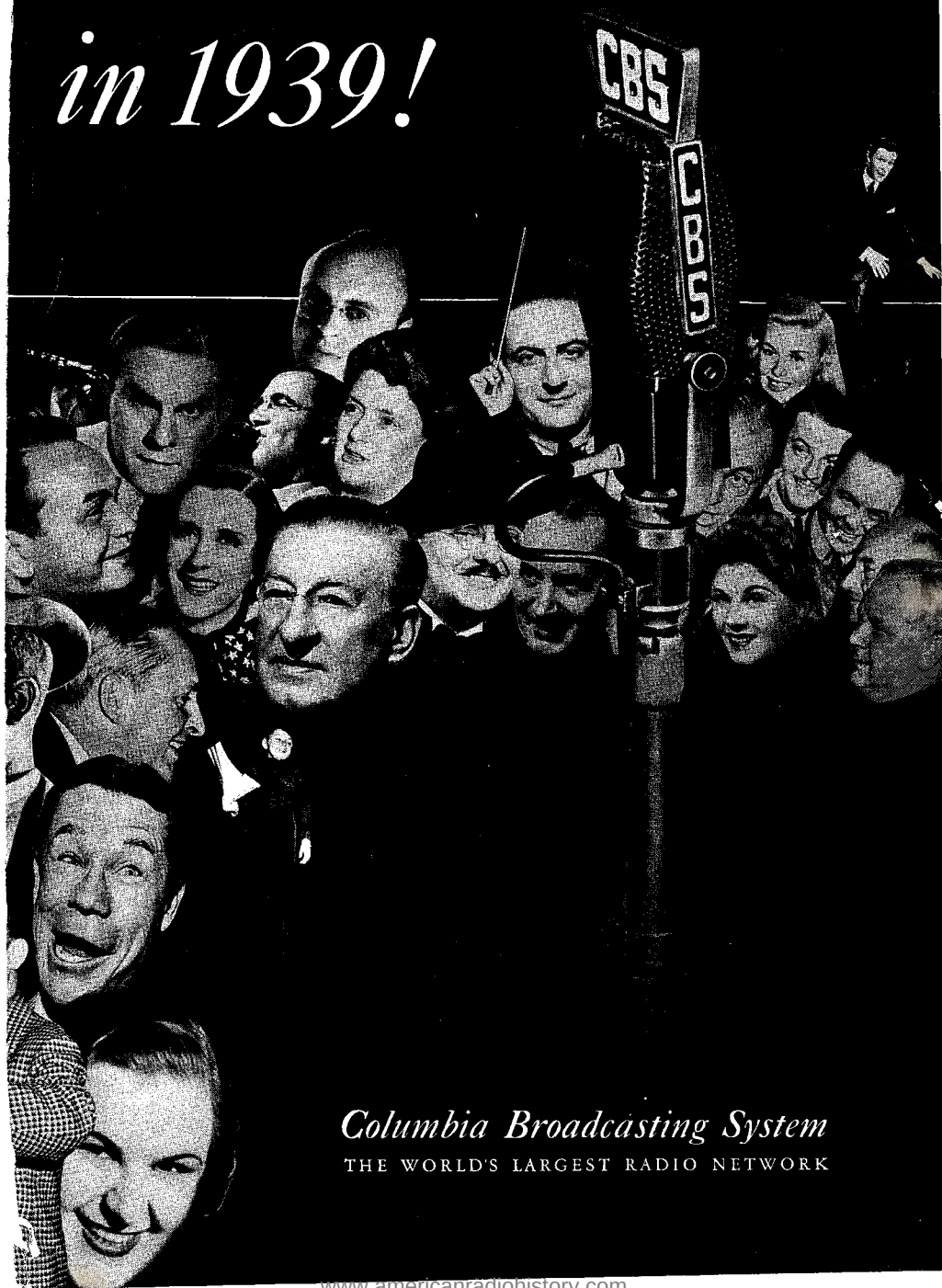


in 1939!



Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

VARIETY

**RADIO
DIRECTORY**

1939 . 1940

Published by Variety, Inc.
Sid Silverman, President
Edgar A. Grunwald,
Radio Directory Editor

Copyright 1939, by Variety, Inc.
154 W. 46th St.
New York, N. Y.
(Third Annual Edition)

TYPOGRAPHY BY THE ROGOWSKI CO., INC., NEW YORK, N. Y.

INDEX TO ADVERTISERS—Continued

Lomax, Stan.....	1132
Lombardo, Guy.....	1052
Lyons, A. & S., Inc.....	1054

M

MacMurray, Ted.....	1124
Marko, Robert.....	1134
Mears, Martha.....	1136
Michigan Radio Network.....	670-671
Mills, Felix.....	1136
Minnesota Network.....	678
Morris, William, Agency, Inc.....	1056
Morrow, Bill.....	1138
Murray, Lyn.....	1100

N

National Broadcasting Co.....	20, 552-553
-------------------------------	-------------

O

O'Neil, Kitty.....	1138
--------------------	------

P

Paige, Raymond.....	1058
Parkyakarkus.....	1140
Pedlar & Ryan, Inc.....	12
Penner, Joe.....	1102
Pitt, Merle.....	1140

Q

Quinn, Don.....	1142
Quiz, Professor.....	1060

R

RCA Manufacturing Co.	
Inside Back Cover	
Radio Corporation of America.....	22
Radio Sales.....	848-849
Raymer, Paul H., Company.....	568
Reags, Tommy.....	4
Robinson, Edward G.....	1062
Rockwell General Amusement Corp.....	1064
Rogowski Co., Inc.....	1353
Ross, Lanny.....	1068

S

Schwartz, Al.....	1142
Schwimmer & Scott.....	213
Seymour, Dan.....	1028
Shaw, Artie.....	1036
Snyder, Howard.....	1104
Stafford, Hanley.....	1144
Straeter, Ted.....	1144
Sullivan, Norman.....	1142

T

Teagarden, Jack.....	1106
Texas State Network, Inc.....	16
Transamerican Broadcasting & Television Corp.....	8
Tyro Productions.....	1108

U

United Press.....	18
-------------------	----

V

Variety.....	813-818
--------------	---------

W

WAVE, Louisville, Ky.....	650
WBAP, Fort Worth, Texas.....	778
WBEN, Buffalo, N. Y.....	708
WBBM, Chicago, Ill.....	710
WBNX, New York, N. Y.....	680
WCCO, Minneapolis-St. Paul.....	622
WCFL, Chicago, Ill.....	736-737
WCKY, Cincinnati, Ohio.....	738
WCLE, Cleveland, Ohio.....	692
WEW, St. Louis, Mo.....	778
WFAA, Dallas, Texas.....	720
WFBL, Syracuse, N. Y.....	660
WFBZ, Baltimore, Md.....	624
WGN, Chicago, Ill.....	718
WHAM, Rochester, N. Y.....	652
WHAS, Louisville, Ky.....	688
WHB, Kansas City, Mo.....	738
WHK, Cleveland, Ohio.....	758
WIND, Chicago, Ill.....	730
WJAS, Pittsburgh, Pa.....	600
WJJD, Chicago, Ill.....	625
WKRC, Cincinnati, Ohio.....	733
WKY, Oklahoma City, Okla.....	644
WLS, Chicago, Ill.....	766
WLW, Cincinnati, Ohio.....	714
WMT, Cedar Rapids, Iowa.....	784
WNAX, Yankton, S. D.....	712
WNEW, New York, N. Y.....	698
WOAI, San Antonio.....	636
WOR, New York, N. Y.....	796
WOW, Omaha, Nebr.....	794
WOWO, Fort Wayne, Ind.....	734
WRNL, Richmond, Va.....	770
WRVA, Richmond, Va.....	708
WSAI, Cincinnati, Ohio.....	604
WSM, Nashville, Tenn.....	670-671
WSYR, Syracuse, N. Y.....	1110
WTIC, Hartford, Conn.....	1034
WXYZ, Detroit, Mich.....	1104
Wall, Peggy.....	846
Waring, Fred.....	1066
Wedlock, Hugh, Jr.....	26
Weed & Company.....	1112
Weems, Ted.....	266
Western Electric Company.....	
Willson, Meredith.....	
Woods Recording Studios.....	

FITTING RADIO SCHEDULES TO MARKETS

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

Principal among these are:

1. **The Day-Part Method.** Used for the COOPERATIVE ANALYSIS OF BROADCASTING.
2. **The Coincidental Method.** Interviews in millions each year. Improved statistical technique.
3. **The Mechanical Recorder.** Using advanced principles. High speed reporting. Multiple-set visible check.

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

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

CROSSLEY INCORPORATED

INTERNATIONAL RESEARCH ORGANIZATION

NEW YORK OFFICE, 330 WEST 42ND STREET

TRENDS

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

FOREWORD

By Edgar A. Grunwald

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

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

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

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

1. It has no axe to grind. It is a non-profit organization, and its governing board is appointed by the American Association of Advertising Agencies and the Association of National Advertisers.*
2. The C. A. B. has created the largest goldfish bowl in which any industry dealing primarily in intangible property has ever lived.
3. The C. A. B. has, in the opinion of the editors, acknowledged its mistakes as openly as ordinary human dignity would allow, and tested new methods and techniques as frequently as common-sense caution would permit.

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

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

FOREWORD—Continued

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

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

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

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

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

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

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

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

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

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

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.



TOMMY RIGGS

AND

"BETTY LOU"

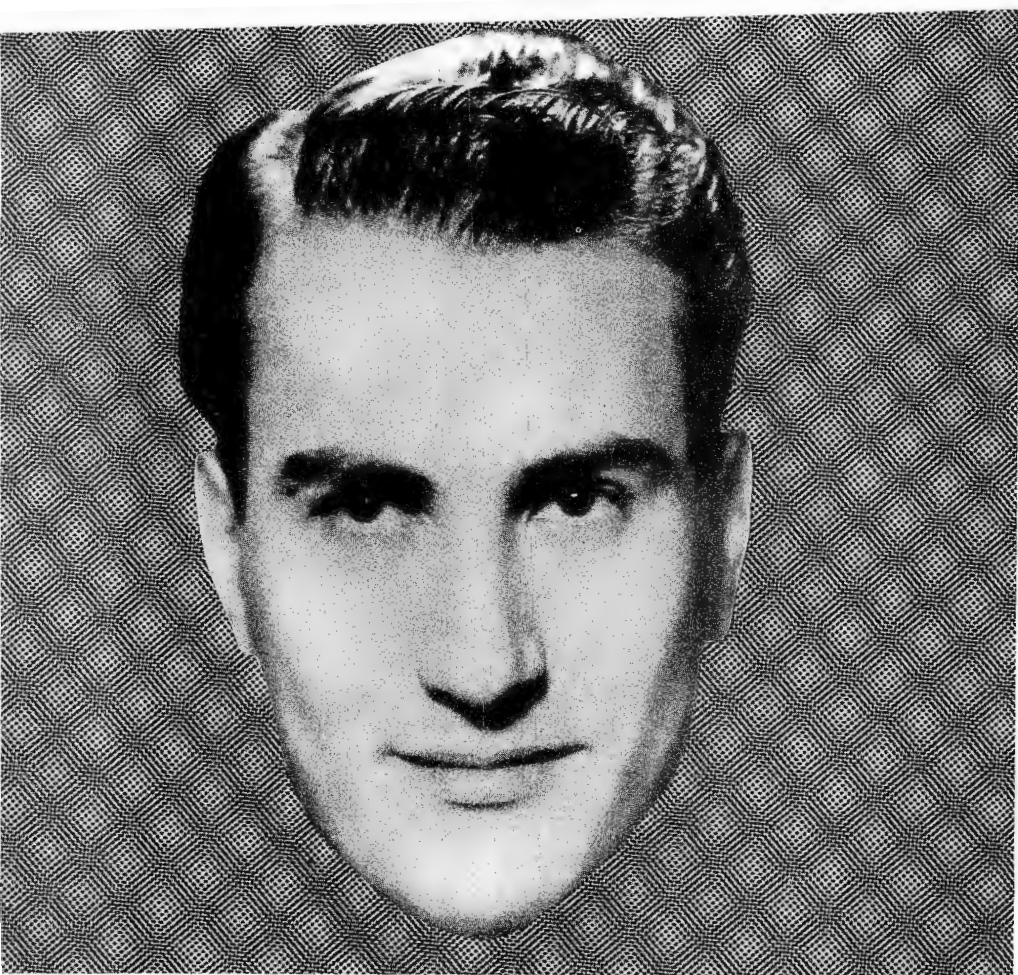
EXCLUSIVE MANAGEMENT
ROY WILSON
444 MADISON AVENUE
NEW YORK CITY

INDEX

A

- AFRA—See American Federation of Radio Artists
- AGRAP—See American Guild of Radio Announcers and Producers
- AMP—See Associated Music Publishers, Inc.
- ASCAP—See American Society of Composers, Authors and Publishers
- Actors:
- Professional Records..... 1029-1346
 - See also under Talent
- Adaptations:
- Federal Theatre Radio Division 260- 262
 - Plays, NBC-CBS..... 254- 257
 - Poetry, NBC-CBS..... 257- 258
 - Prose, NBC-CBS..... 257- 258
- Advertisers.....See Sponsors
- Advertising:
- Ladies' Home Journal Poll*.... 446
 - Promotional and Selling Expenses of Radio Industry, 1938 168
 - Regulations by the Federal Trade Commission..... 949
 - See also under Sponsors, Advertising Agencies, Revenue, Networks
- ADVERTISING AGENCIES..182-247**
- {

Comparative Agency Spending: 1938, p. 182—CBS Gross Billings to Agencies: 1938, pp. 182-184—Mutual Gross Billings to Agencies: 1938, pp. 184-185—NBC Gross Billings to Agencies: 1938, pp. 185-186—Network, Spot and Regional Radio Accounts: pp.187-204—Complete Particulars of Major Agencies: pp. 205-247
- Advertising Agencies:
- Commissions Paid to by Radio Industry, 1938..... 168
 - Continuity Buyers..... 205- 247
 - Cross-Index of 825 Network, National Spot and Regional Radio Accounts..... 187- 204
 - Network Programs, 1938-39, Complete Particulars of.... 452- 529
 - Personnel 205- 247
 - Producers 205- 247
 - Radio Directors..... 205- 247
 - Script Buyers..... 205- 247
 - Spot Time Buyers..... 205- 247
 - Talent Buyers..... 205- 247
 - Writers 205- 247
 - Agents, Talent..... 1347-1349
 - Alabama Network..... 561
 - American Communications Association 530
 - American Federation of Musicians 530
 - American Federation of Radio Artists:
 - Code of Fair Practice..... 531- 538
 - Evolution of..... 530
 - Officers 530 - American Guild of Musical Artists 530
 - American Guild of Radio Announcers and Producers.. 530
 - American Society of Composers, Authors and Publishers, Complete Particulars of.. 248-249
 - Amplitude Modulation..... 961
 - Announcers:
 - Fees Set by AFRA..... 534
 - Network Commercials, 1938-39 452- 529
 - Professional Records..... 1029-1346
 - Sports (Baseball) for Atlantic Refining 858- 859
 - Sports (Baseball) for General Mills 855- 858
 - Sports, Noted by Stations.... 859- 884 - Appeals from FCC Decisions... 984- 973
 - Arizona Broadcasting Co., Inc... 561- 562
 - Arizona Network..... 562
 - Armstrong, Major E. H., and Amplitude Modulation.... 961
 - Arrowhead Network..... 562
 - Artists' Professional Records.... 1029-1346
 - Artists Bureaus:
 - List of..... 1347-1349
 - See also under Stations - Associated Music Publishers, Complete Particulars of..... 249
 - Atlantic Refining Co., 1939 Baseball Schedule..... 858- 859
 - Auto-Radios:
 - Ownership, Canadian..... 819
 - Ownership, Percent U. S. Rural Families..... 154
 - Ownership, Rural and Urban U. S..... 152
 - Ownership, Rural U. S. by Geographic Areas..... 155 - Awards:
 - Popularity 442- 446
 - Variety Showmanship..... 440- 441



THE BAND OF THE YEAR!

