3444). Personnel: S. M. Aston, manager. **San Francisco office:** 627 Mills Bldg. Personnel: Duncan A. Scott, manager. **Los Angeles office:** 527 W. Seventh St. Personnel: William S. Wright, manager. **Toronto (Canada) office:** 1713 Metropolitan Bldg. (Adelaide 4429). Personnel: C. W. Wright, manager; J. L. Alexander. **Montreal office:** 510 Keefer Bldg. Personnel: Lovell Mickles, Jr., manager.

***J. P. McKinney & Son. New York office:** 30 Rockefeller Plaza (Circle 7-1178). **Chicago office:** 400 N. Michigan Ave. (Superior 9866). **San Francisco office:** 557 Market St. (Sutter 5333).

***Mitchell & Ruddell, Inc. Kansas City office:** 1004 Baltimore (Victor 1421). **Chicago office:** 180 N. Michigan Ave. (Central 1160). **New York office:** 295 Madison Ave. (Ashland 4-6698). **St. Louis office:** Insurance Exchange Bldg. (Chestnut 1965).

National Broadcasting Co., Inc. Headquarters: 30 Rockefeller Plaza, New York, N. Y. **National spot and local sales manager:** J. V. McConnell. **National spot and local sales New York:** 30 Rockefeller Plaza (CI 7-8300); Maurice M. Boyd, sales manager. **Chicago:** Merchandise Mart (Superior 8300); Oliver Morton, sales manager. **Detroit:** Fisher Bldg. (Trinity 2-7900); Robert H. White (national spot). **Cleveland:** 815 Superior Ave., N. E. (Cherry 0942); Donald G. Stratton (national spot). **Pittsburgh:** Grant Bldg. (Grant 4200). **San Francisco:** 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager. **Hollywood:** Sunset and Vine (Hollywood 6161); Sydney Dixon, sales manager. **Local station sales: New York:** WEAF and WJZ, 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. **Boston:** WBZ-WBZA, Hotel Bradford (Hancock 4261). **Schenectady:** WGY, 1 River Road (Schenectady 4-2211); Kolin Hager, sales manager. **Philadelphia:** KYW, 1619 Walnut St. (Locust 3760); G. B. Thompson, sales manager. **Washington:** WRC-WMAL, Trans Lux Bldg. (Republic 4000); John H. Dodge, sales manager. **Pittsburgh:** KDKA, Grant Bldg. (Grant 4200); William E. Jackson, sales manager. **Cleveland:** WTAM, 815 Superior Ave., N. E. (Cherry 0942); Howard A. Barton, sales manager. **Chicago:** WMAQ-WENR, Merchandise Mart (Superior 8300); Oliver Morton, sales manager. **Denver:** KOA, 1625 California St. (Main 6211); A. W. Crapsey, sales manager. **San Francisco:** KPO-KGO, 111 Sutter St.

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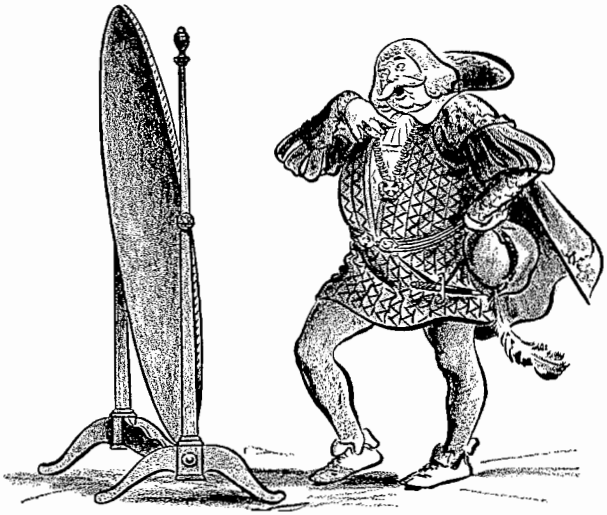

"To be or not to be..."

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?

Exclusive Representatives:

WGR-WKBW ..... Buffalo
WCKY ..... Cincinnati
WOC ..... Davenport
WHO ..... Des Moines
WDAY ..... Fargo
WOWO-WGL ..... Ft. Wayne
KMBC ..... Kansas City
WAVE ..... Louisville
WTCN ..... Minneapolis-St. Paul
WMBD ..... Peoria
KSD ..... St. Louis
WFBL ..... Syracuse

Southeast

WCSC ..... Charleston
WIS ..... Columbia
WPTF ..... Raleigh
WDBJ ..... Roanoke

Southwest

KGKO ..... Ft. Worth-Dallas
KTUL ..... Tulsa

Pacific Coast

KOIN-KALE ..... Portland
KSFO ..... San Francisco
KVI ..... Seattle-Tacoma

FREE & PETERS, INC.

(AND FREE, JOHNS & FIELD, INC.)

CHICAGO
180 N. Michigan Ave.
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
617 Walton Bldg.
Jackson 1678

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(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.)

Northwest Radio Advertising Co., Inc. Seattle office: American Bank Bldg.

*John H. Perry Associates. New York office: 225 W. 39th St. (Bryant 9-3357). Personnel: Wm. K. Dorman, manager; W. T. Kelly, Hines Hatchette. Chicago office: 122 S. Michigan Ave. (Harrison 8085). Personnel: O. J. Ranft in charge. Detroit office: 7338 Woodward Ave. (Madison 0790). Personnel: J. J. Higgins in charge. Atlanta office: 406 Chamber of Commerce Bldg. (Walnut 3443). Personnel: R. S. Kendrick in charge. San Francisco office: R. J. Bidwell Co., 742 Market St. (Garfield 4917).

Edward Petry & Co., Inc. New York office: 17 E. 42nd St. (Murray Hill 2-4401). Chicago office: 400 N. Michigan Ave. (Delaware 8600). Detroit office: General Motors Bldg. (Madison 1035). San Francisco office: 111 Sutter St. (Garfield 4010). Los Angeles office: Edison Bldg., 601 W. Fifth St. (Michigan 8729). St. Louis office: Southwestern Bell Telephone Bldg. (Garfield 5194).

Radio Advertising Corp. Officers: Barnwell Elliott, president; Henri O. Molley, vice-president; Robert T. Williams, treasurer; Gladola Dilly, secretary. New York office: 341 Madison Ave. (Murray Hill 4-0212). Chicago office: 400 N. Michigan Ave. (Whitehall 4262). Personnel: George Roesler, manager (also Chicago manager of CKLW, Detroit). Cleveland office: Terminal Tower (Prospect 5800). Personnel: Charles A. Stevens. San Francisco office: Russ Bldg. (Exbrook 4860). Los Angeles office: Chamber of Commerce Bldg (Prospect 1643).

Radio Sales, Inc. (Division of Columbia Broadcasting System). Officers: M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager. New York office: 485 Madison Ave. (Wickersham 2-2000). Personnel: A. E. Joscelyn, eastern sales manager; Howard S. Meighan, account executive; Robert Somerville, account executive; Frank R. McDonnell, account executive; William Hylan, account executive. Chicago office: 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, western sales manager; E. H. Shomo, account executive; Wendell B. Campbell, account executive. Detroit office: Fisher Bldg. (Trinity 2-5500). Personnel: H. A. Carlborg, manager. Los Angeles office: Columbia Square (Hollywood 1212). Personnel: George L. Moskovics, manager; Roger K. Huston, account executive. San Francisco office: Palace Hotel (Yukon 1700). Personnel: Charles E. Morin. Charlotte sub-office: Wilder Bldg. (Charlotte 3-7107). Personnel: Royal Penny. Boston sub-office: 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. Cincinnati sub-office: Hotel Alms (Woodburn 0550). Personnel: William J. Williamson. St. Louis sub-office: Mart Bldg. (Central 8240). Personnel: John Bohn. Washington sub-office: Earle Bldg. (Metropolitan 3200). Personnel: William Murdock.

Radio Time Agency. Chicago Office: 360 N. Michigan Ave. (Dearborn 0351).

William G. Rambeau Co. Chicago Office: 360 N. Michigan Ave. (Andover 5566). Personnel: William G. Rambeau, in charge. New York office: Chanin Bldg. (Caledonia 5-4940). Personnel: Roy F. Shults, in charge. Detroit office: General Motors Bldg. (Madison 6828). San Francisco office: Russ Bldg. (Garfield 5533).

Paul H. Raymer Co. Officers: Paul H. Raymer, owner; Fred Brokaw, general manager. New York office: 366 Madison Ave. (Murray Hill 2-8690). Personnel: Fred Brokaw, in charge; Peirce Romaine, Paul Tiemer. Chicago office: Tribune Tower (Superior 4473). Personnel: Paul H. Raymer, manager; George Diefenderfer, Richard F. Kopf. Detroit office: General Motors Bldg. (Trinity 2-8060). Personnel: George W. Diefenderfer. San Francisco office: Russ Bldg. (Douglas 2373). Personnel: Edward S. Townsend, manager; Elmer B. Wynne.

John H. Reagin. Atlanta office: 125½ Luckie St.

Reiter-Spadea Co. Chicago office: 410 N. Michigan Ave. (Superior 8260). Personnel: Virgil Reiter, Jr., in charge. New York office: At press time, this office was being organized, with Joseph R. Spadea in charge.

*Reynolds-Fitzgerald, Inc. Officers: John T. Fitzgerald, vice-president (Chicago); Harry D. Reynolds, president (New

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York); Edwin C. Allen, in charge of radio (Chicago). **Chicago office:** 360 N. Michigan Ave. (State 4294-5-6). Personnel: John T. Fitzgerald. **New York office:** 515 Madison Ave. Personnel: Harry D. Reynolds, Edwin C. Allen. **Detroit office:** General Motors Bldg. Personnel: Richard T. Healy. **Philadelphia office:** 1734 Land Bank Bldg. Personnel: J. D. Cathcart. **Los Angeles office:** 117 West 9th St. Personnel: Charles E. Fisher. **San Francisco office:** 58 Sutter St. Personnel: Judson H. Carter.