ARTIE SHAW

"Making Dance History"

OLD GOLD PROGRAM
NBC—TUESDAYS—9 P.M., E.D.S.T.

—Management—
ROCKWELL GENERAL AMUSEMENT CORPORATION

INDEX—Continued

B

Bar Association, Federal Communications	978- 983
Baseball:	
Atlantic Refining 1939 Schedule	858- 859
C. A. B. Ratings on	104
General Mills 1939 Schedule ..	855- 858
See also under Sports	
Batteries—Electricity, Cost of, 1938	181
Books:	
By Types: 1934-38	272
Dramatizations of by the FTRD	260- 261
Dramatizations of by NBC-CBS	257- 258
Boxing:	
C.A.B. Ratings on	105
See also under Sports	
Boys' Athletic League Fourth Annual Radio Preference Poll	444
British Broadcasting Corp. Television	957
Broadcasting, Developments in Federal Regulation of, Article by Louis G. Caldwell	896- 976
Brown, Col. Thad H., Biography ..	977- 978
Building Materials, Network Revenue from, 1938	180
Buyers:	
Agency Script	205- 247
Agency Spot Time	205- 247
Agency Talent	205- 247

C

C.A.B.—See Cooperative Analysis of Broadcasting	
Caldwell, Louis G., Article on Developments in Federal Regulation of Broadcasting	896- 976
California Radio System	562
Call Letters of U. S. Stations	570- 573
Canadian Broadcasting Corp.:	
Officers	838
Stations Affiliated with—See Stations, Canadian	
Case, Norman Stanley, Biography	977
Cavalcade of Popular Songs: 1929-38	253- 254
Censorship—See Federal Communications Commission, Regulation of Program Content	
Census:	
Employment Statistics from U. S. Census of Business	161- 162
Set Ownership	152-158 and 161- 162
Children's Programs:	
NBC Policies	559- 560
See also under Programs	

Civil Service Commission vs. FCC	899
Classical Music Programs—See Programs	
Clients—See Sponsors	
Code:	
AFRA	531- 538
NBC New Program Policies ..	555- 561
Colonial Network	562- 563
Columbia Broadcasting System:	
Adaptations of Literary Works	254- 258
Day - Evening Revenue by Years	166
Gross Billings to Agencies, 1938	182- 184
Map of	540- 541
Personnel	539- 546
Plays Specifically Written for ..	258- 260
Political Advertisers, 1938 ..	178
Portion of 1938 Time Sales Paid Stations	169
Portion of 1938 Time Sales Retained by	169
Profit, Consolidated Net Operating, by Years	160 & 162
Programs, Commercial 1938-39, Complete Particulars of ..	452- 529
Revenue by Industry Classification, 1938	180
Revenue by Years	159-160 & 167
Revenue (Gross Client), 1938 ..	170- 172
Revenue from Ranking Industries, 1933-38	179
Share in Rural Study	152
Sponsors, 1938	170- 172
Sponsors' (Major) Percentage of Dollar Volume, 1936-38 ..	181
Stations, Number of, Affiliated with, by Years	161- 162
Stations Owned, Operated or Leased	546
Television Outlay	957
Television Station	886
See also under Networks	
Commissioners, FCC, Biographies of	977- 978
Conductors, Network Commercial Programs, 1938-39	452- 529
Confectionery-Soft Drinks:	
NBC-CBS Revenue from, 1933-38	179
Network Revenue from, 1938 ..	180
Congressional Proposals for Investigation and Reorganization of the FCC	908- 916
Consulting Radio Engineers	895
Continuity Buyers, Agency	205- 247

COOPERATIVE ANALYSIS OF BROADCASTING:

Correlation of Program Ratings Between Phone-Subscribers and Total D & E Families	86 & 90
---	---------



THE LEADING PROGRAM
SERVICE FOR
ADVERTISING AGENCIES

Creation • Writing • Production

**TRANSAMERICAN BROADCASTING
AND TELEVISION CORPORATION**

NEW YORK

CHICAGO

HOLLYWOOD

INDEX—Continued

Cooperative Analysis of Broadcasting (Contd):

Distribution of Sets by Income Classes	86 & 90
Divergence of Program Ratings in Upper and Lower Income Groups.....	86- 87
Evening Summer Season Programs Compared by Type: 1935-38	108- 109
Evening Winter Season Programs Compared by Type: 1935-38	106- 107
Foreword to Section.....	33- 34
Governing Committee.....	33
How the 20 Leading Programs Attained Their Leadership..	132 & 136- 145
Initial Ratings and Sponsored Life of Programs.....	146- 151
Introduction by A. W. Lehman	35
Method, Description of.....	34
Method, Discussion of.....	86- 90
Network Program History, 1930-39	36- 85
Organization and Growth of..	35
Percent Set-Owners Having Telephones (by Income Groups)	86 & 88
Program Length vs. Median Rating	117- 121
Program Type Preferences by Income Groups.....	110- 116
Ratings on Five Leading Day-time Programs Since March, 1930	99- 102
Ratings on Special Events.....	103- 105
Ratings on Ten Leading Day-time Programs, Oct. 1938-April 1939.....	91
Ratings on Ten Leading Evening Programs Since March, 1930	92- 98
Ratings on Twenty-five Leading Evening Programs, Oct. 1938-April 1939.....	91
Rural and Urban Program Popularity Compared.....	122- 131
Sets in Use by Month and Season	132- 135
Copy Restrictions:	
NBC Policies.....	555- 561
See also under Stations	
Correspondents' Association, Radio	272
Coverage, Broadcast.....	921- 923
Craven, Commander T.A.M., Biography	977
Crosley Corp. and Facsimile....	894 & 960
Crossley, Inc., and C.A.B.....	35
Crossley Reports — See Cooperative Analysis of Broadcasting	

D

Depreciated Value of Investments in Stations and Networks	161- 162
Developmental Stations:	
FCC Allocations to.....	952
FCC Regulation of.....	962
Developments in Federal Regulation of Broadcasting, Article by Louis G. Caldwell	896- 976
Diathermy Apparatus, FCC Regulation of.....	962- 963
Don Lee Broadcasting System: Particulars of.....	563
Television Developments.....	885 & 887- 888

E

Editors, Radio.....	985-1027
Educational Stations:	
FCC Allocations to.....	952
FCC Regulation of.....	962
Electricity—Batteries, Cost of, 1938	181
Employment:	
AFRA Code of Fair Minimum Terms and Conditions.....	531- 538
Payroll of Radio Industry, by Years	161- 162
Engineers, Consulting Radio....	895
Equipment:	
Depreciated Value of in Radio Industry	161- 162
Facsimile, in Use by Stations..	892- 894
Facsimile, Manufacturers of...	892
Replacement Value of in Radio Industry.....	162
Expenditures, Client.....	See Revenue
Experimental Stations, FCC Regulation of.....	963- 964

F

FCC—See Federal Communications Commission	
Facsimile:	
Crosley	894 & 960
Developments of.....	891- 892
Equipment Manufacturers....	892
Faults of.....	892
Network	892 & 960
Operating Costs.....	891- 892
Programs	892- 894
Regulation of, FCC.....	956 & 960
Stations, FCC Allocations to...	952
Stations, Particulars of.....	892- 894
Stations Using High Frequencies, List of.....	894



N. W. AYER & SON, Inc.
ADVERTISING

RADIO PRODUCTION DEPARTMENT
R. C. A. BUILDING • NEW YORK CITY

INDEX—Continued

<i>Facsimile (Contd):</i>		Licenses, Terms of.....	918- 919
Transmitter Costs.....	891	Low-Power Frequency De- vices and Diathermy Appa- ratus Regulation.....	962- 963
Transradio Press Service.....	960	Need for Improvement in Service	921- 923
Fan Magazines, Radio.....	1027	Network Investigation.....	928- 929
Farm Papers, Money Spent in Purchase of, 1938.....	181	New Hearing Procedure.....	901- 904
Farm Radio.....	See Rural Radio	Ownership and Control of Stations Regulation.....	926- 939
Federal Communications Bar As- sociation Members.....	978- 983	Ownership (Absentee) of Stations Regulation.....	930
FEDERAL COMMUNICA- TIONS COMMISSION:		Ownership (Multiple) of Sta- tions Regulation.....	929- 930
Abolition of Three-Fold Divi- sion	899	Ownership (Newspaper) of Stations Regulation.....	931- 934
Allocation, Broadcast, Regula- tion of.....	917- 926	Personnel and Internal Organ- ization	898- 901
Allocation, Showing to Be Made in Support of.....	920- 921	Program Complaints — Pro- cedure	943- 945
Allocations to Educational Sta- tions	952	Program Complaints — Sub- stance	946- 948
Allocations to Facsimile Sta- tions	952	Program Content Regulation..	939- 950
Allocations to High Frequency Stations	952	Program Content Statutory Prescriptions	939- 940
Allocations to International Broadcast Stations.....	952	Program Standards.....	940- 943
Allocations to Relay Broad- cast Stations.....	952	Questionnaires	904- 908
Allocations to Television Sta- tions	952	Relay Stations Regulation...	953
Appeals from FCC Decisions..	964- 973	Report on Income Items by Broadcast Stations by Met- ropolitan Districts: 1937....	164- 166
Application Forms.....	908	Report on Radio Homes, Re- tail Sales, and Station Net Sales: 1937.....	163- 164
Appropriation	916	Revision of Rules of Practice and Procedure.....	901
(Vs.) Civil Service Commis- sion	899	Rules Governing Broadcast Services Other Than Stand- ard	951- 953
Classification of Channels and Stations	919- 920	Sale and Lease of Stations...	934- 939
Commissioners, Biographies of Congressional Proposals for Investigation and Reorgan- ization	977- 978	Services Related to Broad- casting, Regulation of.....	950- 964
Data (Various).....	908- 916	Special Experimental Author- izations	920
Developmental Stations, Regu- lation of.....	159- 162	Standard Broadcast Station Regulation	917
Economic Factors.....	923- 925	Super-Power	925- 926
Educational Station Regula- tion	962	Visual Broadcast Regulation..	956- 960
Examining Department Abol- ished	899	WLW Case.....	921
Executive Personnel.....	978	Federal Theatre Radio Division: Adaptations by.....	260- 262
Experimental Station Regula- tion	963	Particulars of.....	262
High Frequency Broadcast Regulations	960- 962	Federal Trade Commission Reg- ulation of Advertising Con- tinuity	949
Industry Income Statement, 1937	170	Football: C. A. B. Ratings on.....	105
Industry Income Statement, 1938	168- 169	See also under Sports	
International Broadcast Sta- tion Regulation.....	953- 956	<i>Fortune</i> Survey on Newspaper Radio Readership.....	984
International Radio Regula- tion	973- 976	Frequency Modulation.....	961

PEDLAR & RYAN^{Inc.}



DAY TIME

PROCTER & GAMBLE CO.

- "Pepper Young's Family" by Elaine Sterne Carrington
(U. S. and Canada) *for Camay*
- "Road of Life" by Irna Phillips (U. S. and Canada) *for Chipso*
- "Road of Life" (Pacific and Northwest Group) *for Dash*
- "Manhattan Mother" by Orin Tovrov *for Chipso*
- "Vie de Famille" (French Canada) *for Chipso*

BRISTOL-MYERS CO.

- "Life of Mary Sothern" by Don Becker *for Ipana Tooth Paste*

J. C. PENNEY CO.

- "Adopted Daughter" by J. Ann Hopkins *for J. C. Penney Stores*



NIGHT TIME

BRISTOL-MYERS CO.

- George Jessel and Guests *for Vitalis*

LADY ESTHER, LTD.

- Guy Lombardo and His Orchestra
for Lady Esther Powder and Cream

BORDEN COMPANY

- Ice Cream Jamboree—
Featuring George Jessel, Richard Himber *for Reid's Ice Cream*

250 Park Av.

New York City

INDEX—Continued

G

General Mills 1939 Baseball Schedule	855- 858
Georgia Broadcasting System.....	563
Georgia Major Market Trio.....	563
Glossary of Television Terms...	890- 891
Golf:	
C. A. B. Ratings	105
See also under Sports	

H

Havana Conference and North American Regional Broadcasting Agreement.....	974- 975
High Frequency Stations:	
FCC Allocations.....	952
FCC Regulation of.....	960- 962
History of Radio, A Book-keeper's	159- 162
Holidays, Canadian. See Stations, Canadian	
Homes, Radio.....	See Ownership

I

Income Groups:	
Basic Rural Ownership Factors	154
Distribution of Sets by.....	86 & 89
Divergence of Program Ratings by	86- 87
Median Hours of Daily Use of Rural Radio by.....	154
Percentage of Set-Owners Having Telephones.....	86 & 88
Program Type Preferences by	110- 116
Industries:	
NBC-CBS Revenue from Ranking Industries, 1933-38.....	179
NBC, CBS, Mutual Broadcasting System Revenue by, 1938	180
Inter-City Broadcasting System	563
International Alliance of Theatrical Stage Employees Union	530
International Broadcast Stations:	
FCC Allocations.....	952
FCC Regulation of.....	953- 956
International Brotherhood of Electrical Workers.....	530
International Radio Consulting Committee	975- 976
International Radio Regulation..	973- 976
International Telecommunications Convention.....	973-974
Interpretive Legal Rights.....	250
Investment in Radio Industry...	161- 162
Iowa Network	563- 564

J

Joint Committee on Radio Research:	
Rural Study.....	152- 158
Set Ownership by States and Counties	574 ff

L

Labor-Unionism, Particulars of, 1938-39	530- 538
Ladies' Home Journal Poll of Radio Favorites.....	446

LAW 896- 983

Developments in Federal Regulation of Broadcasting Article by Louis G. Caldwell—896-976; Federal Communications Commissioners, Biographies—977-978; Federal Communications Commission Executive Personnel—978; Members of Federal Communications Bar Association—978-983

Law—See also Federal Communications Commission

Lawyers, Members of Federal Communications Bar Association	978- 983
--	----------

Legitimate Plays:

Federal Theatre Radio Division Adaptations.....	261
NBC-CBS Adaptations.....	254- 257

Library Services, Transcription.....	265- 271
--------------------------------------	----------

Licenses, Station—See Federal Communications Commission

Licensing Societies, Musical.....	248- 252
-----------------------------------	----------

Listeners, What They Paid for Radio, Magazines, Newspapers and Farm Papers in 1938	181
--	-----

Listening:

Relationship of Summer to Winter	132- 133
--	----------

Rural Median Hours of Daily Use	154
---------------------------------------	-----