Harry Roberts. Pittsburgh office: 7955 Tioga St. (Churchill 8843).

Sears & Ayer. Officers: A. T. Sears, B. H. Sears. **Chicago office:** 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. **New York office:** 565 Fifth Ave. (Murray Hill 2-2046), Paul F. Adler, manager.

Jack Slatter. Toronto office: 4 Albert St. (Adelaide 3383). (Also Canadian representative for Harry S. Goodman, New York, transcription manufacturers).

William R. Stewart. Chicago office: 9 S. Clinton St. (Franklin 1133).

***Tenney, Woodward & Conklin, Inc. Officers:** Walter I. Tenney, president and general manager. **New York office:** 285 Madison Ave. (Ashland 4-0996). **Chicago office:** 333 N. Michigan Ave. (Central 1743). **Detroit office:** New Center Bldg. (Trinity 1-0529). **Boston office:** Globe Bldg. (Capital 0864). **Kansas City office:** 1012 Baltimore Ave. (Victor 1713). **San Francisco office:** Russ Bldg. (Exbrook 4860). **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 1643).

Texas State Network, Inc. Officers: Elliott Roosevelt, president; John T. Adams, executive vice-president; Gerald T. Stanley, vice-president, treasurer; Frank S. Fenton, eastern manager, executive assistant to the president; George J. Podeyn, general sales manager. **Texas office:** Texas State Network, Fort Worth. **New York office:** 630 Fifth Ave. (Circle 5-8394). Personnel: Frank S. Fenton, George J. Podeyn. **Chicago office:** 466 Wrigley Bldg. (Delaware 5526). Personnel: William Joyce, manager.

Edward S. Townsend. San Francisco office: Russ Bldg. (Douglas 2373).

Transamerican Broadcasting and Television Corp. Officers: John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York). **New York office:** 1 East 54th St. (Plaza 5-9800). **Chicago office:** 333 N. Michigan Ave. (State 0366). Personnel: DeWitt C. Mower. **Hollywood office:** 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.

***Universal Publishers Representatives, Inc. New York office:** 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Karl Katz, manager; staff of four.

J. Franklyn Viola & Co. New York office: 152 West 42nd St. (Chickering 4-3254). (Represents stations for foreign language programs.)

Wythe Walker & Co. Chicago office: 360 N. Michigan Ave. (State 5037). Personnel: Wythe Walker, president. **New York office:** 22 West 48th St. (Pennsylvania 6-2409). Personnel: R. L. Ferguson, manager.

J. M. Ward. Chicago office: 360 N. Michigan Ave. (State 9493).

William D. Watson. Chicago office: 360 N. Michigan Ave. (State 4439). (See also William M. Fleischman, Jr., New York associate.)

Weed & Co. Officers: Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. **New York office:** 350 Madison Ave., (Vanderbilt 6-4542). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. **Chicago office:** 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly, William Flynn. **Detroit office:** Michigan Bldg. (Cadillac 3810). Personnel: Charles Adell, manager. **San Francisco office:** 111 Sutter St. (Douglas 6446). Personnel: Roy Frothingham, manager.

Howard H. Wilson Co. Chicago office: 75 East Wacker Drive (Central 8744). Personnel: Howard H. Wilson in charge; J. Frank Johns, Harlan Oakes. **New York office:** 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn in charge. **Kansas City (Mo.) office:** 1012 Baltimore (Grand 0810). Personnel: J. J. Farrell in charge. **San Francisco office:** 681 Market St. (Douglass 4475). Personnel: Homer O. Griffith in charge.

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SPORTS

BASEBALL 1939: GENERAL MILLS AND CO-SPONSORS

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 (*).

City	Station	Sponsor	Announcer
Akron, Ohio	WJW	General Mills Procter & Gamble	Bill Griffiths
Albany, N. Y.	WABY WOKO	General Mills Atlantic Refining	Gren Rand Sherb Herrick
Atlanta, Ga.	WAGA	General Mills B. F. Goodrich	Joe Hill
Baltimore, Md.	WCBM	General Mills Atlantic Refining	Lee Davis
Beaumont, Tex.	KFDM	General Mills	A. B. Carroll
*Bellingham, Wash.	KVOS	General Mills B. F. Goodrich	Del Cody
Birmingham, Ala.	WSGN	General Mills B. F. Goodrich	Bill Terry
*Boise, Idaho	KIDO	General Mills Sperry Products	Roy Civille
Bridgeport, Conn.	WICC	Games synchronized with WABC, q.v.	
Buffalo, N. Y.	WGR WKBW	General Mills B. F. Goodrich	Ralph Hubbell
Charleston, W. Va.	WCHS	General Mills	George Gow
Charlotte, N. C.	WBT	General Mills	Russ Hodges
Chattanooga, Tenn.	WAPO	General Mills B. F. Goodrich	Tom Nobles
Chicago, Ill.	WBBM	General Mills Socony-Vacuum	Pat Flanagan John Harrington
Cincinnati, O.	WSAI	General Mills Socony-Vacuum	Roger Baker Dick Bray
Cincinnati, O.	WCPO	General Mills Socony-Vacuum	Harry Hartman
Cleveland O.	WCLE	General Mills Socony-Vacuum	Jack Graney Pinky Hunter
Columbus, Ga.	WRBL	General Mills B. F. Goodrich	Jack Gibney

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WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Columbus, O.	WBNS	General Mills Socony-Vacuum	Johnny Neblett
Dallas, Tex.	WRR	General Mills Coca-Cola	Charlie Jordan
Dayton, O.	WHIO	Games synchronized with WSAI, q.v.	
*Denver, Colo.	KLZ	General Mills B. F. Goodrich	Jack Fitzpatrick
Des Moines, Ia.	WHO	General Mills	Bill Brown
Detroit, Mich.	WWJ	General Mills Socony-Vacuum	"Ty" Tyson
Detroit, Mich.	WXYZ	General Mills Socony-Vacuum	Harry Heilmann
Battle Creek	WELL	General Mills Socony-Vacuum	Harry Heilmann
Bay City	WBCM	"	"
Flint	WFDF	"	"
Grand Rapids	WOOD-WASH	"	"
Jackson	WIBM	"	"
Kalamazoo	WKZO	"	"
Lansing	WJIM	"	"
Duluth, Minn.	KDAL	General Mills B. F. Goodrich	Bill Harrington
Fort Worth, Tex.	KFJZ	General Mills	Zack Hurt
Grand Forks, N. D.	KFJM	General Mills Cities Service	Elmer Hanson
Indianapolis, Ind.	WIRE	General Mills Socony-Vacuum	Vic Lund
Iowa-S. Dak.-Neb.-Network: Des Moines	KRNT		
Lincoln	KFAB	General Mills	Harry Johnson & Gene Shumate
Shenandoah	KMA	Socony-Vacuum	
Yankton	WNAX		
Jacksonville, Fla.	WMBR	General Mills B. F. Goodrich	Jack Rathbun
Kansas City, Kans.	KCKN	General Mills Socony Vacuum	Walt Lochman
Kansas City, Mo.	KMBC	General Mills Socony-Vacuum	Walt Lochman
Knoxville, Tenn.	WNOX	General Mills B. F. Goodrich	Lowell Blanchard
*Los Angeles, Calif.	KFAC KNX	General Mills	Mike Frankovitch
Louisville, Ky.	WAVE	General Mills Socony-Vacuum	Don Hill
Milwaukee, Wis.	WISN	General Mills Socony-Vacuum	Alan Hale
Minneapolis, Minn.	WCCO WMIN	General Mills Socony-Vacuum	Eddie Gallaher
Mankato	KYSM	General Mills Socony-Vacuum	Eddie Gallaher
Rochester	KROC	"	"
St. Cloud	KFAM	"	"
Winona	KWNO	"	"

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WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Mobile, Ala.	WALA	General Mills B. F. Goodrich	Jack Bridges
Nashville, Tenn.	WLAC	General Mills B. F. Goodrich	Herman Grizzard
New Orleans, La.	WDSU	General Mills B. F. Goodrich	Roger Phillips
New York City	WABC	General Mills Socony-Vacuum Procter & Gamble	Arch McDonald Garnett Marks
New York City	WOR WHN	General Mills Socony-Vacuum Procter & Gamble	Red Barber Al Helfer
Newark, N. J.	WNEW	General Mills Atlantic Refining	Earl Harper
Norfolk, Va.	WTAR	General Mills Sears Roebuck	Blair Eubanks
*Oakland, Calif.	KROW	General Mills B. F. Goodrich	Dean Maddox
*Ogden, Utah	KLO	General Mills B. F. Goodrich	Merrill Bunnell
Oklahoma City, Okla.	KOCY	General Mills Procter & Gamble	Ted Andrews
Philadelphia, Pa.	WCAU	General Mills Socony-Vacuum	Bill Dyer Taylor Grant
Pittsburgh, Pa.	KDKA WWSW	General Mills Atlantic Refining	Rosey Rowswell
*Portland, Ore.	KEX	General Mills B. F. Goodrich	Rollie Truitt
Quincy, Ill.	WTAD	General Mills	Bob Lee
Rochester, N. Y.	WHAM WSAY	General Mills Socony-Vacuum	Harry McTigue
Rock Island, Ill.	WHBF	General Mills	Walt Gillespie
St. Louis, Mo.	KMOX	General Mills Socony-Vacuum	France Laux Charles Casper
St. Paul, Minn.	WTCN	General Mills Socony-Vacuum	George Higgins
Mankato	KYSM	General Mills Socony-Vacuum	George Higgins
Rochester	KROC	"	"
St. Cloud	KFAM	"	"
Winona	KWNO	"	"
*Salt Lake City, Utah	KUTA	General Mills B. F. Goodrich	Hal Parkes
San Antonio, Tex.	KABC	General Mills B. F. Goodrich	Dave Young
*San Francisco, Calif.	KGO	General Mills B. F. Goodrich	Ernie Smith
*Seattle, Wash.	KJR	General Mills B. F. Goodrich	Leo Lassen
Shreveport, La.	KWKH	General Mills	Jerry Bozeman
*Spokane, Wash.	KGA	General Mills B. F. Goodrich	Pat Hayes

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WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Springfield, Mo.	KGBX	General Mills	Tom Kelly
Syracuse, N. Y.	WSYR	General Mills Atlantic Refining	Nick Stemmler
*Tacoma, Wash.	KMO	General Mills B. F. Goodrich	Jerry Geehan
Toledo, Ohio	WSPD	General Mills Socony-Vacuum	Connie Desmond
Tulsa, Okla.	KTUL	General Mills B. F. Goodrich	Vic Rugh
Washington, D. C.	WJSV	General Mills	Walter Johnson Warren Sweeney
*Wenatchee, Wash.	KPQ	General Mills B. F. Goodrich	Louis F. Gillette
Wichita, Kans.	KFH	General Mills Socony-Vacuum	Larry Stanley
*Yakima, Wash.	KIT	General Mills B. F. Goodrich	Art Cheyne

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.

City	Team	Station	Announcer	School
*Albany, N. Y.	Senators	WABY WOKO	Gren Rand Sherb Herrick	No
Augusta, Ga.	Tigers	WRDW	Thurston Bennett	No
*Baltimore, Md.	Orioles	WCBM	Lee Davis	Yes
Binghamton, N. Y.	Triplets	WNBF	Tom McMahon	Yes
Boston, Mass.	Bees; Red Sox	WAAB	Frank Frisch	No
Fall River, Mass.	Bees	WSAR	Frank Frisch	No
Greenfield, Mass.	Bees	WHAI	Frank Frisch	No
†Hartford, Conn.	Bees	WTHT	Frank Frisch	No
Laconia, N. H.	Bees	WLNH	Frank Frisch	No
Lowell, Mass.	Bees	WLLH	Frank Frisch	No
Manchester, N. H.	Bees	WFEA	Frank Frisch	No
New Bedford, Mass.	Bees	WNBH	Frank Frisch	No
New London, Conn.	Bees	WNLC	Frank Frisch	No
Providence, R. I.	Bees	WEAN	Frank Frisch	No
†Springfield, Mass.	Bees	WSPR	Frank Frisch	No
Waterbury, Conn.	Bees	WATR	Frank Frisch	No

** 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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City	Team	Station	Announcer	School
Charlotte, N. C.	Hornets	WSOC	Paul Norris	Yes
Elmira, N. Y.	Pioneers	WESG	Bill Pope	Yes
*Newark, N. J.	Newark Bears / Jersey City Giants	WNEW	Earl Harper	No
Philadelphia, Pa.	Phillies; A's	WIP	Byrum Saam	Yes
Allentown, Pa.	Phillies	WSAN	Byrum Saam	Yes
Atlantic City, N. J.	Phillies	WPG	Byrum Saam	Yes
Easton, Pa.	Phillies	WEST	Byrum Saam	Yes
Harrisburg, Pa.	Phillies	WKBO	Byrum Saam	Yes
Hazelton, Pa.	Phillies	WAZL	Byrum Saam	Yes
Lancaster, Pa.	Phillies	WGAL	Byrum Saam	Yes
Reading, Pa.	Phillies	WEEU	Byrum Saam	Yes
Wilmington, Del.	Phillies	WILM	Byrum Saam	Yes
York, Pa.	Phillies	WORK	Byrum Saam	Yes
*Pittsburgh, Pa.	Pirates	KDKA / WWSW	Rosey Rowswell	Yes
Richmond, Va.	Colts	WRTD	Peco Gleason	Yes
Rochester, N. Y.	Red Wings	WHEC	Jack Barry	Yes
Savannah, Ga.	Indians	WTOC	Windy Herrin	Yes
Scranton, Pa.	Red Sox	WGBI	Claude Haring / Dave Griffiths	Yes
*Syracuse, N. Y.	Chiefs	WSYR	Nick Stemmler	Yes
Wilkes-Barre, Pa.	Barons	WBAX	Harry Thomas	Yes
Williamsport, Pa.	Grays	WRAK	Woody Wolf	Yes

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.

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

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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**).

KBST, BIG SPRING, TEX. One-third of West Texas-New Mexico League baseball games for cooperative sponsors (**C. M. Garnes; Jack Maynard**). Wrestling weekly for cooperative sponsors (**C. M. Garnes; Jack Maynard**). Local high school football for cooperative sponsors (**Jack Maynard; Jack Wallace**). Texas quarter-final, semi-final, and final high school football championships for Magnolia Petroleum (**Kern Tips**, via KPRC, Houston).

KCKN, KANSAS CITY, KANS. Kansas City (Kans.) semi-pro baseball, semi-pro baseball tourney, and soft ball for various local sponsors (**Ralph Nelson**). Interscholastic football for Martin Oil-Socony-Vacuum (**Dave Chapman**). College football via telegraph for Heathwood Oil-Skelly (**Dave Chapman**). Interscholastic 1939 basketball for Martin Oil (**Dave Chapman; Ralph Nelson**). American Legion 1938-39 weekly wrestling for local sponsor (**Dave Chapman; Ralph Nelson**). Golden Gloves boxing for local sponsor (**Dave Chapman; Ralph Nelson**). Kansas City Blues 1939 baseball games for Wheaties and Socony-Vacuum (**Walt Lochman**).

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).

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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 (**Reid 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 Hilleary**).

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 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 Frankovich**). 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-

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sor (**Bill Welsh; Frank Bishop**). National A.A.U. basketball tourney for K. & B. Packing (**Bill Welsh; Joe Myers; Frank Bishop**).

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**).

KFJB, MARSHALLTOWN, IA. Local boys' and local girls' basketball tourneys (1939) for local merchants (**Don Elder**).

KFJM, GRAND FORKS, N. D. Home baseball games of Grand Forks team in Northern League for Wheaties (Wheaties and Cities Service in 1939) (**Elmer Hanson**). Entire football schedule of University of North Dakota for Northern States Power and Cities Service (**Elmer Hanson**). University of North Dakota and Grand Forks high school basketball for local sponsors (**Elmer Hanson**). Six hockey games in States Dominion League for various local sponsors (**Gleason Kistler**).

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 Guarantee 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**).

KFRO, 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**).

KFWB, LOS ANGELES, CALIF. Hollywood Legion bouts for Warner Theatres (**Harry Le Roy**). Santa Anita races for Pacific Electric R.R. (**Joe Hernandez**).

KFYO, 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**).

KFYR, 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

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Associated Oil (**Archie Buckley**). High school football for Silverloaf Baking (**Archie Buckley**). Pacific Coast Conference track meets for Associated Oil (**Harry Lantry** and NBC announcers). Pro hockey for local sponsor (**Harry Lantry**). High school basketball for Silverloaf Baking (**Archie Buckley; Pat Hayes**).

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 football games for various local and Bismarck sponsors (**Forrest Edwards**).

KGCX, 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**).

KGMB, HONOLULU, HAWAII. Local football for Standard Oil of California (**Web Edwards, Bob Stanley**). Pacific Coast Conference football for Associated Oil (via network). Local (1939) baseball for Standard Oil of California (**Web Edwards**).

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**).

KGVO, MISSOULA, MONT. Four college (Montana, North Dakota, Gonzaga, Ari-

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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 Civille**). 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 Civille**).

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 Socony-Vacuum (**Walt Lochman**). 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**).

KLAH, CARLSBAD, N. MEX. Ten high school football games for local sponsors cooperatively (**Fred Kincaid; Jack Hawkins**).

KLO, OGDEN, U. Burke-Garcia fight for American Packing (**M. J. Bunnell; P. R. Heitmeyer**). High school, Weber College, Idaho Normal, Aggies and Utah State football for Dundee's and American Packing (**M. J. Bunnell; P. R. Heitmeyer**). Golden Gloves boxing bouts for American Packing (**M. J. Bunnell; John Woolf**). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich with **Merrill Bunnell** announcing.)

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.**)

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KMA, 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 Geehan**). City 1939 golf tourneys 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 tourney 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**).

KOBH, 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 tourney (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 tourney 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**).

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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**).

KOVC, VALLEY CITY, N. D. Valley City State Teachers College home football and basketball games for local sponsor (**Robert E. Ingstad**). High school home football and basketball games for local sponsor (**Robert E. Ingstad**). Barnes County basketball tourney, State Consolidated basketball tourney, and State track meet for various local sponsors (**Robert E. Ingstad; William L. Wallace**).

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 Kroeck**).

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**).

KRNR, ROSEBURG, ORE. High school football and basketball for local sponsors (**Marshall H. Pengra**). Pacific Coast Conference football for Associated Oil

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(via network). Boxing for local sponsor **(Marshall H. Pengra).**

KRNT, 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).**

KRRV, 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).**

KSEI, POCATELLO, IDAHO. High school basketball tourney for local sponsor **(Alvin Kempton).**

KSFO, SAN FRANCISCO, CALIF. Three sessions of the Roller Derby (one in 1939) for the Roller Derby **(Joe Walters; Bill Baldwin).** Three Pacific Coast Conference football games for Associated Oil **(Doug Montell).**

KSL, SALT LAKE CITY, UTAH. Baseball (team not listed) for Kellogg **(Wally Sandack).** Auto racing for local sponsor **(Glenn Shaw; Wally Sandack; Richard L. Evans; Tommy Axelson).** Basketball for local sponsor **(Wilby Durham).** U. S. ski championships for Holsum Baking **(Glenn Shaw; Wally Sandack).** Sun Valley ski championships for Union Pacific R. R. **(Wally Sandack).**

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).