Rural, Related to Years of Set Ownership	155
--	-----

Rural Sets in Use by Half-Hours: Monday-Friday.....	156
---	-----

Rural Sets in Use: Saturday..	157
-------------------------------	-----

Rural Sets in Use: Sunday....	158
-------------------------------	-----

Literary Works:

Books by Types: 1934-38.....	272
------------------------------	-----

Federal Theatre Radio Division Adaptations.....	260- 262
---	----------

NBC-CBS Adaptations.....	254- 258
--------------------------	----------

H. W. KASTOR & SONS ADVERTISING COMPANY

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



complete radio creative, writing,
and productive facilities



ROBERT G. JENNINGS
Radio Director

INDEX—Continued

Local, Definition of.....	205
Local Revenue:	
By Stations by Metropolitan	
Districts: 1937	164- 166
During 1937	170
During 1938	169
Location of U. S. Stations.....	570- 573
Logs, Newspaper Radio—See Radio Editors	

M

MPPA—See Music Publishers' Protective Assn.	
Magazines:	
National, Revenue 1936-38....	167
Radio Fan.....	1027
Total Money Spent in Sub-	
scription and Single-Copy	
Sales, 1938.....	181
Mason-Dixon Radio Group.....	564
McNinch, Frank R., Biography	977
Media, Organizations Gathering	
Research on.....	262- 264
Medical Accounts, NBC Policies	559
Mexico and the North American	
Regional Broadcasting	
Agreement	974- 975
Michigan Radio Network.....	564
Minnesota Radio Network.....	564

MONEY 167-181

Radio Time Sales: 1936-38—167; Comparison Between Revenue of Major Media—167; Network Gross Client Expenditures by Years—167; Combined Radio Industry Income Statement, 1938—168; Total Radio Time Sales, 1938—169; Total Radio Time Sales, 1937—170; CBS Gross Client Revenue, 1938—170-172; Mutual Gross Client Revenue, 1938—173; NBC Gross Client Revenue, 1938—174-177; CBS Political Advertisers, 1938—178; Mutual Political Advertisers, 1938—178; NBC Political Advertisers, 1938—178-179; NBC-CBS Revenue from Ranking Industries, 1933-38—179; Network 1938 Revenue by Industry Classification—180; Ranking Sponsors' Percentage of Network Dollar Volume—181; What Reader-Listeners Paid for Radio, Magazines, Newspapers and Farm Papers During 1938—181

Music:

Band	See Programs
Classical	See Programs
Concert	See Programs
Dance	See Programs
Familiar	See Programs

Licensing Societies, Particu-	
lars of	248- 252
Minstrel	See Programs
Popular	See Programs
Popular Songs, 1929-38.....	253- 254
Radio Life of "Hit" Songs....	252
Semi-Classical.....	See Programs
Music Publishers' Protective	
Assn., Complete Particulars of	250
Musical Comedies, Network	
Adaptations of.....	254- 257
Musical Revue Programs....	See Programs
Mutual Broadcasting System:	
Commercial Programs, 1938-	
39, Complete Particulars of	452- 529
Facsimile Network.....	892 & 960
Gross Billings to Agencies,	
1938	184- 185
Map of.....	544- 545
Number of Stations Affiliated	
with, by Years.....	161- 162
Personnel	546- 547
Political Advertisers, 1938....	178
Revenue (Gross Client) for	
1938	173
Revenue by Industry Classi-	
fication, 1938.....	180
Revenue by Years.....	159- 160 & 167

N

NAB—See National Assn. of Broadcasters	
NAPA—See National Assn. of Performing Artists	

National Association of Broadcasters:	
Adoption of Program Stand-	
ards	949
Conventions, 1923-38.....	844
Directors and Committees....	839- 844
Presidents, Since 1923.....	844
Share in Rural Study.....	152
National Association of Per-	
forming Artists, Complete	
Particulars of.....	250- 251
National Broadcasting Co.:	
Adaptations of Literary Works	254- 258
Commercial Programs, 1938-	
39, Complete Particulars	
of	452- 529
Gross Billings to Agencies,	
1938	185- 186
Map	548- 549
New Program Policies.....	555- 561
Number of Stations Affiliated	
with, by Years.....	161- 162
Owned-Managed-Programmed	
Stations	554- 555
Personnel	547- 554
Plays Specifically Written for	258- 260
Political Advertisers, 1938....	178- 179
Profit, Consolidated Net Oper-	
ating, by Years.....	160 & 162
Revenue by Industry Classifi-	
cation, 1938	180

- growing -

- growing -

GROWN!

covering approx.

1/10TH
OF THE U.S.!

In 8 Months
BILLINGS FROM—

Blackett-Sample-Hummert, Inc.

D'Arcy Advertising Co., Inc.

Stanley Foran Advertising Agency

Gandy Advertising Agency

Knox Reeves Advertising, Inc.

Leche and Leche, Inc.

Pitluk Advertising Co.

Ruthrauff and Ryan, Inc.

Rogers Gano Advertising Co.
(Of Texas)

Wirt Steele Advertising Agency

Tracy-Locke-Dawson, Inc.

—and others

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

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

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

THE
**TEXAS STATE
NETWORK**
INC.

ELLIOTT ROOSEVELT, Pres.

Offices in:
NEW YORK - FT. WORTH
CHICAGO

"Test it in Texas..."

TSN

...and Sell America!"

INDEX—Continued

<i>National Broadcasting Co. (Contd):</i>		
Revenue by Years.....	159- 160 & 167	
Revenue, Day and Evening, by Years	166	
Revenue from Ranking Industries, 1933-38.....	179	
Revenue (Gross Client), 1938..	174- 177	
Rural Radio Study Sponsorship	152	
Television Developments.....	885 & 887	
NETWORKS	539-567	
Columbia Broadcasting Personnel—539-546; Columbia Broadcasting System Map—540-541; Columbia Broadcasting System, Stations, Owned, Operated, or Leased—546; Mutual Broadcasting System Map—544-545; Mutual Broadcasting System Personnel—546-547; National Broadcasting Co. Personnel—547-554; National Broadcasting Co. Map—548-549; National Broadcasting Co. Owned-Managed-Programmed Stations—554-555; National Broadcasting Co. New Program Policies—555-561; Regional Networks—561-567		
Networks:		
Adaptation of Literary Works.	254- 258	
Advertisers	187- 204	
CBS—See Columbia Broadcasting System		
Commercial Programs, 1938-39, Complete Particulars of.	452- 529	
Commercial Programs by Types, Seasons of 1937-38 and 1938-39.....	447- 451	
Facsimile	892 & 960	
Federal Communications Commission Investigation of	928- 929	
Gross Billings to Agencies, 1938	182- 186	
Major, Portion of 1937 Time Sales Paid Stations.....	170	
Major, Portion of 1938 Time Sales Paid Stations.....	169	
Major, Portion of 1937 Time Sales Retained by.....	170	
Major, Portion of 1938 Time Sales Retained by.....	169	
Mentioned by Radio Editors..	985-1023	
MBS—See Mutual Broadcasting System		
NBC—See National Broadcasting Co.		
Number of Stations Affiliated with, by Years.....	161- 162	
Payments to Stations by Metropolitan Districts, 1937.....	164- 166	
Plays Specifically Written for.	258- 260	
Program History of, 1930-39...	36- 85	
Ranking Sponsors' Percentage of Dollar Volume, 1936-38..	181	
Regional, Particulars of.....	561- 567	
Revenue by Industry Classification, 1938.....	180	
Revenue, Day and Evening, by Years	166	
Revenue (Gross Client) 1938..	170- 179	
Secondary, Portion of 1937 Time Sales Paid Stations...	170	
Secondary, Portion of 1938 Time Sales Paid Stations....	169	
Secondary, Portion of 1937 Time Sales Retained by.....	170	
Stations Affiliated with—See Maps and Stations		
News Commentators.....See Programs		
News Dramatizations.....See Programs		
News Programs, NBC Policies..	560	
NEWS-PUBLICITY	984-1027	
Radio Editors and Newspaper Radio Policies — 984-1023; Trade Journals — 1023-1026; Fan Magazines—1027		
News Services, Radio, Particulars of.....	264- 265	
News Topic Programs.....See Programs		
Newspapers:		
Cuts in Radio Space.....	984	
Method of Paying ASCAP....	248	
Ownership of Stations and the FCC	931- 934	
Radio Policies.....	934-1023	
Radio Readership of.....	984	
Rates on Radio Page.....	985-1023	
Revenue, 1936-38.....	167	
Total Money Spent in Purchase of Morning, Evening and Sunday Papers, 1938....	181	
North American Regional Broadcasting Agreement..	974- 975	
North Central Broadcasting System, Inc.....	564	
Novels, Network Adaptations of.	257- 258	
O		
Oklahoma Network, Inc.....	564- 565	
Operettas:		
Dramatized by the Federal Theatre Radio Division.....	261	
Network Adaptations of.....	254- 257	
See also Programs		
Orchestras, Network Commercial, 1938-39.....	452- 529	
Origination, Network Commercial Programs.....	452- 529	
P		
Pacific Broadcasting Co.....	565	

WINDOWS TO THE WORLD



UNITED PRESS

INDEX—Continued

Patent Medicines, NBC Policies.	559
Payne, George Henry, Biography.	977
Payroll, Radio's Annual.....	161 & 162
Pennsylvania Network	565
Performing Rights Societies, Particulars of	248- 252
Perry Bill	250
Plays:	
Adapted by the Federal The- atre Radio Division.....	261
Network Adaptations of.....	254- 257
Specifically Written for Radio.	258- 260
Poetry:	
Network Adaptations of.....	257- 258
See also Programs	
Political Advertisers, Network...	178- 179
Political Speeches, C. A. B. Rat- ings on	103
Popular Music Programs—See Programs	
Popularity Polls	442- 446
Press Services, Radio.....	264- 265
Producers:	
Advertising Agency.....	205- 247
Program	1349-1352
Programs, Network Commer- cial, 1938-39	452- 529
Transcription	265- 271

PRODUCTION 440-529

<i>Variety Showmanship Plaques— 440-441; Program Popularity Polls —442-446; Network Commercial Programs Charted by Types—447- 451; Commercial Network Pro- grams, 1938-39, Complete Particu- lars of—452-529</i>
--

PRODUCTION AIDS 248-272

<i>Musical Licensing Societies—248- 252; Radio Life of "Hit" Songs— 252; Popular Songs, 1929-38—253- 254; NBC-CBS Adaptations of Lit- erary Works—254-258; Plays Spe- cifically Written for Radio—258- 260; Federal Theatre Radio Di- vision Adaptations — 260-262; Re- search Organizations — 262-264; Transcription Producers—265-271; Radio Correspondents' Assn.—272; Books by Types, 1934-38—272</i>

PROFESSIONAL RECORDS

5,625 1029-1346

Profit:

Consolidated Net of the Indus- try by Years.....	159- 160
NBC-CBS Consolidated Net by Years	160 & 162

PROGRAM TITLES 273-439

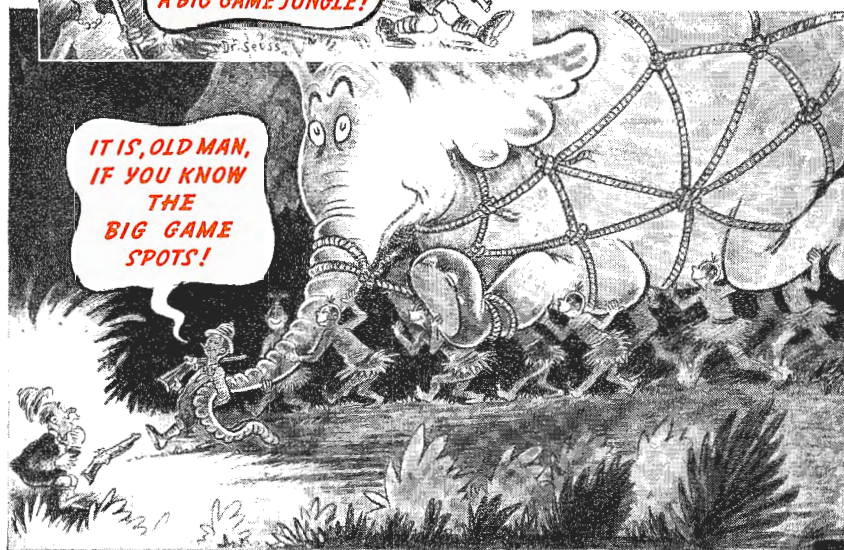
*{ 25,000 Names of Program Series
—273-439; Checking Program Titles
(Procedure) — 439; Definition of
Titles (Legal)—439 }*

Programming, Television.....	886
Programs:	
Amateur, Compared as to Rural and Urban Popularity.	130
Amateur, Compared by Type,	106, 107, 108
Audience Participation, Com- pared as to Rural and Urban Popularity	131
Audience Participation, Com- pared by Type.....	108 & 109
Audience Participation, Day- time, Number and Station Hours per Week, 1938-39...	451
Audience Participation, Eve- ning, Number and Station Hours per Week, 1937-39...	448- 449
Band Music, Compared as to Rural and Urban popularity.	130
Band Music, Compared by Type	106 & 107
Band Music, Daytime, Number and Station Hours per Week, 1937-39	450- 451
Band Music, Evening, Number and Station Hours per Week, 1937-39	448- 449
Baseball, C.A.B. Ratings on...	104
Boxing, C.A.B. Ratings on...	105
Children's, Ladies' Home Jour- nal Poll.....	446
Children's, NBC Policies.....	559- 560
Children's, Number and Sta- tion Hours per Week, 1937-39	448- 449
Classical Music, Compared as to Rural and Urban Popu- larity	130- 131
Classical Music, Compared by Type	107 & 108
Classical Music, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Classical Music, Evening, Num- ber and Station Hours per Week, 1937-39	448- 449
Classical Music, Evening, Pref- erences by Income Groups.	110 & 114
Comedy, Compared as to Rural and Urban Popularity.....	131
Comedy, Compared by Type.	106 & 109
Comedy Teams, Evening, Num- ber and Station Hours per Week, 1937-39	448- 449
Commentators, Compared by Type	106 & 109



ANYONE who finances a Spot Broadcasting expedition has a good chance to bag something. But he must go to the right spots...where the game is biggest and most plentiful.

NBC can guide you directly to the Big Game spots. Through 15 NBC Programmed Stations, Spot Broadcasters are reaching 10 of the richest markets in America.



BOSTON - SPRINGFIELD

WJZ & WJZA
50,000-1,000 Watts (990 KC)

CHICAGO

WENR 50,000 Watts (870 KC)
WMAZ 50,000 Watts (670 KC)

CLEVELAND

WTAM 50,000 Watts (1,070 KC)

DENVER

KOA 50,000 Watts (830 KC)

NEW YORK

WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA

KYW 10,000 Watts (1,020 KC)

PITTSBURGH

KDKA 50,000 Watts (980 KC)

SAN FRANCISCO

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

SCHENECTADY

WGY 50,000 Watts (790 KC)

WASHINGTON, D. C.