KTAT, FORT WORTH, TEX. High school football for Bowen Motor Lines **(Cy Leland; Len Finger).** College football for Bowen Motor Lines **(Len Finger).** High school football for Magnolia Petroleum **(Cy Leland; Len Finger; Byrum Saam).** Roller derby for local sponsor **(Chic Snyder; Len Finger).** Midget auto races and wrestling for local sponsors **(Len Finger).** Golden Gloves boxing for local sponsor **(Len Finger; Fritz Kuler).** Motor boat races for local sponsor **(Len Finger).**

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 Hattic).**

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

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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).

KTOK, 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**).

KTSA, SAN ANTONIO, TEX. State high school football for Magnolia Petroleum (via network). Rice, SMU, Texas A. & M., and Texas football games for Humble Oil (via network). Roller Derby for San Antonio Brewing Assn. (**Chick Snider**).

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**).

KUTA, SALT LAKE CITY, UTAH. University of Utah football games for Breakfast Club Coffee (**Hal Parkes**). Utah State high school football for Deseret News (**Hal Parkes**). Boxing and wrestling for local sponsors (**Bill Sears**). High school basketball 1939 play-offs for Deseret News (**Bill Sears**). Pioneer League 1939 baseball for Wheaties and Goodrich Rubber (**Hal Parkes**).

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 McInery**). 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**

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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 Margot**).

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 Centenary 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, Jefferson 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 Siebert**). 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**).

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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 (**Cliff 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, WLNH, 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 Express, Atlantic Commission Co. and local sponsor (**Ted Coffin** and **Sid Cook**; also **Stuart Mosher** and **Walter Ulmer** of WLBZ).

WAIM, ANDERSON, S. C. All Clemson College football games for Coca-Cola and Amoco Oil (**Bulleit 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

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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).

WBAX, WILKES-BARRE, PA. Catholic Youth Organization boxing bouts for local sponsors (**Harry Thomas**). Cole Brothers circus performance for local sponsor (**Harry Thomas**). High school football for local sponsors (**Harry Thomas**). Local 1938-39 wrestling for local sponsors (**Harry Thomas**). All 1939 baseball games of the Wilkes-Barre Barons (Eastern League) for Atlantic Refining (**Harry Thomas**).

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 Neblett**). Eight Ohio State football games for Atlantic Refining (**Johnny Neblett**). (Note: in 1939 same sponsors are buying same baseball with same announcer.)

WBOW, TERRE HAUTE, IND. Nine Big Ten football games for Mid-Continent Petroleum (**Luke Walton**). Nine local high school football games for Holsum Bakery (**Luke Walton**). Twenty-six basketball games (teams not listed) for Holsum Bakery (**Luke Walton**).

WBRB, 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 McCartee; B. C. McCoy**). (Note: WBRC and WAPI of the same city split the Alabama University and Auburn schedules between themselves for the same sponsor.)

WBRE, 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**).

WBT, CHARLOTTE, N. C. Major league baseball reenactments for B-C Remedy (**Chas. H. Crutchfield**). American Legion junior baseball for Wheaties (**Lee Kirby**). Duke University football for Atlantic Refining (**Lee Kirby; A. B. Penfield; Jerry Gerard**). Baseball in 1939 for Wheaties (**Russ Hodges**).

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-

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tral Power & Light (**Everett G. Hill; Herbert Kamm**). Local basketball with conference finals for Jersey Central Power & Light (**Herbert Kamm; Richard Gibbons**).

WCAU, PHILADELPHIA, PA. Philadelphia National League baseball games for Wheaties and Socony-Vacuum (**Bill Dyer**). University of Pennsylvania football games for Atlantic Refining (**Woody Wolf**). (Note: in 1939 Wheaties and Socony-Vacuum are sponsoring both American and National League baseball in Philadelphia with **Bill Dyer** announcing.)

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**).

WCBS, SPRINGFIELD, ILL. Springfield Browns baseball games for Kellogg (**Roger Laux**). Local high school football for local sponsor (**Howard Dorsey**). K of C wrestling for Griesedieck Bros. Brewing (**Don Hill**).

WCCO, 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, CHARLOTTESVILLE, 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 Mehl**). 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

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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**).

WDAY, FARGO, N. D. Northern League baseball for participating local sponsors and Y-B Cigars (**El Prough**). State Agricultural football and basketball for local sponsors (**El Prough**).

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-sponsorship (**Hank Fisher**).

WEAN, PROVIDENCE, R. I. All sponsored sports from WNAC and WAAB, Boston (q.v.).

WEAU, EAU CLAIRE, WIS. Local baseball for local sponsor (**Art Hanstrom**). Golden Gloves boxing for Walter's Brewing Co. (**Art Hanstrom**).

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.**).

WEEI, BOSTON, MASS. Nine Holy Cross football games for Atlantic Refining (**Al Helfer; Jack Knell**).

WELI, 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

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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 Maccready; 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).

WFBC, GREENVILLE, S. C. South Atlantic League baseball for Kellogg (**Jimmie Thompson**). Textile League baseball for Coca-Cola (**Jimmie Thompson**). Major college football for Atlantic Refining (**Jimmie Thompson**). Southern Textile Basketball tourney for Coca-Cola (**Jimmie Thompson**). (Note: 1939 Textile League baseball is being sponsored by Coca-Cola with **Jimmie Thompson** announcing.)

WFBL, SYRACUSE, N. Y. Eastern amateur golf tourney 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**).

WGAL, LANCASTER, PA. Franklin and Marshall football games for Atlantic Refining. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).

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**). Rumford 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-

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work). Eastern League (1939) baseball for Atlantic Refining (**Dave Griffiths**).

WGIL, GALESBURG, ILL. All Knox College football games for cooperative local sponsors (**Howard Miller**).

WGL, FT. WAYNE, IND. Night baseball games of Tri-State semi-pro league for participating sponsors (**John Hackett**). All available regular season (1938-39) home basketball games of Ft. Wayne high schools, plus sectional tourney, plus regional tourney, plus super-regional tourney, plus final tourney for local sponsors (**John Hackett**). Allen County 1938-39 high school and State Catholic high school basketball championships for Indland Oil (**John Hackett**).

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**).

WGR-WKBW, BUFFALO, N. Y. Buffalo baseball games in International League for Wheaties, Wm. Simon Brewery and Kleinhans Clothing (**Roger Baker**) (1939 season sponsored by Wheaties and Goodrich Rubber with **Ralph Hubbell** announcing). Wrestling for Lang Brewery (**Siegmund Smith**).

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 Grecnwood**). (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**).

WHBU, ANDERSON, IND. Local club baseball broadcasts for Dietzen Bakery (**Lewis Shroyer**). Nine high school football games for Dietzen Bakery (**Wayne Reeves**). Seventy-eight 1938-39 high school basketball games plus tourneys for Dietzen Bakery and Hughes Curry Packing (**Wayne Reeves**).

WHDL, OLEAN, N. Y. Three St. Bonaventure and one Olean high school foot-

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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 (**Wilford 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 Wadhams Oil (**Bill Walker; Russ Winnie,** of WTMJ). University of Wisconsin basketball and boxing for local sponsors (**Bill Walker**).

WIBM, JACKSON, MICH. High school football for Auto Club of Michigan (announcer not listed). Golden Gloves boxing for local sponsor (announcer not listed). Michigan State football games for Auto Club of Michigan (via Michigan Radio Network). For 1939 baseball, see WXYZ, Detroit.

WIBU, POYNETTE, WIS. University of Wisconsin football and basketball for local sponsors (**Art Bramholz**). Madison high school basketball for local sponsors (**Art Bramholz**). University of Wisconsin 1939 boxing for local sponsor (**Fahey Flynn**). Madison Blues 1939 baseball games for local co-sponsorship (**Art Bramholz**).

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.

WIL, ST. LOUIS, MO. St. Louis University and Washington University football for local bank (**Neil Norman**). St. Louis Gunners pro football for Hyde Park Beer (**Neil Norman**). Midget auto racing and wrestling for Hyde Park Beer (**Neil Norman; Bill Durney**). Boxing for Hyde Park Beer (**Neil Norman**). St. Louis University and Washington University 1938-39 basketball for Hyde Park Beer (**Neil Norman**). St. Louis Flyers' 1938-39 pro hockey for Hyde Park Beer (**Neil Norman; Bill Durney**). Pro soccer 1938-39 for Hyde Park Beer (**Bill Durney**).

WILM, WILMINGTON, DEL. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).

WIND, CHICAGO, ILL. (GARY, IND.). Chicago Cubs and White Sox baseball games for Wheaties (**Russ Hodges; Jimmy Dudley**). Re-creation of same games, with same announcers, for J. R. Thompson Restaurants. Major college (Northwestern, Illinois) football for Phillips 66 (**Russ Hodges**). Pro football

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(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**).

WIS, COLUMBIA, S. C. Columbia Reds baseball games for Kellogg (**Jim Young**). Carolina Gamecocks football for Coca-Cola (**Jim Young**). Southern Conference boxing (1939) for electrical distributor (**Ira Koger**).

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**). Playoff 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 Hattic**). Giants exhibition baseball games for Sears, Roebuck (**Woodrow Hattic**). Louisiana State University boxing for local sponsor (**Woodrow Hattic**).

WJDX, JACKSON, MISS. Mississippi State College and University of Mississippi football games for Lion Oil (**Joe Paget.**)

WJIM, LANSING, MICH. Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann,** Michigan Radio Network). Amateur boxing and heavyweight wrestling for local sponsors (**Howard Finch**). Michigan State College football games for Olds Motor Works (**Carl Gensel,** Michigan Radio Network). For 1939 baseball, see WXYZ, Detroit.

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 Hasbrook**).

WJNO, WEST PALM BEACH, FLA. Southern States high school baseball championship for local firm (**Reginald Martin**). Palm Beach high school foot-

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ball for local firm. **(Reginald Martin).** Weekly wrestling matches for the American Legion **(Soccer Coe; 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).**

WJRD, 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).**

WKBN, YOUNGSTOWN, O. Local high school football championship for Lyden Oil **("Don" Gardner; "Dutch" Bowden).** K. of C. Golden Gloves boxing for K. of C. **("Don" Gardner).** Sate basketball finals for Lyden Oil **("Don" Gardner).**

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 Heilmann, 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 Socony-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).

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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 Trayser**). 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, DECATUR, 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. Loyala 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, WLNH).

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**).

WNBZ, SARANAC LAKE, N. Y. Northern League baseball for Kellogg (**Ray English**). One high school football game for local sponsor (**Harley Hodgkins**). North American championship speed skating races for local sponsor (**Ray English**).

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

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(**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 Hunnicutt**).

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**).

WOPI, 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**).

WORK, YORK, PA. Franklin and Marshall football games for Atlantic Refining. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).

WOWO, FT. WAYNE, IND. Eight-game schedule of Purdue and Indiana universities football for Mercury Oil (**John Hackett**). Indiana state 1938-39 high school basketball championship, plus super-regional tourney, plus final tourney for Dietzen Bakeries (**John Hackett**).

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**).

WPG, ATLANTIC CITY, N. J. All home games of Philadelphia Athletics for Atlantic Refining (**Byrum Saam**, of WIP). University of Pennsylvania (and other major college) football for Atlantic Refining (**Woody Wolf**, of WCAU). For 1939 baseball schedule, see WIP, Philadelphia.

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**).

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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, 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**).

WSAI, 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**).

WSAN, ALLENTOWN, PA. Baseball (1938-39) for Atlantic Refining (from WIP, Philadelphia, q.v.). Amateur boxing for local sponsor (**Johnny Van Sant**). Muhlenberg college football for Atlantic Refining (**Johnny Van Sant**). Scholastic night football for Lehigh Valley Oil (**Joseph Peterson; Lee Dietrich**). Scholastic basketball (1938-39) for local sponsor (**Johnny Van Sant**).

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**).

WSFA, MONTGOMERY, ALA. Out-of-town games of Montgomery team in Southeastern Baseball League for two local sponsors (**Irv Rapp**). Twelve Southeastern Conference football games for local sponsors (**Allen McCartee; B. C. McCoy**). Eight local high school football games for local sponsors (**Stuart X. Stephenson**).

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, BRIDGETON, 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**

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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 home 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 Stemmler).** 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).**

WTEL, 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).**

WTOC, SAVANNAH, GA. Savannah Indians baseball games for Wheaties and Goodrich Tires (for Atlantic Refining in 1939) **(Weldon Herrin).** Auto races every other Sunday for local sponsors **(Weldon Herrin).** Georgia Tech football games for Atlantic Refining (via network).

WTOL, TOLEDO, O. Ten Toledo University football games for Driggs Dairy **(Bob Ingham).**

WTRC, ELKHART, IND. Elkhart high school football, basketball and track

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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.**).

CFGP, 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. Jordon; 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 Saskatoon 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.

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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).

CKCR, KITCHENER, ONT. Inter-county baseball for local sponsor (**W. C. Mitchell; G. Liddle**). Intermediate and junior hockey for local sponsor (**W. C. Mitchell**). Local wrestling for local sponsor (**G. Liddle**).

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**).

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Technical Research

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 sideband 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 non-existent. 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.*

TELEVISION STATIONS

W1XG, BOSTON, MASS.

Licensee: General Television Corp. **Location of transmitter and studios:** 70 Brookline Ave., Boston, Mass. **Power (visual):** 500 watts on 46,500 kc. **Power (aural):** No aural broadcasts. **Station opened:** July, 1934.

Station director, program supervisor: J. A. Perrault. **Chief engineer:** Hollis Baird. **Chief operator:** Fred Kuehl. **Motion picture operator:** Ray Beach.

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).

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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).

Station director: C. H. Lang. **Chief engineer:** C. A. Priest.

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 lastest standards was completed in the Spring of 1939).

Vice-president in charge of television: Alfred N. Morton. **Vice-president, chief engineer:** O. B. Hanson. **Program supervisor:** Thomas H. Hutchinson. **Television coordinator:** C. W. Farrier.

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.

Licensee: Allen B. Du Mont Laboratories, Inc. **Location of studios:** Passaic, N. J. **Location of transmitter:** Passaic, N. J. **Power (visual):** 50 watts on 45,250 kc. **Power: (aural):** 50 watts on 49,750 kc. **Station opened:** January, 1939.

Station director, program supervisor: Richard C. Campbell. **Chief engineer:** Thomas T. Goldsmith, Jr. **Other station personnel:** Robert E. Kessler; William H. Sayer.

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.

Licensee: Philco Radio & Television Corp. **Location of studios and transmitter:** Tioga and C Sts. **Power (visual):** 10,000 watts on 50,000-56,000 kc. **Power (aural):** 10,000 watts. **Station opened:** 1931.

Station director: Albert F. Murray. **Chief engineer:** W. H. Grimditch.

Hours of telecast: No regularly scheduled broadcasts; transmission is entirely for experimental, and not entertainment, purposes. **Type of telecast:** Resolution charts; photographs; announcers; film.

Maximum distance of reception: About 12 miles. **Average distance of reception:** Nine miles.

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 1½ 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.

Licensee: Don Lee Broadcasting System. **Location of transmitter and studios:** Don Lee Bldg., Seventh and Bixel Sts. **Power (visual):** 1,000 watts on 45,000 kc. **Power (aural):** 1,000 watts on 49,750 kc. **Station opened:** Dec. 23, 1931.

Vice-president, general manager: Lewis Allen Weiss. **Director of television:** Harry R. Lubcke. **Chief engineer:** Wilbur Thorpe. **Program supervisor:** Charles D. Penman. **Television supervisor:** William S. Klein. **Television engineers:** Harold W. Jury; Robert Pitzer. **Programs:** Wendolyn Urdahl. **Assistant producer:** Whit Waldegrave. **Stage manager:** Kurt Simon. **Assistant stage manager:** Ramon Navarro. **Makeup man:** A. Haberman. **Camerman:** C. Leeds. **Assistant eameraman:** D. Gould.

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Lighting supervisor: J. Wellman. **Sound supervisor:** John Peoples.

Hours of telecast: 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 telecast:** 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 Oukrainsky 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.

Licensee: Purdue University. **Location of transmitter and studios:** West Lafayette, Ind. **Power (visual):** 1,000 watts on 2050 kc. **Power (aural):** No aural broadcasts. **Station opened:** March, 1932.

Station director: Dr. C. F. Harding.

Hours of telecast: Tuesday, 7:30 P.M. CST; Thursday, 8 P.M. CST; duration of broadcasts is between 45 and 60 minutes. **Types of telecast:** 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.

W9XK, IOWA CITY, IA.

Licensee: University of Iowa. **Location of transmitter and studios:** Electrical Engineering Bldg. **Power (visual):** 100 watts on 2050 kc. **Power (aural):** 1,000 watts on 880 kc. **Station opened:** Early in 1933.

Station director: Prof. E. B. Kurtz. **Chief engineer:** J. L. Potter.

Hours of telecast: Tuesday and Thursday, 7:15 to 7:30 P.M. **Type of telecast:** 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.

W9XUI, 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 telecast: Daily, but irregular.

No further data available.

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TELEVISION BROADCAST STATIONS

(From F.C.C. Records)

Licensee and Location	Call Letters	Frequency (kc) or Group	Power — Visual	Power — Aural
Columbia Broadcasting System, Inc., New York, N. Y.	W2XAX	B, C	50 w C.P.7½kw	7½kw
Don Lee Broadcasting System, Los Angeles, Calif.	W6XAO	B, C	1 kw	150 w
Allen B. Du Mont Laboratories, Inc., Passaic, N. J.	W2XVT	B	50 w	50 w
Farnsworth Television, Incorporated of Pennsylvania, Springfield, Pa.	W3XPF	B, C	250 w	1 kw
First National Television, Inc., Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Electric Company, Bridgeport, Conn.	W1XA	C	10 kw	3 kw
General Electric Company, Albany, N. Y.	W2XB	C	10 kw	3 kw
General Electric Company, Schenectady N. Y.	W2XD	D (156,000-162,000)	40 w	
General Electric Company, Schenectady, N. Y.	W2XH	B	40 w	
General Television Corporation, Boston, Mass.	W1XG	B, C	500 w	
National Broadcasting Co., Inc., New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc., Portable (Camden, N. J., and New York, N. Y.)	W2XBT	D (92,000 and 175,000-180,000)	400 w	100 w
Philco Radio and Television Corporation, Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio and Television Corporation, Philadelphia, Pa.	W3XP	D (204,000-210,000)	15 w	
Purdue University, West Lafayette, Ind.	W9XG	A	1½ kw	
Radio Pictures, Inc., Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Manufacturing Co., Inc., Portable (Camden, N. J.)	W3XAD	D (124,000-130,000)	500 w	500 w
RCA Manufacturing Co., Inc., Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Manufacturing Co., Inc., Portable-Mobile (Camden, N. J.)	W10XX	B, C	50 w	50 w
University of Iowa, Iowa City, Iowa	W9XK	A	100 w	
University of Iowa, Iowa City, Iowa	W9XUI	B, C	100 w	
Zenith Radio Corporation, Chicago, Ill.	W9XZV	B, C	1 kw	1 kw

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-

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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

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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 1490 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

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distance between the two stations and eliminating one transmitter. The line was rigged with amplifiers and equalizers to serve its purpose.