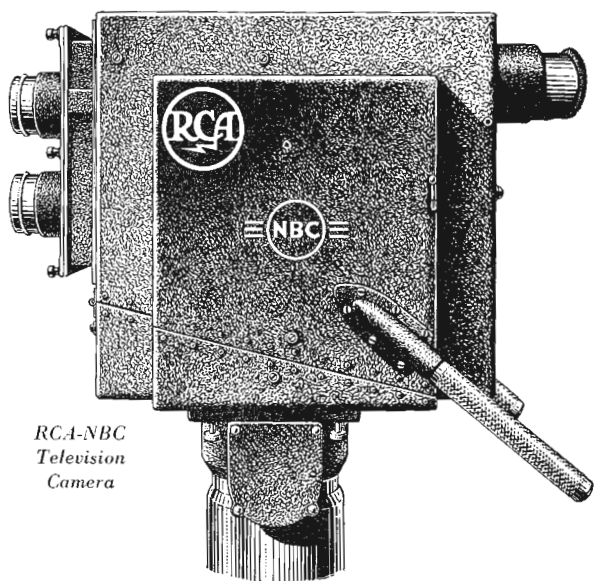
WMAZ 500,250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service • **World's Greatest Broadcasting System**

INDEX—Continued

<i>Programs (Contd.):</i>		News Commentators, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Commentators & Talks, Compared as to Rural and Urban Popularity	131	News Commentators, Evening, Number and Station Hours per Week, 1937-39.....	448- 449
Compared by Type, Evening Summer Season: 1935-38....	108- 109	News Drama, Compared by Type	107 & 108
Compared by Type, Evening Winter Season: 1935-1938....	106- 107	News Topics, Compared by Type	107 & 108
Concerts, Compared by Type..	106 & 109	News Topics and Drama, Compared as to Rural and Urban Popularity	130
Correlation of Program Ratings Between Phone Subscribers and Total Families..	86 & 90	Novelty, Compared as to Rural and Urban Popularity.....	130
Dance Music, Compared as to Rural and Urban Popularity..	130	Novelty, Compared by Type....	106 & 109
Dance Music, Compared by Type	107 & 108	Novelty, Daytime, Number and Station Hours per Week, 1937-39	450- 451
Divergence in Ratings Between Upper and Lower Income Groups	86- 87	Operettas, Compared by Type..	107
Drama, Compared as to Rural and Urban Popularity.....	130- 131	Personality, Compared as to Rural and Urban Popularity	130
Drama, Compared by Type....	106 & 109	Personality, Compared by Type	106, 107, 108
Drama, Evening, Number and Station Hours per Week, 1937-39	448- 449	Poetry, Compared by Type....	106 & 109
Drama (Daytime) Preferences by Income Groups.....	110 & 113	Political Speeches, C. A. B. Ratings	103
Drama (Evening) Preferences by Income Groups.....	110 & 112	Popular Music, Compared as to Rural and Urban Popularity	131
Expense of in 1938.....	168	Popular Music, Compared by Type	107 & 108
Facsimile	892- 894	Popular Music, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Familiar Music, Daytime, Number and Station Hours per Week, 1937-39	450- 451	Popular Music, Evening, Number and Station Hours per Week, 1937-39.....	448- 449
Familiar Music, Evening, Number and Station Hours per Week, 1937-39	448- 449	Popular Music (Evening) Preferences by Income Groups	110 & 116
Football, C.A.B. Ratings on...	105	Popular Singer, Compared as to Rural and Urban Popularity	130
Foreign Language, Regional Network Policies	561- 567	Popular Singer, Compared by Type	107 & 108
Foreign Language—See also Stations		Popularity Polls.....	442- 446
Golf, C.A.B. Ratings on.....	105	Producers of.....	1349-1352
History of (Network), 1930-39..	36- 85	Racing, C. A. B. Ratings.....	105
How the 20 Leaders Attained Their Leadership.....	132 & 136- 145	Ratings on Five Leading Daytime Programs Since March, 1930	99- 102
Hymns, Daytime, Number and Station Hours per Week, 1937-39	450- 451	Ratings on Special Events....	103- 105
Initial Ratings and Sponsored Life	146- 151	Ratings on Ten Leading Daytime Programs, Oct., 1938-April, 1939	91
Length vs. Median C.A.B. Ratings	117- 121	Ratings on Ten Leading Evening Programs Since March, 1930	92- 98
Listening to—See Listening		Ratings on Twenty-five Leading Evening Programs, Oct., 1938-April, 1939.....	91
Minstrel, Compared by Type..	107 & 108	Regulation of Content by the FCC	939- 950
Musical Revue, Compared as to Rural and Urban Popularity	130		
Mystery, Compared by Type..	106		
NBC Policies	555- 561		
Network Commercial, 1938-39..	452- 529		
Network Commercial, by Types, 1937-39	447- 451		
News, NBC Policies.....	560		



*RCA-NBC
Television
Camera*

In Radio and Television

IT'S RCA
ALL THE WAY!



Radio Corporation of America

RADIO CITY, NEW YORK, U. S. A.

National Broadcasting Company • RCA Manufacturing Company, Inc.
R.C.A. Communications, Inc. • Radiomarine Corporation of America • RCA Institutes, Inc.

INDEX—Continued

Programs (Contd):

Religion, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Religion, Evening, Number and Station Hours per Week, 1937-39	448- 449
Rural and Urban Popularity Compared	122- 129
Rural and Urban Popularity Compared by Type.....	130- 131
Semi-Classical Music, Compared as to Rural and Urban Popularity	130- 131
Semi-Classical Music, Compared by Type.....	106 & 109
Semi-Classical Music, Evening, Number and Station Hours per Week, 1937-39.....	448- 449
Semi-Classical Music (Evening) Preferences by Income Groups.....	110 & 115
Serials and Drama, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Serial Drama, Compared as to Rural and Urban Popularity.	130- 131
Serial Drama, Compared by Type	107 & 108
Serial Drama (Daytime) Preferences by Income Groups.....	110 & 113
Serial Drama (Evening) Preferences by Income Groups.....	110 & 112
Single Act, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Single Act, Evening, Number and Station Hours per Week, 1938-39	449
Song-Patter Teams, Daytime, Number and Station Hours per Week, 1937-38.....	450
Speeches, C. A. B. Ratings....	103- 104
Sports, C. A. B. Ratings.....	104- 105
Sports, Evening, Number and Station Hours per Week, 1937-39	448- 449
Sports.....	See also Sports
Talks, Compared by Type.....	106 & 109
Talks—Instruction, Daytime, Number and Station Hours per Week, 1937-39.....	450- 451
Talks—Instruction, Evening, Number and Station Hours per Week, 1937-39.....	448- 449
Television—See Television Stations	
Type Preferences by Income Classes	110- 116
Variety, Compared as to Rural and Urban Popularity.....	130- 131
Variety, Compared by Type.....	106 & 109
Variety, Daytime, Number and Station Hours per Week, 1937-39	450- 451

Variety, Evening, Number and Station Hours per Week, 1937-39	448- 449
Variety (Evening) Preferences by Income Groups.....	110- 111
Prose, Network Adaptations of..	257- 258
Publications:	
Fan	1027
Trade	1023-1026
Publicity—See Merchandising; News-Publicity	

Q

Quaker Network.....	565
---------------------	-----

R

Racing:	
C. A. B. Ratings.....	105
See also Sports	
Radio Correspondents' Association	272

RADIO EDITORS.....984-1023

Radio Equipment.....	See Equipment
Radio Guide Fifth Annual Popularity Poll.....	442- 443
Radio Industry:	
Bookkeeper's History of.....	159- 162
Combined Broadcasting Industry Income Statement, 1938.	168
Consolidated Net Profit of by Years	159- 160
Depreciated Value of Investment	161- 162
Employee Payroll by Years...	161- 162
Income Items by Stations by Metropolitan Districts.....	164- 166
Net Sales by Stations by States and Geographic Areas.....	163- 164
Payments to ASCAP.....	248
Revenue, by Years.....	159-160 & 167
Time Sales, 1937.....	170
Time Sales, 1938.....	169
Radio Manufacturers' Association Television Standards.....	885 & 958
Radio News Services.....	264- 265
Radio Sets.....	See Sets; Set Owners
Radio Writers' Guild.....	530
Ratings, Program—See Cooperative Analysis of Broadcasting; Programs; Popularity Polls	
Readership, Newspaper Radio...	984
Receiving Sets.....	See Sets
Recording Services.....	265- 271
Regional Networks.....	561- 567
Regional Radio Advertisers....	187- 204
Relay Stations:	
FCC Allocations.....	952
FCC Regulations.....	953

Production Headquarters for ADVERTISERS and ADVERTISING AGENCIES

The Industry's Largest Service Studios

TECHNICOLOR IN-THE-EAST

Complete facilities for Technicolor—permanent staff, trained and operating under Technicolor supervision.

FEATURE PRODUCTION

Seven stages, over 50,000 square feet of stage space completely equipped for major production purposes.

SHORT FILMS

Three programs now in work, over 100 reels of short product annually (not including 16-millimeter films).

NEWSREELS

Sixth year of continuous recording service for the leading newsreel producers.

SCREEN TESTS

Major companies use our facilities exclusively for testing talent in New York.

NON-THEATRICAL

Studio headquarters for Audio Productions, Inc., Erpi Classroom Films, United States Film Service and other producing groups.

LOCATIONS

Complete equipment for location shooting, background process and similar services.

SPECIAL EVENTS

Mobile sound equipment, camera cars, all facilities for special events coverage.

OTHER SERVICES

Optical department, animation department, art department—all under one roof.

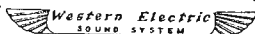
COMPLETE FACILITIES

Permanent, trained personnel, office services, air-conditioned cutting and projection rooms—everything for production.

EASTERN SERVICE STUDIOS

A Division of Audio Productions, Inc.

35-11 35th Avenue, Long Island City, New York



FRANK K. SPEIDEL,
President

CHARLES L. GLETT
Vice-pres.

(West Coast Facilities—6625 Romaine Street—Hollywood, California)

INDEX—Continued

Religion.....See Programs	Station Representatives.....	845- 854
Representatives, Station.....	Transcription	265- 271
Research Organizations.....	Set Owners, Percentage of Sub-	
Revenue:	scribing to Telephones (by	
ASCAP, 1937 and 1938.....	Income Groups).....	86 & 88
Combined Broadcasting Indus-	Set Ownership:	
try Income Statement, 1938.....	Auto Radio, Percent Rural	
NBC-CBS from Ranking Indus-	Families Owning.....	154
tries, 1933-38.....	By Years.....	161- 162
NBC-CBS from Ranking Spon-	Canadian, by Province.....	819
sors, 1936-38.....	Percent of, by Years.....	161- 162
Network, by Agencies, 1938... 182- 186	Rural, by Geographic Areas... 155	
Network, by Industry Classifi-	Rural Families with Two or	
cation, 1938.....	More Sets.....	154
Network, by Sponsors, 1938... 170- 179	Rural, Median Number of	
Network, by Years.....159-160 & 167	Years	154
Network Day and Evening, by	Rural, Related to Median	
Years	Hours of Daily Use.....	155
Station, by Metropolitan Dis-	U. S., by States and Counties.. 574 ff	
tricts, 1937.....	Urban and Rural as of Jan. 1,	
Station, by States and Geo-	1938	153
graphic Areas, 1937.....	Sets, Radio:	
Time Sales, 1937.....	Canadian Tax on.....	819
Time Sales, 1938.....	Cost of Electricity and Bat-	
Total Radio, by Years.....159-160 & 167	teries, 1938.....	181
Ricordi, G. & Co. (Milan), Com-	Cost of Purchase, Operation,	
plete Particulars of.....	Repair and Upkeep, 1938.... 181	
Rural Radio:	Cost of Repair Services, 1938.. 181	
Basic Radio Ownership Fac-	Distribution of by Income	
tors by Economic Groups... 154	Groups	86 & 89
Comparison of Rural and Ur-	Parts and Supplies Used in	
ban Set Ownership.....	Repairing, 1938.....	181
Joint Committee on Radio Re-	Sales by Dollar Volume, 1938.. 181	
search Study.....	Sales of (Plus Other Appa-	
Median Hours of Daily Set	ratus for Radio Reception),	
Use	by Years.....	161- 162
Ownership Factors by Geo-	Television, Price of.....	885
graphic Areas.....	Television, Sales of.....	885
Programs (Daytime) Com-	Use by Month and Season.... 132- 135	
pared with Urban Popu-	Showmanship, Variety Awards.. 440- 441	
larity	Society of European Stage Au-	
126- 129	thors and Composers, Inc.,	
Programs (Evening) Com-	Complete Particulars of.. 251- 252	
pared with Urban Popu-	Society of Jewish Composers,	
larity	Publishers and Song	
122- 125	Writers, Complete Partic-	
Sets in Use, Monday-Friday... 156	ulars of.....	252
Sets in Use, Saturday.....	Soft Ball.....See Sports	
157	Song-Patter Teams.....See Programs	
Sets in Use, Sunday.....	Songs:	
158	Popular, 1929-38.....	253- 254
	Radio Life of "Hits".....	252
	Special Events, C. A. B. Ratings. 103- 105	
	Speeches, C. A. B. Ratings..... 103- 104	
	Sponsors:	
	Baseball, Atlantic Refining Co. 858- 859	
	Baseball, General Mills.....	855- 858
	CBS, Gross Expenditures, 1938 170- 172	
	How Their Leading 20 Pro-	
	grams Attained Leadership.. 132 & 136-145	
	Initial Ratings of Programs	
	and Sponsored Life of..... 146- 151	

S

SESAC—See Society of European Stage	
Authors and Composers, Inc.	
Sales, Radio Time.....See Revenue	
Scripts:	
Buyers, Advertising Agency.. 205- 247	
Writers, Network Commercial	
Programs, 1938-39.....	452- 529
Semi-Classical Music.....See Programs	
Serial Drama.....See Programs	
Services, Radio:	
News	264- 265
Research	262- 264



Western Electric

**EQUIPPED FOR
BETTER BROADCASTING**

These six words convincingly
testify to a station's ability
to provide the finest technical
facilities for the job of
broadcasting.



DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York. In Canada and Newfoundland:
Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

INDEX—Continued

<i>Sponsors (Contd):</i>	
Local, Net Time Sales, 1938...	169
Mutual, Gross Expenditures, 1938	173
National and Regional Spot, Net Time Sales, 1938.....	169
NBC, Gross Expenditures, 1938	174- 177
NBC Policies Regarding.....	555 ff
NBC-CBS Revenue from Ranking Industries, 1933-38.....	179
National Spot, Net Time Sales, 1937	170
Network, National Spot and Regional, List of 825.....	187- 204
Network, Programs by Type, 1937-39	447- 451
Network Programs, 1938-39, Complete Particulars of....	452- 529
Network Revenue by Industries, 1938.....	180
Network, Total Net Time Sales, 1937.....	170
Network, Total Net Time Sales, 1938.....	169
Political, CBS 1938 Expenditures	178
Political, Mutual 1938 Expenditures	178
Political, NBC 1938 Expenditures	178- 179
Ranking Expenditures with NBC-CBS, 1936-38.....	181
Ratings on Five Leading Daytime Programs Since March, 1930	99- 102
Ratings on Ten Leading Evening Programs Since March, 1930	92- 98
Ratings on Twenty-five Leading Evening Programs and Ten Leading Daytime Programs, Oct., 1938-April, 1939	91
Sports, Noted by U. S. and Canadian Stations.....	859- 884
Total Net Time Sales to in 1937	170

SPORTS 855-884

<i>{ Baseball 1939: General Mills and Co-Sponsors — 855-858; Baseball 1939: Atlantic Refining Co.—858-859; Station Records on Sponsored Sports: Summer 1938-Spring 1939 —859-884 }</i>	
Sports:	
C. A. B. Ratings on.....	104- 105
See also Programs	
Spot Radio:	
Advertisers	187- 204
Agency Time Buyers.....	205- 247
Definition of.....	205

Revenue, by Stations by Metropolitan Districts: 1937.....	164- 166
Revenue, National and Regional, 1938.....	169
Revenue, National, 1937.....	170

STATION REPRESENTATIVES:

845-854

Stationery-Publishers, Network Revenue from, 1938.....	180
--	-----

STATIONS 569-844

{ U. S. Stations Classified by Wattage—569; Location of U. S. Stations—570-573; U. S. Stations, Complete Particulars of—574-810; Alaskan Stations, Complete Particulars of—811; Hawaiian Stations, Complete Particulars of—811-812; Canadian Set Ownership, 1938—819; Canadian Stations, Complete Particulars of—819-838; Canadian Broadcasting Corp. Officers—838; National Association of Broadcasters, Officers and Committees—839-844; National Association of Broadcasters' Presidents Since 1923—844; National Association of Broadcasters' Conventions, 1923-38—844 }

STATIONS, ALASKA 811

STATIONS, CANADA 819-838

STATIONS, HAWAII 811-812

STATIONS, U. S. 574-810

Stations:

Baseball Schedule for Atlantic Refining	858- 859
Baseball Schedule for General Mills	855- 857
Classified by Wattage (U.S.)..	569
Facsimile, Particulars of.....	892- 894
Facsimile, Using High Frequencies	894
Location of (U.S.).....	570- 573
Mentioned by Radio Editors..	985-1023
Number Affiliated with Networks, by Years.....	161- 162
Number of, by Years.....	159- 160
Procedure Before the FCC—See Federal Communications Commission	
Revenue—See Revenue	
Sports, Complete Records....	859- 884
Television, Complete Particulars of	886- 888
Television, List of.....	889
Variety Showmanship Awards.	440- 441
Super-Power—See Federal Communications Commission	

BENNY GOODMAN

**AND THE
WORLD'S GREATEST SWING BAND**

•

WALDORF ASTORIA HOTEL

New York City

Opening October 6

•

CAMEL CIGARETTES

Fourth Consecutive Year

NBC Network, 10-10:30 P. M., EDST

•

VICTOR RECORDS

•

Exclusive Management:
MUSIC CORPORATION OF AMERICA

INDEX—Continued

T

TALENT1029-1352

{ 5,625 Professional Records—1029-1346; Artists Bureaus, List of—1347-1349; Program Producers, List of—1349-1352 }

Talent:

Advertising Agency Buyers... 205- 247
Cost to Radio Industry, 1938... 168
Network Commercials, 1938-39 452- 529
Popularity Polls..... 442- 446
Radio Industry Income from Sale and Placing of, 1938.... 168

Talks.....See Programs

Tape Transmission, Producer of. 271

Taxes:

Canadian Set..... 819
State and Federal Paid by Radio Industry, 1938..... 168

TECHNICAL RESEARCH...885-895

{ Television, 1938-39—885-886; Television Stations, Particulars of—886-888; Television Stations, List of—889; Television Terms—890-891; Facsimile Broadcasting, Developments of—891-892; Facsimile Stations, Particulars of—892-894; Facsimile Stations Using High Frequencies, List of—894; Consulting Radio Engineers, List of—895 }

Telephones:

Correlation of Program Ratings Between Subscribers and Total Families..... 86 & 90
Percentage of Set-Owners Subscribing (by Income Groups) 86 & 88

Television:

Developments of 1938-39..... 885- 886
English Developments..... 957
FCC Regulation of..... 956- 960
Legislation Ament Prize-Fights 960
Operating Costs..... 886
Programming 886
RMA Standards.....885 & 958
Set Sales..... 885
Sets, Price of..... 885
Stations, Complete Particulars of 886- 888
Stations, FCC Allocations.... 952
Stations, List of..... 889
Terms, Glossary of..... 890- 891
Transmitters, Cost of..... 885- 886
Texas Quality Network..... 565
Texas State Network, Inc..... 565- 566
Thompson, Frederick Ingate, Biography 977
Time Sales, Radio.....See Revenue
Titles, Program..... 273- 439

Trade Journals, Radio..... 1023-1026
Transcriptions:

Libraries Used by Stations..See Stations
MPPA License..... 250
Producers, Particulars of..... 265- 271
SESAC License..... 252

Transmitters:

Facsimile, Cost of..... 891
Television, Cost of..... 885- 886
Transradio Press Service and Facsimile 960

TRENDS 33-166

{ Cooperative Analysis of Broadcasting: Details of 10 Years of Network Program Analysis with Charts—33-151; Rural Radio Survey—152-158; A Bookkeeper's Radio History—159-162; Analysis of Radio Homes, Retail Sales and Station Net Sales, 1937—163-164; Income Items by Broadcast Stations by Metropolitan Districts, 1937—164-166; NBC-CBS Day vs. Evening Revenue, 1931-38—166 }

Tubes, Dollar-Volume Sales, 1938 181

U

UNIONS530-538

{ Developments of, 1938-39—530; American Federation of Radio Artists Code of Fair Practice—531-538 }

Urban and Rural Set Ownership. 153

V

Variety Showmanship Plaques.. 440- 441
Village Radio—See Rural Radio
Virginia Broadcasting System, Inc. 566

W

WLW vs. FCC..... 921
WPA Federal Theatre Radio Division 260- 262
Walker, Paul Atlee, Biography.. 978
West Virginia Network..... 566
Wisconsin Radio Network..... 566
Women's National Radio Committee, Fifth Annual Awards 446
World-Telegram (New York) Eighth Annual Newspaper Editors Radio Poll..... 444- 446
World Transcription System.... 566

Y

Yankee Network, Inc..... 566- 567

Z

Z Net..... 567

Index to Advertisers

A

Aces, Easy.....	1070
Air Features, Inc.....	1072
Armbruster, Robert.....	1114
Ayer, N. W., & Son, Inc.....	10

B

Beloin, Ed.....	1138
Benchley, Robert.....	1036
Benton & Bowles—Chicago, Inc.....	209
Betts, Harold.....	1074
Blakstone, Nan.....	1116
Broekman, David.....	1076
Bryan, Arthur Q.....	1078
Burton, Kenneth.....	1114
Butterworth, Wally.....	1094

C

CKLW, Detroit, Mich.....	672
California Radio System.....	592
Cherniavsky, Josef.....	1116
Coghlan, James J.....	1118
Colonna, Jerry.....	1118
Columbia Broadcasting System Inside Front Cover	
Columbia Pacific Network.....	582
Consolidated Radio Artists, Inc.....	1038
Conte, John.....	1120
Courboin, Dr. Charles M.....	1080
Crosby, Bob.....	1040
Crossley, Inc.....	32

D

Daily Variety.....	1024
De Camp, Rosemary.....	1120
Dolan, Robert Emmett.....	1122
Don Lee Broadcasting System.....	586
Dooley, Phil.....	1122
Duchin, Eddy.....	1082

E

East, Ed.....	1084
Eastern Service Studios.....	24
Easy Aces.....	1070
Edwards, Ralph.....	1032
Emery, Bon.....	1124

F

Free & Peters, Inc.....	852
Frey, Fran.....	1086
Froman, Jane.....	1042
Frost, Alice.....	1126
Fulton, Jack.....	1044

G

Garson, Hank.....	1036
Glaser-Consolidated Attractions, Inc.....	1046
Gluskin, Lud.....	1090
Goodman, Benny.....	28
Goodwin, Bill.....	1134
Gordon, Dorothy.....	1126
Gosch, Martin.....	1036
Grouch Club.....	1092

H

Hiken, Nat.....	1092
Hildegard.....	1030-1031
Hodek, Frank.....	1128
Hoff, Carl.....	1128
Hope, Bob.....	1048
Horan Engraving Co.....	1350

J

Johnson, Parks.....	1094
---------------------	------

K

KDYL, Salt Lake City, Utah.....	788
KEX, Portland, Ore.....	748
KFI, Los Angeles, Calif.....	590
KFNF, Shenandoah, Iowa.....	640
KFWB, Los Angeles, Calif.....	584
KFYR, Bismarck, N. D.....	728
KGW, Portland, Ore.....	748
KLZ, Denver, Colo.....	600
KIRO, Seattle, Wash.....	798
KMBC, Kansas City, Mo.....	686
KMOX, St. Louis, Mo.....	690
KOIN, Portland, Ore.....	750
KRNT, Des Moines, Iowa.....	643
KSL, Salt Lake City, Utah.....	789
KSO, Des Moines, Iowa.....	642
KSTP, Minneapolis-St. Paul.....	678
KVOR, Colorado Springs, Colo.....	600
KYA, San Francisco, Calif.....	596
Kastor, H. W., & Sons Advertising Co.....	14
Kibbee, Roland.....	1092
King Sisters.....	1096
Kurtzman, Sam.....	1130
Kyser, Kay.....	1050

L

Lasky, Jesse.....	Inside Back Cover
Leaf, Ann.....	1130
Lehr, Lew.....	1098
Le Roy, Harry.....	1132
Lescoulie, Jack.....	1092
Lewis, Al.....	1036

C. A. B. INTRODUCTION

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

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

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

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

Thus the C. A. B. was born.

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

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

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

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

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

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

New York City
July 20, 1939

A. W. Lehman, Manager.

NETWORK PROGRAM HISTORY 1930-1939

(Prepared and Written by the Cooperative Analysis of Broadcasting)

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

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

MARCH TO JUNE 1930

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

At that time the report stated:

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

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

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

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

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

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

Programs by Types

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

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

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

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

Sets in Use

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

JULY TO OCTOBER 1930

The second comprehensive report covered the period from July to October 1930. The principal conclusion drawn was that *"the program makes the audience."* There was much discussion of the competition for

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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. Tastyest had several programs and featured a prize contest. The Tastyest 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, Tastyest 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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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).

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

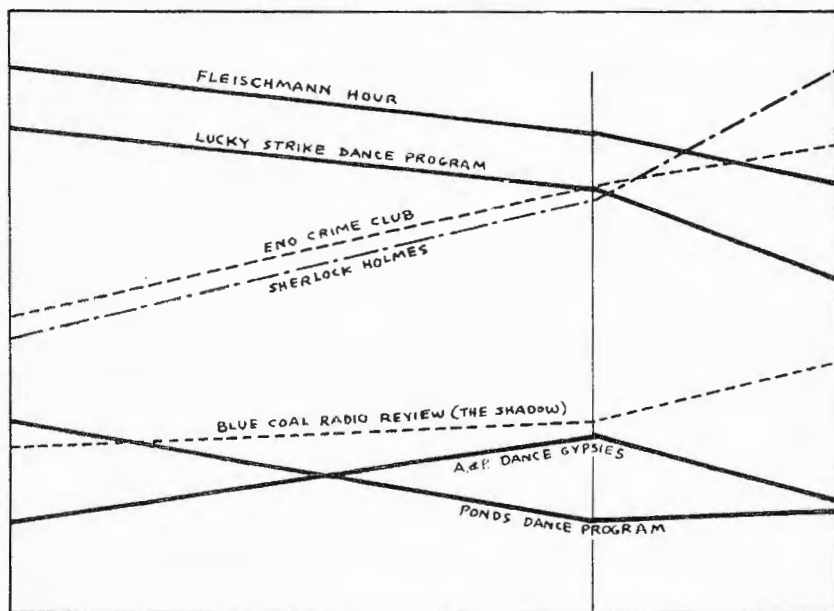
Newcomers among the leading programs since the year before were Eno Crime Club, Sherlock Holmes, The Goldbergs, Myrt & Marge, Voice of Firestone and Sinclair Minstrels. Changes in program content had arrested the decline of various shows. The Parade of the States had been substituted for the General 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-

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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 Lavis, 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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1933—Continued

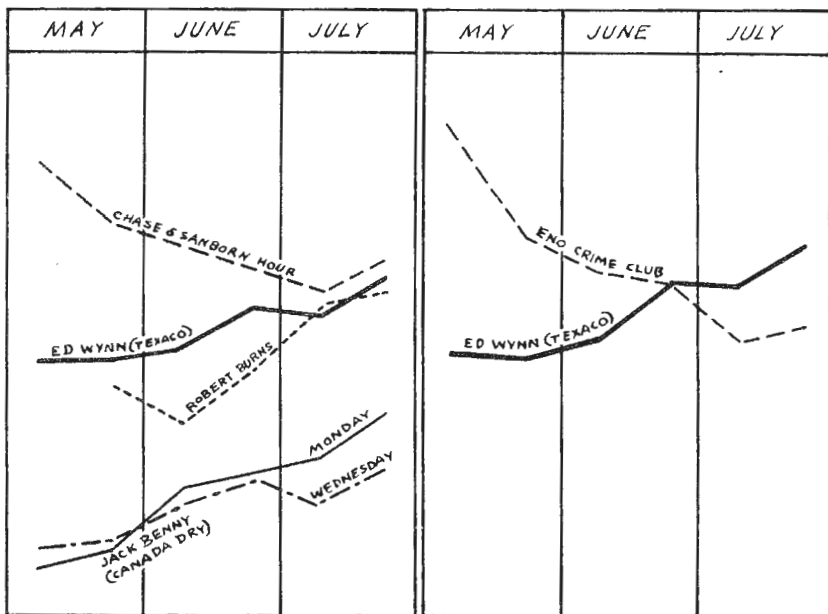
before 9 P.M. But despite that come-back, we find only 46.8 of set owners using their sets at that time in the past winter. The winter season has shown an increase throughout the day except a very slight decline (week-day 0.7; Saturday 0.7; Sunday 0.9) before 9 A.M., Sunday afternoon, has shown a return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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.*

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

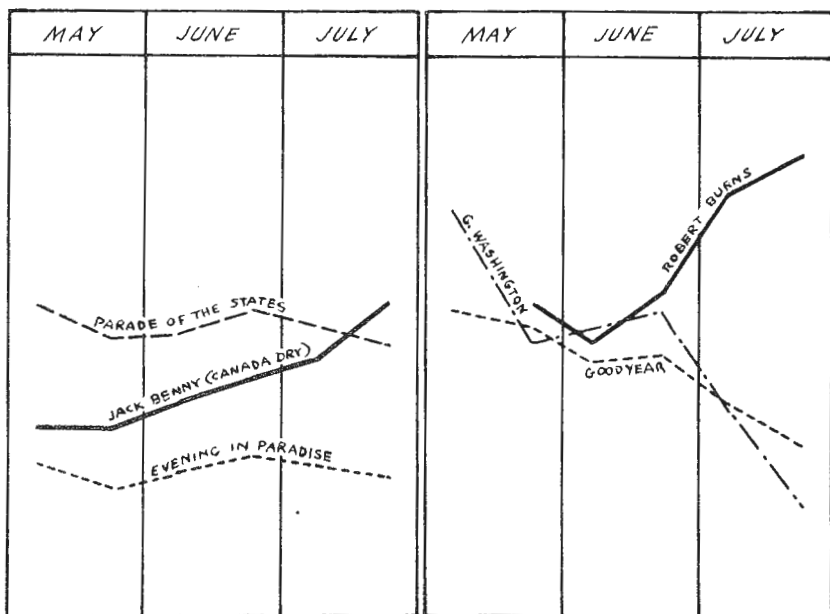
NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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. New-comers 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 Tooth-powder, 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