(It 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, IA.

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-

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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).

Technical superintendent: R. J. Rockwell. **Assistant superintendent:** J. M. McDonald. **Research engineer:** John Silver. **Assistant research engineers:** Phil Konhle and Charles Sloan. **Coordinator:** Wilfred Guenther. **News editor:** Bill Bailey. **Artist:** Rudy Prihoda.

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.

Copy and promotion director: John T. Vorpe, advertising manager, WHK-WCLE. **Chief engineer:** Edward L. Gove. **Transmitter engineer:** Price Fish.

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.

Station manager: Harry Stone. **Chief engineer:** J. H. DeWitt, Jr. **Studio engineer:** George Reynolds. **Engineer:** Aaron Shelton. **News editor:** J. H. Nolan.

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.

FACSIMILE STATIONS USING HIGH FREQUENCIES

Licensee and Location	Call Letters	Frequency (kc)	Power
Bamberger Broadcasting Service, Inc., New York, N. Y.	W2XUP	31600, 35600, 38600, 41000	100w
The Crosley Corporation, Cincinnati, Ohio	W8XUJ	26000	1kw
The Evening News Association, Detroit, Mich.	W8XTY	31600, 35600, 38600, 41000	150w
The Pulitzer Publishing Co., St. Louis, Mo.	W9XZY	31600, 35600, 38600, 41000	100w
Radio Air Service Corp., Cleveland, Ohio	W8XE	31600, 35600, 38600, 41000	100w
Radio Pictures, Inc., Long Island City, N. Y.	W2XR	1614, 2012, 2398, 23100, 41000, 86000-400000	1kw
Sparks-Withington Company, Jackson, Mich.	W8XUF	31,600 35600, 38600, 41000	100w
Star-Times Publishing Co., St. Louis, Mo.	W9XSP	31600, 35600, 38600, 41000	100w
WBNS, Incorporated, Columbus, Ohio	W8XUM	31600, 35600, 38600, 41000	100w
The Yankee Network, Inc.	W1XMX	41000	500w

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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
1368 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 Eleetric & 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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LAW

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.

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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 prophecy 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 ascendancy 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

* Title III of the Communications Act of 1934 is, with immaterial exceptions, a reenactment of the Radio Act of 1927.

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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.*

* VARIETY RADIO DIRECTORY, II, p. 525.

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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.

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*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.

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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 dissension 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-

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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 rehearings 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

* VARIETY RADIO DIRECTORY, II, p. 542.

†VARIETY RADIO DIRECTORY, I, pp. 295-9.

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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

* 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.

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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.

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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

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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."

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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."

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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-

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* 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.

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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-

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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.

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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 undercurrent 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

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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 dissension 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-

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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."

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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 dissension 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

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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 appointments 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

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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 ineffciency 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.

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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.

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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

* VARIETY RADIO DIRECTORY, II, pp. 526-532.

† 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.

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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.

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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.

† VARIETY RADIO DIRECTORY, II, p. 531.

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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

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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

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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

* 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).

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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

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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

* Contrast the present tendency with that exhibited in the Report of the Federal Radio Commission entitled "Commercial Radio Advertising," submitted to the Senate on June 9, 1932, in response to S. Res. 129.

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"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."

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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-

* See VARIETY RADIO DIRECTORY, I, p. 285; II, pp. 536-7.

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ruary 3, 1927, the Senator from Louisiana read a telegram from Mr. Henderson 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 Commission "to make special regulations applicable to radio stations engaged in chain broadcasting." After referring to the fact that various radio organizations were building up chain stations "without let or hindrance and without any restrictions," he said, in part,

> "Unless this proposed legislation shall be enacted they will continue 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 applications, sometimes one way and sometimes the other.

THE NETWORK INVESTIGATION. The antecedents of the current 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 preceding 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 released 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 affiliated stations, financial arrangements including basis for charges made by networks and affiliates, network policies on program standards and advertising 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,

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* Congressional Record, Vol. 68, p. 2881.

†Variety Radio Directory, II, p. 533.

** Variety Radio Directory, II, pp. 533-4.

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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

* VARIETY RADIO DIRECTORY, II, p. 535.

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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."

* See VARIETY RADIO DIRECTORY, II, pp. 522, 536.

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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 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

* VARIETY RADIO DIRECTORY, I, pp. 286-7.

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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 unmistakeable 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 identied 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

* VARIETY RADIO DIRECTORY, II, pp. 535-6.

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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 parellel 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

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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

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support of the statements in his letter on the previous day that "new legislation 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 debated and failed to agree. The pressure of need for action on normal business 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 corporation. 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 corporation. 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 dissenting and Case not participating) rendered a decision denying the application without, however, placing it squarely on the question of price. In a courageous dissenting opinion, which must now be regarded as a landmark in the history of this issue, Commissioner Craven reviewed the subject 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 difficulties 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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* VARIETY RADIO DIRECTORY, II, p. 542.

† 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.

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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 any 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

* 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.

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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

* See VARIETY RADIO DIRECTORY, I, pp. 290-293; *ibid.*, II, 539-541; also articles by the writer *Freedom of Speech and Radio Broadcasting* (1935), 177 Annals of Amer. Acad. of Pol. & Soc. Sci. 179, and *Comments on the Procedure of Federal Administrative Tribunals* (1939), Geo. Wash. Law Rev., April, 1939.

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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

* Report on Commercial Radio Advertising, in response to S. Res. 129, Doc. No. 137, 72d Cong., 1st Sess.

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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

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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

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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-

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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.
3. Solicitation of funds.
4. False, fraudulent and misleading advertising.

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* 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.

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5. Defamatory statements.
6. Refusal to give equal opportunity for discussion on controversial subjects.
7. Suggestive programs bordering on obscenity or indecency.
8. Programs offending 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.

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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

* VARIETY RADIO DIRECTORY, II, p. 539.

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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.

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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

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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

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* *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 sub-headings. 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 sub-headings.

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.

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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

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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

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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

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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, enabling 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

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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 subcommittee 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-

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mercial 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

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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 DIATHERMY 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-

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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

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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.

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* From May 9, 1938, to July 1, 1939.

† Pittsburgh Radio Supply House v. F.C.C., May 23, 1938, 98 F. (2d) 303; Southland Industries, Inc. v. F.C.C., June 15, 1938, 99 F. (2d) 117; Woodmen of the World v. F.C.C., June 15, 1938, 99 F. (2d) 122; Sanders Bros. Radio Station v. F.C.C., January 23, 1939; Courier-Post Publishing Co. v. F.C.C., March 6, 1939; Pottsville Broadcasting Co. v. F.C.C., April 3, 1939; McNinch et al v. Heitmeyer, April 3, 1939; Woodmen of the World v. F.C.C., April 17 1939; Colonial Broadcasters, Inc. v. F.C.C., June 12, 1939; W. P. Stuart v. F.C.C., June 12, 1939; Evangelical Lutheran Synod v. F.C.C., June 26, 1939; The Crosley Corporation v. F.C.C, June 26, 1939, and Courier-Post Publishing Co. v. F.C.C., June 30, 1939.

** Pittsburgh Radio Supply House v. F.C.C., May 23, 1938, 98 F. (2d) 303.

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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-

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* The Crosley Corporation v. F.C.C., June 26, 1939.

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†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.

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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.

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* 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.

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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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* WGN, Inc., v. Federal Radio Commission, December 11, 1933, 68 F. (2d) 432.

† 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.

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(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.

** Southland Industries, Inc. v. F.C.C., June 15, 1938, 99 F. (2d) 117; Woodmen of the World v. F.C.C. June 15, 1938, 99 F. (2d) 122.

†† 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*.

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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."

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"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.

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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

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* Evangelical Lutheran Synod v. F.C.C., June 26, 1939, not yet reported, citing *Chicago Federation of Labor* v. *Federal Radio Commission*, 41 F. (2d) 422, and *Journal Co. v. Federal Radio Commission*, 48 F (2d) 461.

† 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.

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makeweights, and that the real bone of contention is the insistence by the Commission upon absolute authority to decide the rights of applicants 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 hodgepodge 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 insisted 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 Supreme 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 statement of grounds for opposition.

†† Courier-Post Publishing Co. v. F.C.C., not yet reported. In this case the application 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 parties 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 Co. v. Federal Radio Commission, 281 U. S. 464; Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co., 289 U. S. 266.

††† Associated Broadcasters, Inc. v. F.C.C. See Part II, B.

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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 transfer. 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 Commission 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 supervision 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-

* 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.

*** VARIETY RADIO DIRECTORY, II, p. 546.

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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-

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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

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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 considerations of a technical character."

It is formed principally "of experts of the contracting administrations and of private operating enterprises or groups of private operating enterprises 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 telecommunications 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 organizations and groups are admitted. The questions, including a few directly affecting broadcasting, are of a highly technical character and no attempt will be made to summarize them in this article.

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FEDERAL COMMUNICATIONS COMMISSION COMMISSIONERS

McNINCH, FRANK R. Nominated chairman of the FCC (to fill the unexpired term of the late Anning S. Prall) August 17, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1942. **Previously:** Lawyer; member, North Carolina House of Representatives, 1905; mayor 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; Providence, 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 lieutenant 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. Became member of the FCC in August, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1944. **Previously:** 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 to the FCC on Nov. 20, 1935. **Born:** Jan. 31, 1893, in Philadelphia, Pa.

PAYNE, GEORGE HENRY. Became FCC member July 11, 1934. **Political party:** Republican. **Length of appointment:** To July 1, 1943. **Previously:** Exchange editor and editorial writer, *Commercial Advertiser*, 1895 to 1896; associate editor, *Criterion Magazine*, 1896 to 1899; music and dramatic critic, New York *Evening Telegram*, 1903 to 1907; member, New York County Republican Committee, 1906 to 1907; candidate for Assembly, 1908; political writer, New York *Evening Post*, 1909 to 1912; manager literary bureau for Henry L. Stimson, Republican candidate for governor, 1910; one of the New York campaign managers during presidential campaign of Theodore Roosevelt, 1912; manager, campaign for George McAneny, president Board of Aldermen, 1913; lecturer on history and development of American journalism, Cooper Union, 1915; delegate, Republican National Convention (floor manager for General Wood) in Chicago, 1920; candidate for U. S. Senator, 1920; one-time tax commissioner, New York City; one-time president Bronx National Bank; author, playwright. **Born:** Aug. 13, 1876, in New York City.

THOMPSON, FREDERICK INGATE. Became FCC member on April 13, 1939, to fill the vacancy caused by the resignation of Commissioner Eugene O. Sykes. **Political party:** Democrat. **Length of appointment:** To July 1, 1941. **Previously:** 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; appointed Commissioner of the U. S. Shipping 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 Birmingham, Ala., *Daily* and *Sunday Age-Herald*, 1922 to 1927; owner and publisher of the Montgomery, Ala., *Journal* since 1922; director of the Associated Press for 10 years; appointed by President 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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sion March 28, 1932. **Political party:** Republican. **Length of appointment:** To July 1, 1940. **Previously:** School teacher; admitted to law practice, 1912; served in the World War as Captain and later Major; appointed member of State Civil Service Commission of Ohio in 1920; Secretary of State of Ohio, 1923 to 1927; President Cleveland Radio Broadcasting Corp. (manager, WJAY), 1927 to 1928; chief counsel, Federal Power Commission, 1929; general counsel, Federal Radio Commission, 1929 to 1932; became Federal Radio Commission member in 1932 and vice-chairman in April, 1933; active in the American Legion in Ohio. **Born:** Jan. 10, 1887, in Lincoln Township, Morrow County, Ohio.

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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Burr, Karl E.
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Columbus, Ohio

Busby, Jeff
1019 Investment Bldg.
Washington, D. C.

Bush, A. G.
708 Kahl Bldg.
Davenport, Iowa

Caidin, Reuben
1450 Broadway
New York City.

Caldwell, Louis G.
914 National Press Bldg.
Washington, D. C.

Callahan, Leonard D.
National Press Bldg.
Washington, D. C.

Callister, Reed E.
650 South Spring St.
Los Angeles, Calif.

Cannon, David H.
650 South Spring St.
Los Angeles, Calif.

Carrigan, Joe B.
Hamilton Bldg.
Wichita Falls, Tex.

Carson, Byron G.
1010 Vermont Ave.
Washington, D. C.

Chopnik, Max
9 E. 46th St.
New York City.

Clary, William W.
433 South Spring St.
Los Angeles, Calif.

Cohen, Lester
Colorado Bldg.
Washington, D. C.

Colin, Ralph F.
165 Broadway
New York City.

Colladay, Edw. F.
1331 G St., N. W.
Washington, D. C.

Cook, Arthur E.
327 Southern Bldg.
Washington, D. C.

Curtis, James Robert
117 N. Fredonia St.
Longview, Texas

Dalberg, Melvin H.
Dresden Apartments
Washington, D. C.

Daniels, Richard D.
603 Southern Bldg.
Washington, D. C.

David, Alan B.
903 National Press Bldg.
Washington, D. C.

Davis, Herbert L.
1118 Woodward Bldg.
Washington, D. C.

Davis, John Morgan
1324 Lincoln-Liberty Bldg.
Philadelphia, Pa.

Davis, Manton
30 Rockefeller Plaza
New York City.

Denslow, L. Alton
Colorado Bldg.
Washington, D. C.

Derig, Will M.
Dept. of Public Service
Olympia, Wash.

Dill, Clarence C.
817 Bowen Bldg.
Washington, D. C.

Drain, Dale D.
1422 F St., N. W.
Washington, D. C.

Driscoll, H. D.
406 Southern Bldg.
Washington, D. C.

Dunbar, Frank C.
3230 A. I. U. Bldg.
Columbus, Ohio

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Dunn, H. Arthur, Jr.
311 California St.
San Francisco, Calif.

Elsasser, Frederick R.
32 Sixth Ave.
New York City.

Emison, John Rabb
712 Electric Bldg.
Indianapolis, Ind.

Faegre, J. B.
1260 Northwestern Bank Bldg.
Minneapolis, Minn.

Feen, A. Pearley
119 S. Winooski Ave.
Burlington, Vt.

Fisher, Ben S.
Earle Bldg.
Washington, D. C.

Fleming, Noel W.
32 Sixth Ave.
New York City.

Fletcher, Frank U.
Munsey Bldg.
Washington, D. C.

Foe, Glen H.
714 Stuart Bldg.
Lincoln, Neb.

Francis, John J.
60 Park Place
Newark, N. J.

Gardner, Addison L., Jr.
231 South La Salle St.
Chicago, Ill.

Gaugette, Orville C.
1030 Earle Bldg.
Washington, D. C.

Geiger, Alfred L.
1117 Natl. Press Bldg.
Washington, D. C.

George, Arthur T.
140 Montgomery St.
San Francisco, Calif.

Gerber, Gustave A.
120 West 42nd St.
New York City.

Gerrity, Harry J.
1001 Hill Bldg.
Washington, D. C.

Gibbons, John F.
66 Broad St.
New York City.

Goodrich, Pierre F.
712 Electric Bldg.
Indianapolis, Ind.

Goodwin, Bernard
1501 Broadway
New York City.

Gordon, Spencer
Union Trust Bldg.
Washington, D. C.

Grimshaw, Ira L.
30 Rockefeller Plaza
New York City.

Guider, John W.
810 Colorado Bldg.
Washington, D. C.

Gum, James W.
815 Fifteenth St., N. W.
Washington, D. C.

Hanley, James H.
1201 Tower Bldg.
Washington, D. C.

Hannon, William A.
21 W. 10th St.
Kansas City, Mo.

Hanson, Elisha
729 Fifteenth St., N. W.
Washington, D. C.

Harry, Lawrence W.
2800 Terminal Tower
Cleveland, Ohio

Hausman, Albert E.
910 Wainwright Bldg.
St. Louis, Mo.

Hayden, James J.
737 Woodward Bldg.
Washington, D. C.

Hennessey, Philip J., Jr.
836 Woodward Bldg.
Washington, D. C.

Herriott, Irving
120 S. La Salle St.
Chicago, Ill.

Hildreth, Melvin D.
716 Evans Bldg.
Washington, D. C.

Horne, Richard C.
908 G St., N. W.
Washington, D. C.

Hoshour, Harvey S.
195 Broadway
New York City.

Hurd, George F.
52 Broadway
New York City.

Hurley, John J.
836 Woodward Bldg.
Washington, D. C.

Hurt, Willson
30 Rockefeller Plaza
New York City.

Hyde, Charles A.
602 Engineers Bldg.
Cleveland, Ohio

Hyde, H. H.
Federal Comm. Comm.
Washington, D. C.

Jacobs, Carl M.
Union Central Bldg.
Cincinnati, Ohio

James, William R.
733 Roosevelt Bldg.
Los Angeles, Calif.

Jameson, Guilford S.
921 Tower Bldg.
Washington, D. C.

Jansky, Maurice M.
Munsey Bldg.
Washington, D. C.

Jevons, Richard A.
1627 K St., N. W.
Washington, D. C.

Johnston, E. D.
Munsey Bldg.
Washington, D. C.

Joyce, Joseph G.
1103 R. A. Long Bldg.
Kansas City, Mo.

Kahn, Alexander
220 Broadway
New York City.

Karbe, Otto F.
105 North Seventh St.
St. Louis, Mo.

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Kaye, Sidney M.
165 Broadway
New York City.

Keller, Joseph E.
Munsey Bldg.
Washington, D. C.

Kendall, John C.
358 U. S. Bank Bldg.
Portland, Ore.

Kendall, John W.
Earle Bldg.
Washington, D. C.

Kern, Howard L.
67 Broad St.
New York City, N. Y.

Kerr, William L.
Box 190
Pecos, Texas

Kimball, Ralph H.
60 Hudson St.
New York City.

Kopietz, Frank M.
1326 National Bank Bldg.
Detroit, Mich.

Kovner, Joseph
1106 Connecticut Ave., N. W.
Washington, D. C.

Kremer, J. Bruce
921 Tower Bldg.
Washington, D. C.

Krizek, Joseph F.
722 North Broadway
Milwaukee, Wis.

Kurtz, Alvin A.
460 North Commercial St.
Salem, Ore.

Ladner, Henry
30 Rockefeller Plaza
New York City.

Lamb, William H.
1835 Arch St.
Philadelphia, Pa.

Lancaster, Emery
715 W. C. U. Bldg.
Quincy, Ill.

Landa, Alfons B.
815 15th St., N. W.
Washington, D. C.

Landon, S. Whitney
32 Sixth Ave.
New York City.

Law, George Stewart
Union Bank Bldg.
Pittsburgh, Pa.