* 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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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 BiSoDoI, 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-

NETWORK PROGRAM HISTORY 1930-1939—Continued

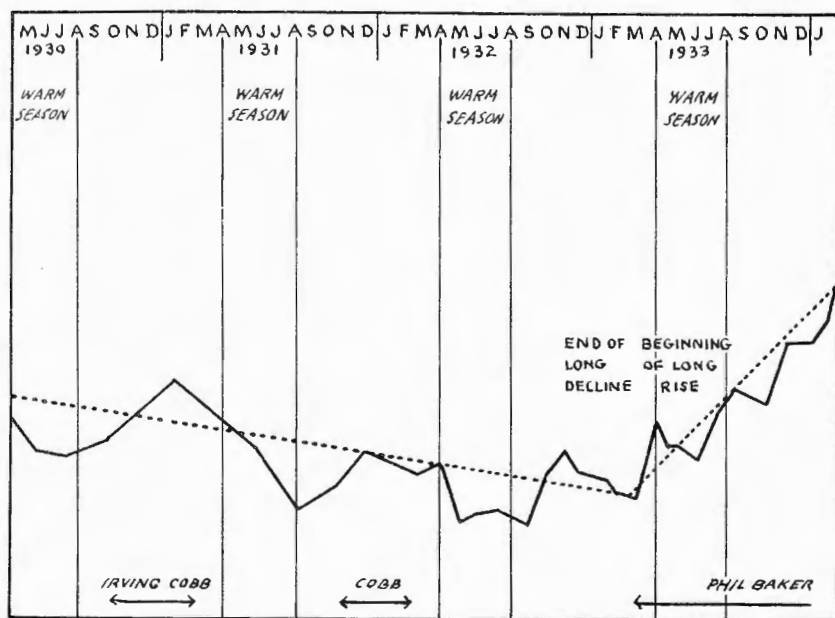
sistently in the past year and the Fleischmann Hour had risen sensationally. Gulf Headliners with Will Rogers rated ahead of Ed Wynn. John McCormack and Lowell Thomas rated equally at a highly respectable figure. Lucky Strike's Magic Carpet climbed substantially and ranked well up among the leaders.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

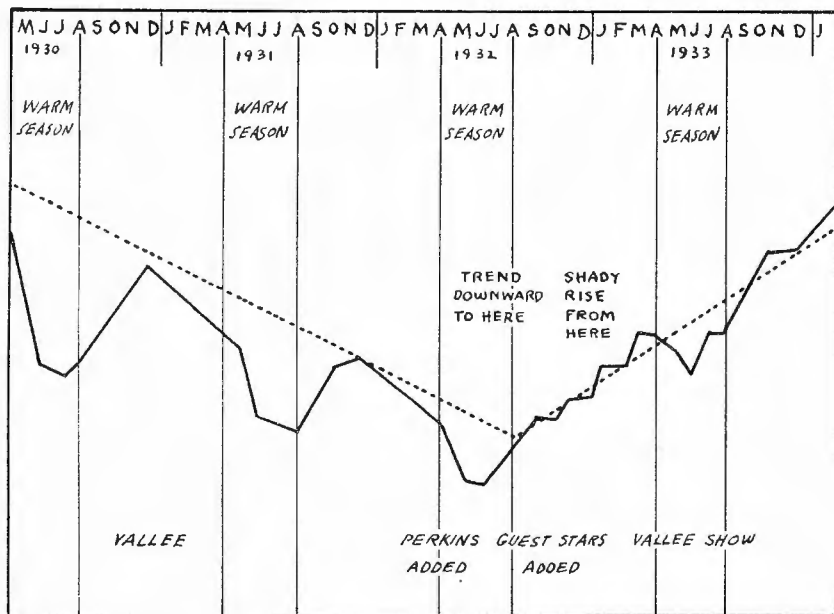
NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

Return of "A" and "B" Listening

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

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

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

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

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

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

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

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

MARCH TO JUNE 1934

The C.A.B. Report for the period March to June 1934 showed a number of changes in the ranking of evening programs compared to the same period of the preceding year. Newcomers to the first 10 were:

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

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

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

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

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

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

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

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

Further analysis of the 10 leaders in the spring of 1934 showed that two were broadcast on Sunday night, three on Tuesday, one on Wednesday, three on Thursday, while one was broadcast five nights a week. One was spotted at 7 o'clock, one at 7:30, two at 8, two at 9, two at 9:30, and two

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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 (Pebecco), 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 Sothorn (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 (Klenex), 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.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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 out-ranked all other shows. In a similar manner, but to a lesser degree, Town Hall Tonight worked up from sixth place in March to fourth in April, third in May, and second in June. Jack Benny, who for the first three months had held a good lead, was superseded by this pair of shows in June.

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

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

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

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

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

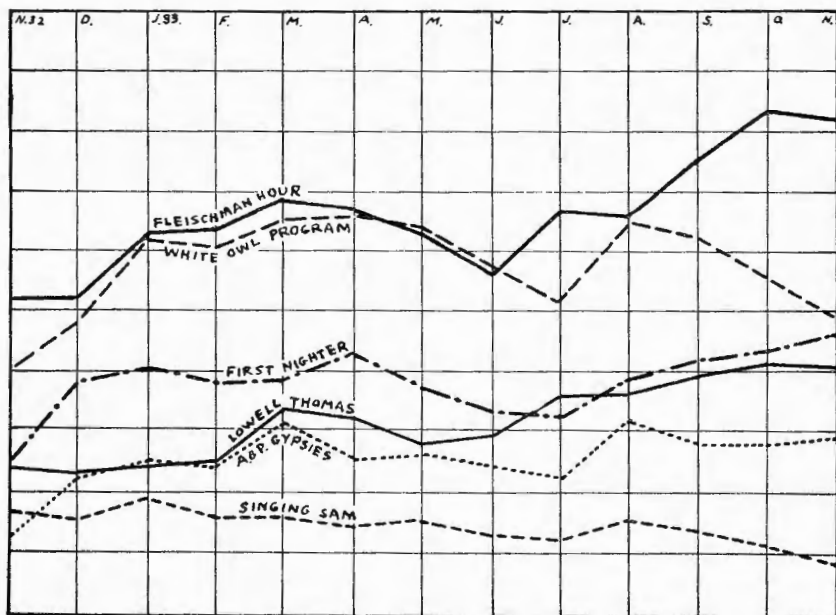
**Editor's Note: It was not without justification that the C.A.B. classified these programs as "personality programs" in 1935, whereas today they would be classified as "variety." In 1935 the sponsor and his agency as yet had not added the frills—the twists—which later changed the personality show into a variety show. It took experience in programming on the part of the program builders to work this transformation. In the early days, for sheer lack of experience in program building, the name star was handed a block of time and ordered to fill it. Hence, it was not unnatural that the name star so dominated the time spot that the performance came close to being a solo turn. It is difficult to assign dates to the subtle changes that later took place. Suffice it to say that the C.A.B.'s "personality" classification in 1935 was still fairly valid.*

NETWORK PROGRAM HISTORY 1930-1939—Continued

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. Beseet with less competition in summer than in winter, they build up a momentum which safely carries them through more troubled times. The C. A. B. charted this rule-of-thumb five years ago via the diagram shown above. (Also see text, page 79).

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

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

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

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

JUNE TO SEPTEMBER 1935

The months June to September saw the departure of more programs either seasonally or permanently with varying effect upon the rankings of the remaining shows. Major Bowes easily held first place through the summer months and in September his rating jumped 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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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.*

NETWORK PROGRAM HISTORY 1930-1939—Continued

in sixth. Burns and Allen (Campbell) wound up in seventh spot, having been fourth, fifth and sixth twice each. Phil Baker (Gulf) landed in eighth place in January, February and April, but otherwise was not among the first 10. Baker's Broadcast (Ripley-Hilliard-Nelson) was in sixth, seventh, eighth and twice in ninth place (including April). Hollywood Hotel was seventh twice, eighth twice, ninth once, eleventh once and finished in 10th spot. Shell Chateau (Jolson) placed ninth twice, 10th three times and was out of the list in April. Eddie Cantor (Pebecco) 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 day-time 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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

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

Current Favorites Enter

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

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

This period ushered in some new daytime programs, among them American Pageant of Youth (a new Tastyeast venture succeeding Tastyeast Opportunity Matinee), the Man From Cook's (travel talk), Backstage Wife for Sterling Products (strip show), David Harum for B. T. Babbitt (destined to become one of the more popular serials), Forever Young (later Pepper Young's Family) for Procter & Gamble, How to Be Charm-

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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 fore-runner 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*.

NETWORK PROGRAM HISTORY 1930-1939—Continued

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,

NETWORK PROGRAM HISTORY 1930-1939—Continued

not broadcast in May, but 10th in July and August; Mary Marlin, second in May and June, then off the air; Five Star Jones, ninth in June; The Goldbergs, 10th in June, then off the air; Just Plain Bill, seventh in May, and off the air thereafter; and Rich Man's Darling, 10th in May and off for the summer.

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

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

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

STANDARD TIME PERIOD 1936-7

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

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

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

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

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

NETWORK PROGRAM HISTORY 1930-1939--Continued

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

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

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

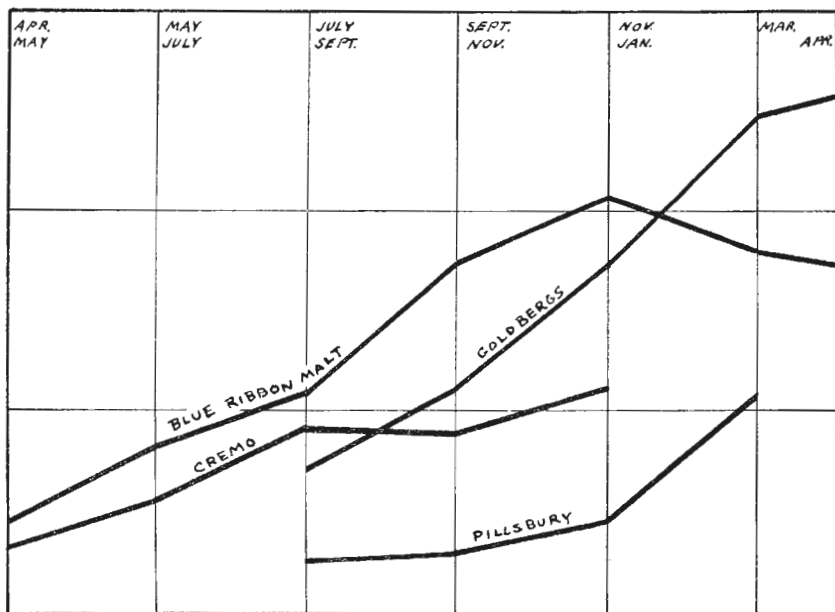
The most popular program with all income groups was Jack Benny. Programs which appealed more to the top income class than to the others were: Packard Hour (Fred Astaire), Ford Sunday Evening Hour, General Motors Concert, Cities Service Concert, Vick's Open House (Nelson Eddy), Voice of Firestone, Helen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

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

Among the new programs were: Do You Want to Be An Actor?, Chase & Sanborn's successor to Good Will Court, Arnold Johnson's 1937 Radio Show took the place of National Amateur Night for Health Products. Woodbury's Rippling Rhythm Revue with Shep Field's orchestra succeeded Paul Whiteman's Musical Varieties. Ma and Pa, a five-a-week

NETWORK PROGRAM HISTORY 1930-1939—Continued

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).

NETWORK PROGRAM HISTORY 1930-1939—Continued

air, but in April, Serval 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;

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

for all 10 of Procter & Gamble's daytime shows during the period was a little over 4.2%, compared with a median rating for all daytime fifteen-minute programs of 2.8%.

MAY TO SEPTEMBER 1937

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

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

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

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

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

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

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

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

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

There were numerous program changes during the five-month period. Gulf Oil substituted Good Gulf Summer Stars, a musical revue with Harry Von Zell, Oscar Bradley's orchestra and guest stars for Phil Baker. Baker's Broadcast (dramatization of Robert L. Ripley's "Believe-It-or-Not" sketches) changed to the Fleischmann Program, a musical revue with Loretta Lee and an orchestra conducted by Werner Janssen. During June, July and August, Ford substituted Universal Rhythm, another musical revue, with Richard Bonelli, 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-

NETWORK PROGRAM HISTORY 1930-1939—Continued

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,

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

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 Pep-sodent 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-

NETWORK PROGRAM HISTORY 1930-1939—Continued

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

NETWORK PROGRAM HISTORY 1930-1939—Continued

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).

NETWORK PROGRAM HISTORY 1930-1939—Continued

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).

DISCUSSION OF CERTAIN PHASES OF C.A.B. TECHNIQUE

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

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

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

Upper vs. Lower Income Groups

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

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

Phone Subscribers vs. Non-Subscribers

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

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

Homogeneity of Taste by Classes

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

With these facts established, it was a simple matter for trained investigators to apportion their work among economic levels in accordance with set ownership. The C.A.B. sample is an adequate, properly weighted sample.

CHART I

DIVERGENCE OF PROGRAM RATINGS IN UPPER & LOWER INCOME GROUPS

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

(From a C. A. B. Study in 1937)

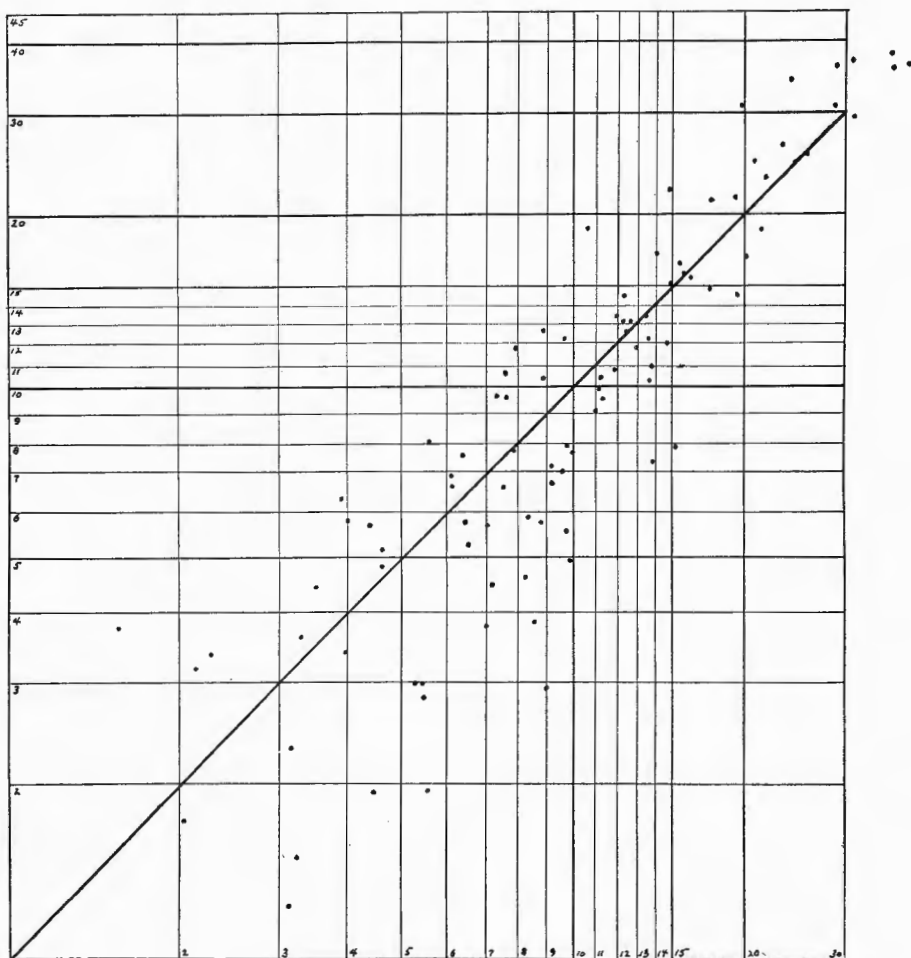


CHART II PERCENTAGE OF SET-OWNERS HAVING TELEPHONES

[BY INCOME CLASS]

[BASED ON ONE TYPICAL EASTERN CITY]

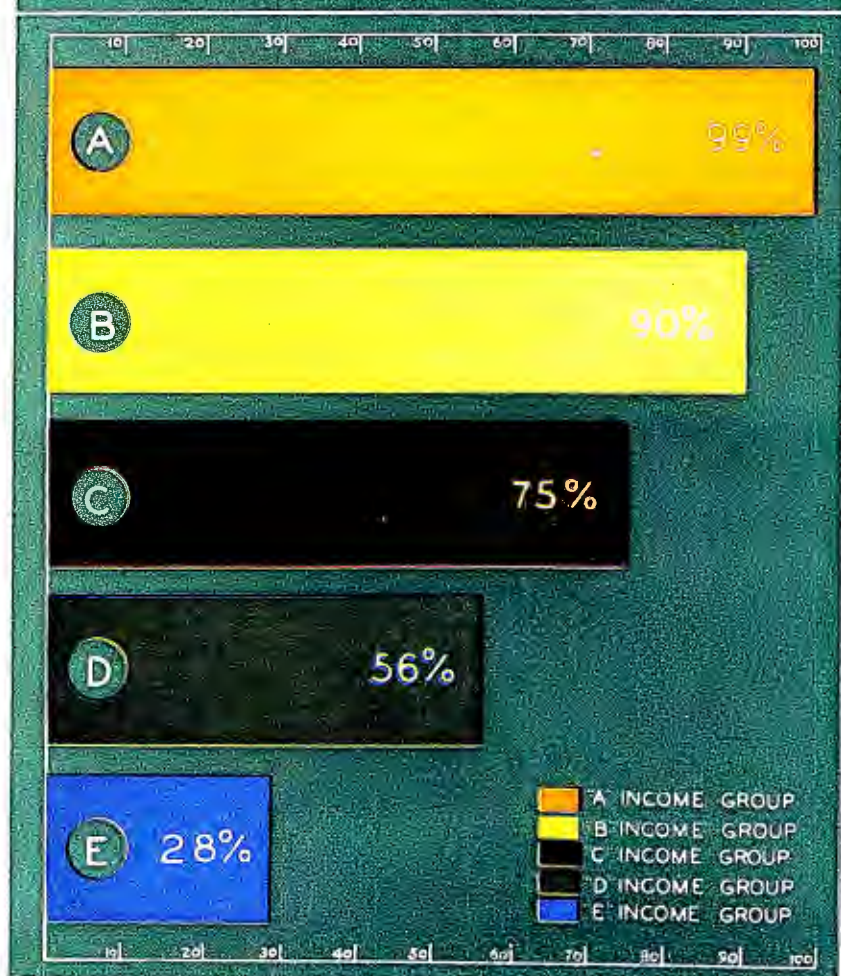


CHART III OWNERSHIP OF RADIO SETS BY INCOME CLASSES

[BASED ON A STUDY CONDUCTED IN 1937]

TOTAL = 100%

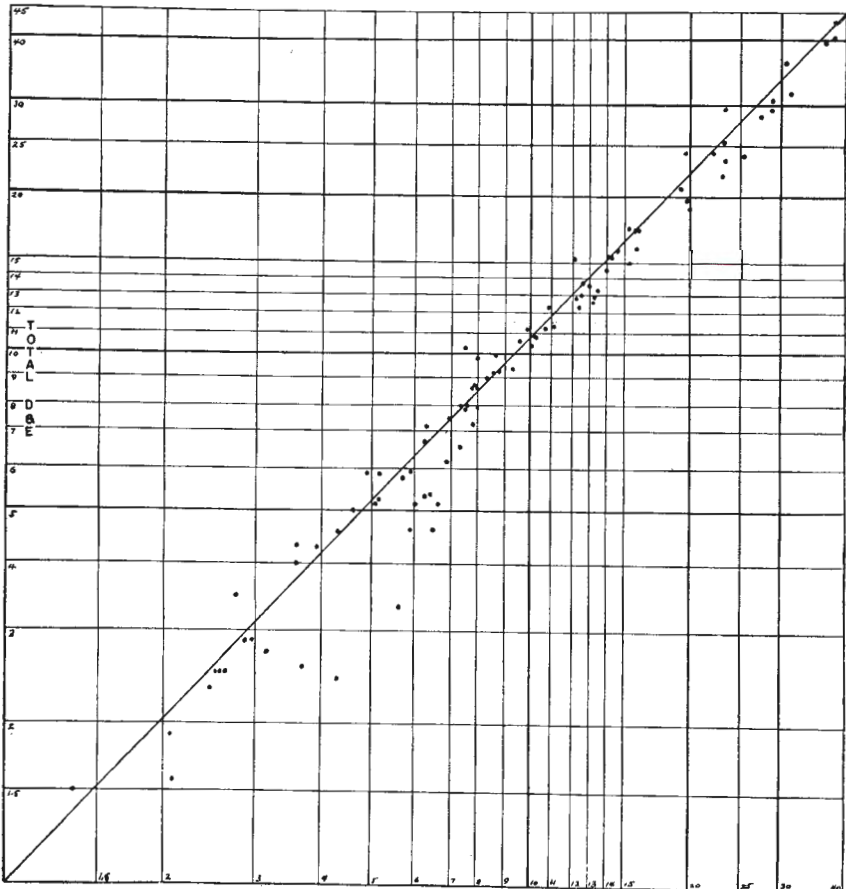


CHART IV

RELATIONSHIP OF PROGRAM RATINGS: TOTAL D&E FAMILIES AND D&E'S WITH TELEPHONES

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

(From a C. A. B. Study in 1937)



TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1938—APRIL 1939

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
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		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
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. Oct. Dec.	6.6	7
8. Big Sister (Rinso).....	6.5	Mar.	7.3	Oct.	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

THE 10 LEADING EVENING PROGRAMS SINCE MARCH, 1930

(Set Owners=100%)

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

MARCH 1930—FEBRUARY 1931

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

(Evening Leaders—Continued)

MARCH 1931—FEBRUARY 1932

1. Amos 'n' Andy (Pepsodent)	33%
2. Lucky Strike (B. A. Rolfe Orch.)	19%
3. Chase & Sanborn (Cantor; Rubinoff)	18%
4. Rudy Vallee (Fleischmann)	16%
5. Palmolive Hour (musical)	13%
6. True Story (drama)	12%
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%

(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%

(Evening Leaders—Continued)

MARCH 1935—SEPTEMBER 1935

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

OCTOBER 1935—APRIL 1936

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

(Evening Leaders—Continued)

MAY 1936—SEPTEMBER 1936

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

OCTOBER 1936—APRIL 1937

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

(Evening Leaders—Continued)

MAY 1937—SEPTEMBER 1937

1. Jack Benny (Jell-O)	24%
2. Major Bowes Amateur Hour (Chrysler)	22%
3. Lux Radio Theatre	21%
4. Chase & Sanborn Program (Don Ameche; Edgar Bergen; Dorothy Lamour, etc.)	19%
5. Eddie Cantor (Texaco)	17%
6. Town Hall Tonight (Fred Allen)	16%
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%

(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%

THE FIVE LEADING DAYTIME PROGRAMS

SINCE MARCH, 1930

(Set Owners=100%)

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

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

MARCH 1930—FEBRUARY 1931

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

(Daytime Leaders—Continued)

MARCH 1931—FEBRUARY 1932

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

MARCH 1932—FEBRUARY 1933

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

MARCH 1933—FEBRUARY 1934

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

(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%

(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%

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

SPECIAL EVENTS RATINGS—Continued

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

{ President Roosevelt Chief Justice Hughes Senator Pittman Speaker Bankhead }

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

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

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

SPORTS

BASEBALL

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

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

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

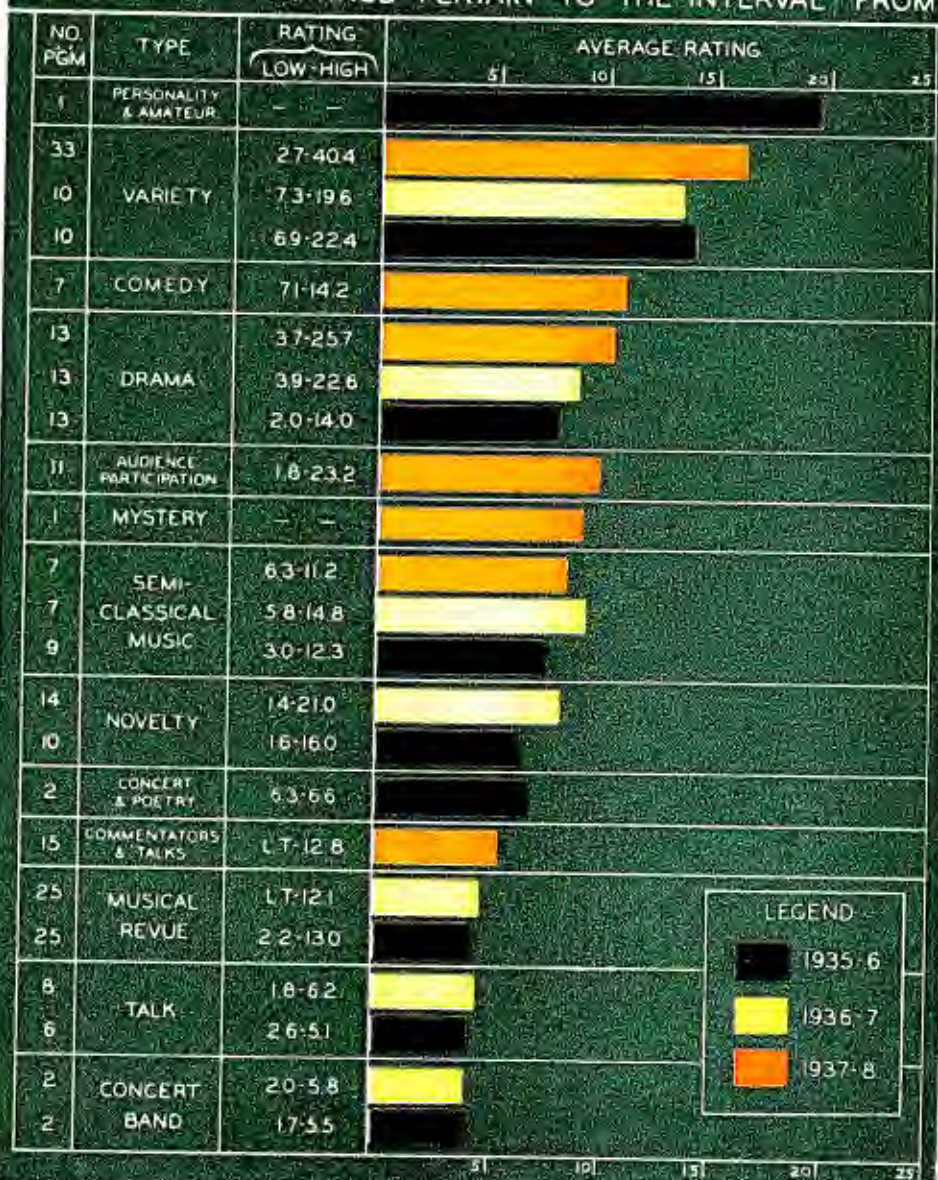
OTHER

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

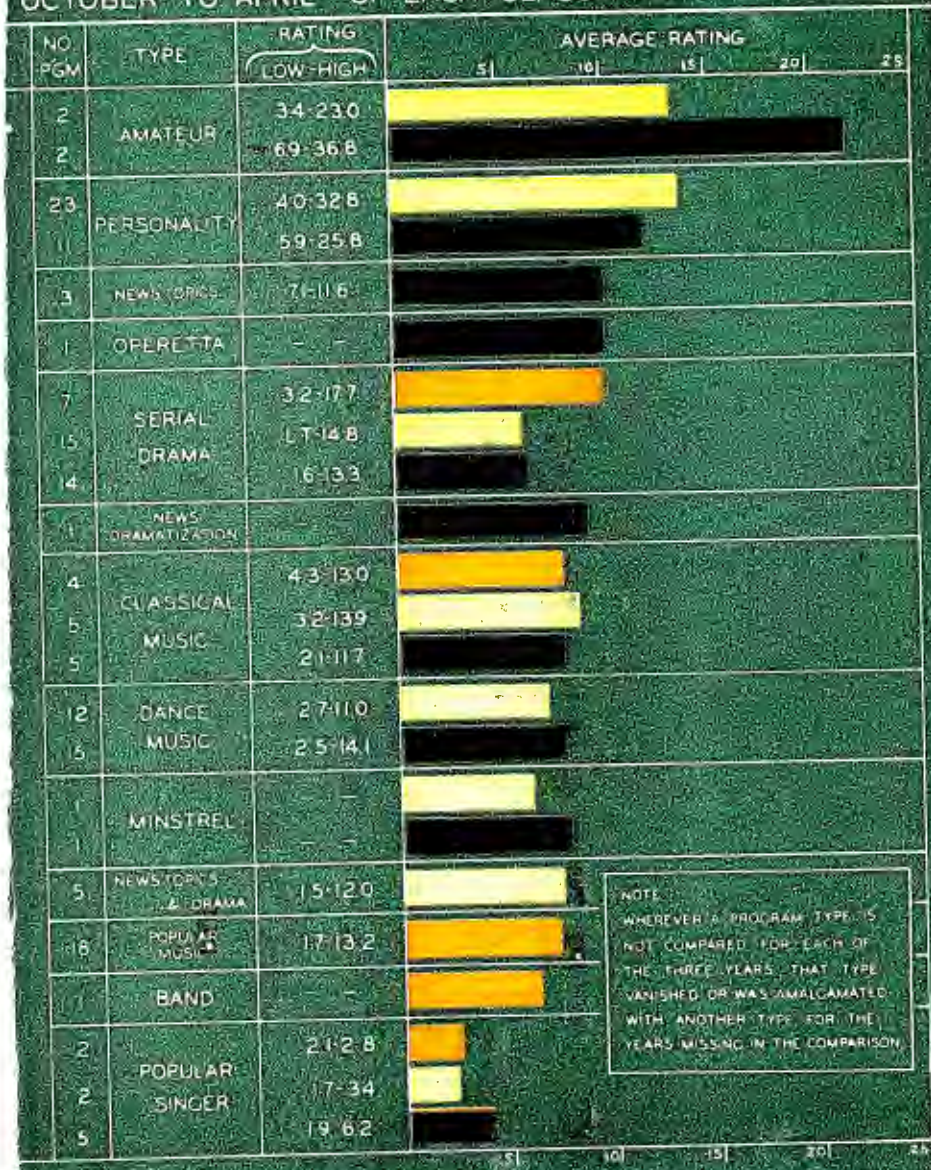
News Broadcasts—Day before Munich Conference, Sept. 28, 1938	16.7
(Note: One out of six programs heard was a news broadcast.)	
Dedication of NBC Hollywood Studios, Dec. 7, 1935	12.0
Ceremonies at Election of Pope Pius XII, March 2, 1939	11.0
Will Rogers Memorial Broadcast, Nov. 23, 1935	7.9
Harvard Tercentenary, Nov. 8, 1935	6.2
Gershwin Memorial Concert, July 10, 1938	3.6
Departure of the China Clipper, Nov. 22, 1935	2.4