Leahy, William E.
Investment Bldg.
Washington, D. C.

LeRoy, Howard S.
412 Colorado Bldg.
Washington, D. C.

Leuschner, Frederick
6253 Hollywood Blvd.
Los Angeles, Calif.

Levine, J. L.
1115 Hamilton Bank Bldg.
Chattanooga, Tenn.

Levinson, Louis
1622 Chestnut St.
Philadelphia, Pa.

Levy, Isaac D.
1622 Chestnut St.
Philadelphia, Pa.

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.

McCauley, 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.

Mack, Edwin S.
1504 First Wisconsin Natl. Bank Bldg.
Milwaukee, Wis.

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.

Mather, E. Everett, Jr.
1835 Arch St.
Philadelphia, Pa.

Meyers, Milton H.
182 Grand St.
Waterbury, Conn.

Middleton, J. S.
1035 Pacific Bldg.
Portland, Ore.

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.

Montfort, 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.

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Myers, Robert P.
30 Rockefeller Plaza
New York City.

Neal, (Miss) Annie Perry
Federal Comm. Comm.
Washington, D. C.

Neyman, (Miss) Fanney
Federal Comm. Comm.
Washington, D. C.

Niner, Isidor
366 Madison Ave.
New York City.

O'Brien, Arthur A.
625 Henry Bldg.
Washington, D. C.

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.
Philadelphia, Pa.

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.
Federal Comm. Comm.
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.

Proffitt, 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
Munsey 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.
Philadelphia, Pa.

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.

Scharfeld, Arthur W.
750 National Press Bldg.
Washington, D. C.

Schroeder, Arthur H.
1030 National Press Bldg.
Washington, D. C.

Scott, Frank D.
215-217 Munsey Bldg.
Washington, D. C.

Seeman, Bernard J.
705 First Natl. Bank Bldg.
Denver, Colo.

Segal, Paul M.
Woodward Bldg.
Washington, D. C.

Senneff, 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.

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Smith, Miss Elizabeth
Federal Comm. Comm.
Washington, D. C.

Smith, George S.
Woodward Bldg.
Washington, D. C.

Smith, Karl A.
810 Colorado Bldg.
Washington, D. C.

Smith, Milton
931 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.
Munsey Bldg.
Washington, D. C.

Sprague, E. Stuart
117 Liberty St.
New York City.

Stephens, Hubert D.
Munsey Bldg.
Washington, D. C.

Stevens, Richard K.
1907 Packard Bldg.
Philadelphia, Pa.

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.
Philadelphia, Pa.

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
Federal Comm. Comm.
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.

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NEWS - PUBLICITY

RADIO EDITORS AND NEWSPAPER RADIO POLICIES

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?

	Percent.
Yes	31.7
Occasionally	33.5
No	34.8

Question: (If yes or occasionally) Do they help you to choose what you want to listen to on the radio?

	Percentage of readers	*Percentage of population*
Yes	53.0	34.6
Sometimes	25.9	16.9
No	21.1	13.8

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

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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 informaton 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 on 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 NBC, 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 column-inches 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**

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(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 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.)

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; highlights 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, selections, 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 News-Press, Alhambra Post Advocate, Culver

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City Star-News, Monrovia News-Post, San Pedro News-Pilot, Redondo Daily Breeze, Santa Monica Evening Outlook, Huntington Park Signal, Ventura Star-Free Press, Anaheim Bulletin, Inglewood Daily News, Wilmington Daily Press, Fullerton News Tribune, Oxnard Evening Press, Ontario Daily Report (all southern California papers); Richmond Independent, Alameda Times-Star, Vallejo Times Herald, Palo Alto Times, Redwood City Tribune, San Mateo Times, Watsonville Register-Pajaronion, Santa Cruz Evening News, San Rafael Independent, Napa Register (all northern California papers). For information on these papers, see individual listings. (All releases, etc., should be addressed to Radiologic, Glendale News-Press Bldg., 333 N. Brand Blvd., Glendale, Calif.).

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, KHJ, KFWB, KFVD, KNX, KRKD, KGFJ, 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, KHJ, 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, KHJ, 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: 220,165; S: 560,682), 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, published in various papers, 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, published in various papers, 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. **Emmet Britton, Jr.** (also librarian). Uses 2-column log daily. No art work. Prefers background material on national and international speeches,

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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.

OAKLAND TRIBUNE (e: 76,620; S: 63,377), Oakland, Calif. No radio editor. Paper carries 2-column log, listing KLX, KPO, KGO, KSFO, KFRC, KYA, KROW, KJBS, KRE, KLS and KSAN completely; summary of short-wave stations. No art work. Rate: 21 cents per line, with one-inch minimum.

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, KHJ, 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, KHJ, 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 INDEPENDENT (Mon., Wed., Fri., radio editor states there are 48,000 subscribers), Pasadena, Calif. **Will N. MacBird** (by-line, "Bill Bird"). Uses 22 inches each issue—**N,R,C.** Log runs 45 to 60 inches per issue; "best bets," 3 to 5 inches. No set policy regarding art, but rarely uses it. Prefers straight, complete publicity, with any news angle covered. Lists NBC, CBS, Mutual, Don Lee, KFI, KECA, KNX, KHJ, KFWB, KEHE, KFAC, KMPC, KIEV, KGFJ, KFVD, KPPC, KMTR. Rate: 10 cents per line.

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, KPPC, 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, KFSO. 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, KHJ, 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

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glossy prints. Lists KFBK, KPO, KGO, KSFO, KFRC. Rate: 18 cents per line, plus 15% for position.

SAN DIEGO UNION (m: 27,465; S: 38,453) **& SAN DIEGO TRIBUNE** (e: 32,203), San Diego, Calif. **Maurice W. Savage** (also drama and film editor). Uses daily 2-column log, listing NBC, CBS, Mutual, KFSD, KFI, KOA, KFWB, KNX, KSL, KGB, KECA. No art work. Rate: $3 per inch.

SAN FRANCISCO CALL-BULLETIN (e: 108,067), San Francisco, Calif. No radio editor. Uses log only; call letters listed not given. According to 1938-39 writeup, paper listed KPO, KGO, KSFO, KFRC, KJBS, KGW, KYA, KGGC, KRE, KLX, KROW. Rate: Information not received.

SAN FRANCISCO CHRONICLE (m: 104,-893; 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 FRANCISCO NEWS (e; 105,671), San Francisco, Calif. **Emilia Hodel** (also art critic, women's features). Uses 45-inch log daily, listing KFRC, KPO, KGO, KSFO, KYA, KRE, KROW, KJBS, KLX, KSAN. No art work. Rate: 25 cents per line.

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, KGO, 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, KGO, KLX, 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, KGO, KLX, 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, KMPC, 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, KGO, KLX, 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 30-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, KGO, KLX, 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, KMPC, 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-**

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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. **Rossi 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 daily—**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 column, 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 newsworthy 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 column 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, WTIC, WICC, WDRC, WTHT, WELI, WBRY, WHN, WQXR, WNBC, WNLC, WATR. Prefers straight, brief, newsworthy releases. Rate: 22 cents per line, black and white; 25 cents, four colors.

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BRIDGEPORT POST (e: 41,264; S: 26,906) **& TELEGRAM** (m; 12,936), 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 WBRY, 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-

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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.)

DELAWARE

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: 6½ 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 Coe** (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 WFMD, WJEJ, WSVA and WCHV in state editions. Rate: Information not received.

WASHINGTON STAR (e: 141,062; S: 152,969), Washington, D. C. **Chris Aubrey Mathisen** (also news reporter, rewrite man). Uses 26-inch log daily and Sunday, and 3 inches of "best bets". No art work. Lists WMAL, WRC, WOL, WJSV, plus highlights of short-wave stations. Rate: 26 cents per agate line.

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.

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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. **R,N,C.** Log runs about 26 inches. Also uses half-column cuts daily; accepts glossy prints and mats. Prefers program previews, sidelights on personalities, news on radio. Lists WIOD, WQAM, WKAT, WJNO. 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.

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ATLANTA JOURNAL (e: 97,850; S: 116,-898), 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, WGST, 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 WMAZ 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-Telegraph).

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: 60 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, WEDC, 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 Nystrom.** Uses 2-column log daily, with 5 inches of "best bets" Monday through Friday, 10 inches Saturday. Art work is used only in prepaid issues; accepts glossy prints. Lists WENR, WLS, WMAQ, WCFL, WBBM, WIND, WJJD, WGN, WCBD, WSBC, WGES, WHIP, WWAE, WAAP, WMBI, 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, WSBC, WGES, WHIP, WCBD, WMBI, 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, WEDC, WENR, WGES, WGN, WHFC, WHIP, WIND, WJJD, WLS, WMAQ, WMBI, 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 "bes bets". Also uses unspecified amount o art work daily; accepts glossy prints. Lists WGN, WIND, WMAQ, WBBM. WLS, WAAF, WCFL, WCBD, WMBI, WJJD, WWAE, WSDC, WGES, WHFC, WHIP. Rate: $1.40 per line daily, $1.75 Sunday.

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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, WWAE, WMCA, WNEW, WHN, KYW, KDKA, WLW, WCAU, KNX, KEHE, WSAI, WWL, WHB, WFIL, KMOX, WTAM, WXYZ, KMOX, WTAM, 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 muscial 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.

DECATUR 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,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, WILL, 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, WLW, 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-

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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.

INDIANA

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 to 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: 5½ 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: 1[illegible] 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 Monday through Friday, nearly a 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.

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INDIANAPOLIS TIMES (e; 86,621), Indianapolis, Ind. **Harry Morrison** (also amusements). Uses 10-inch column daily —**N,C,R.** Log runs 30 inches 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 more daily—**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

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