EVENING WINTER COMPARED BY RATINGS PERTAIN TO THE INTERVAL FROM



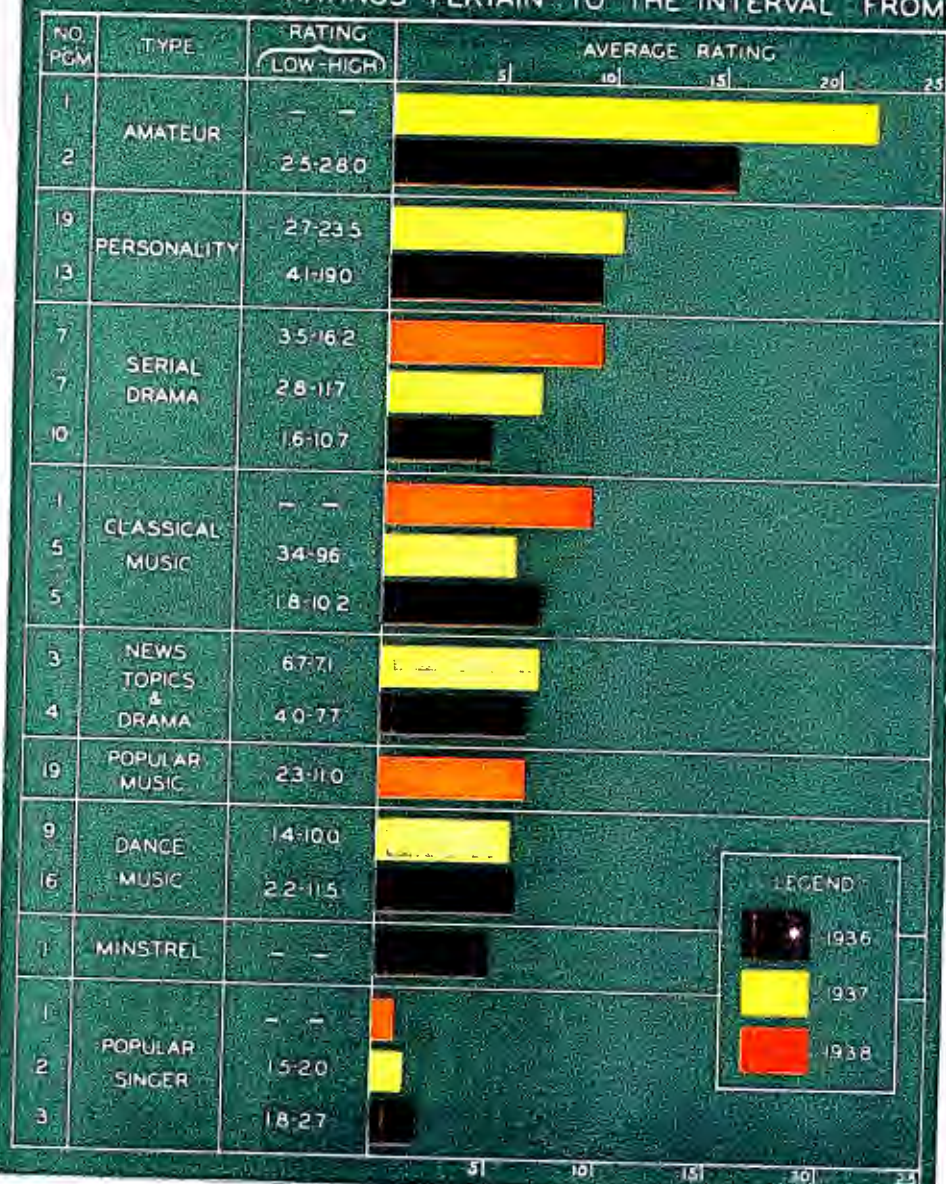
SEASON PROGRAMS TYPE 1935-1938

OCTOBER TO APRIL OF EACH SEASON



EVENING SUMMER COMPARED BY

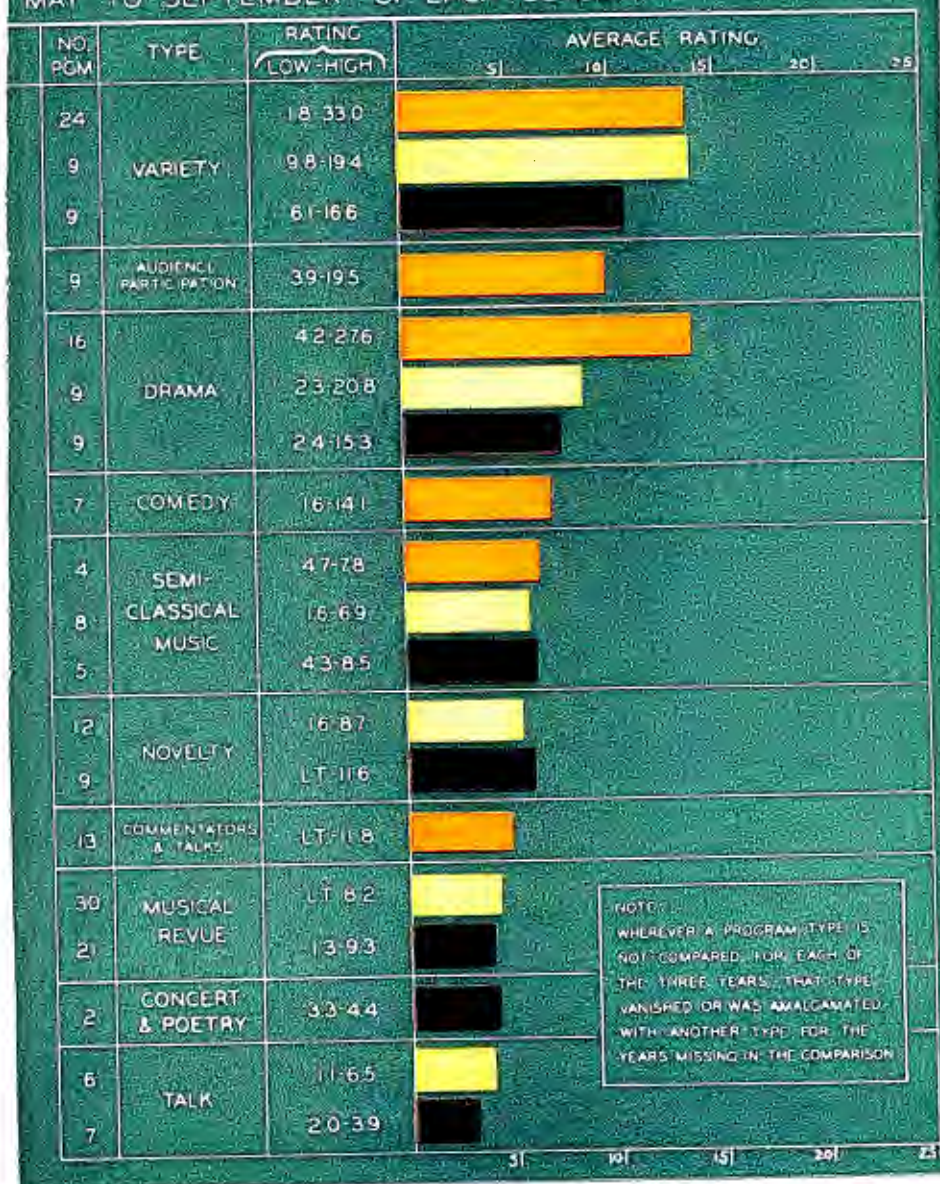
RATINGS PERTAIN TO THE INTERVAL FROM



SEASON PROGRAMS

TYPE : 1935-1938

MAY TO SEPTEMBER OF EACH SEASON



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).

PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING VARIETY PROGRAMS

[30 MINUTE & 60 MINUTE]

OCTOBER 1937 TO APRIL 1938



PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING DRAMA & SERIAL DRAMA [30 MINUTE]

OCTOBER 1937 TO APRIL 1938



(Note Greatest Appeal to "C" Income Group)

PROGRAM TYPE PREFERENCES BY INCOME GROUPS

DAYTIME DRAMA & SERIAL DRAMA [5 MINUTE, MULTIPLE TIMES WEEKLY]

OCTOBER 1937 TO APRIL 1938

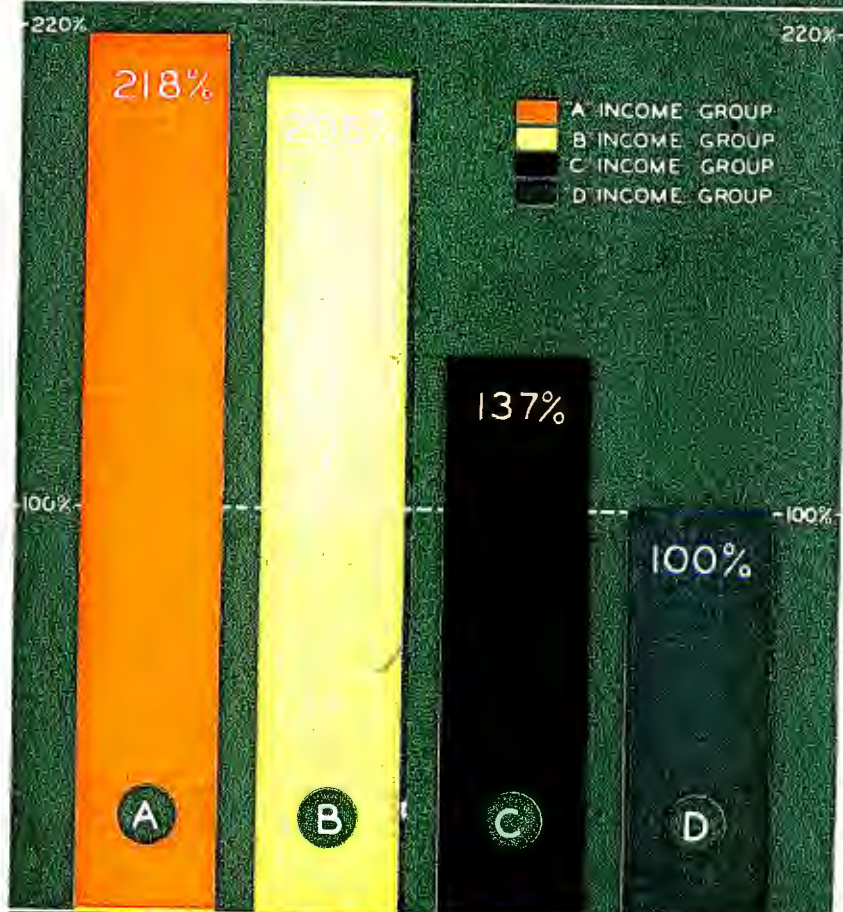


(Note Least Appeal to A + Greatest Appeal to C Groups)

PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING CLASSICAL MUSIC [60 MINUTE]

OCTOBER 1937 TO APRIL 1938



(Note Strong Preference by Higher Income Groups)

PROGRAM TYPE PREFERENCES
BY INCOME GROUPS
EVENING SEMI-CLASSICAL MUSIC
[30 MINUTE]

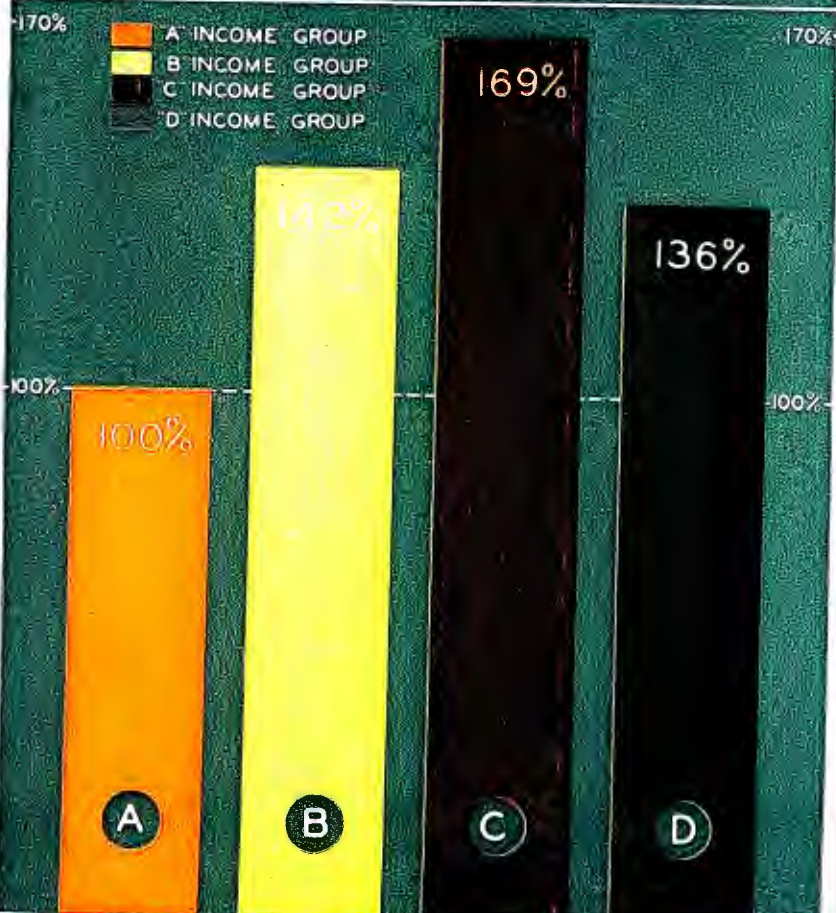
OCTOBER 1937 TO APRIL 1938



PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING POPULAR MUSIC [30 MINUTE]

OCTOBER 1937 TO APRIL 1938



(Note Greatest Preference by the "C" Income Group)

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.)

LENGTH VS. MEDIAN RATINGS—Continued
COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST:
OCTOBER 1936-APRIL 1937

OCTOBER 1936-APRIL 1937				Daytime ¼ Hour 4-5 Times Weekly
	Evening			
	1 Hour	½ Hour	¼ Hour 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

MAY-SEPTEMBER 1937				Daytime ¼ Hour 4-5 Times Weekly
Evening				
	1 Hour	½ Hour	¼ Hour 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.)

LENGTH VS. MEDIAN RATINGS—Continued
COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST:
OCTOBER 1937-APRIL 1938

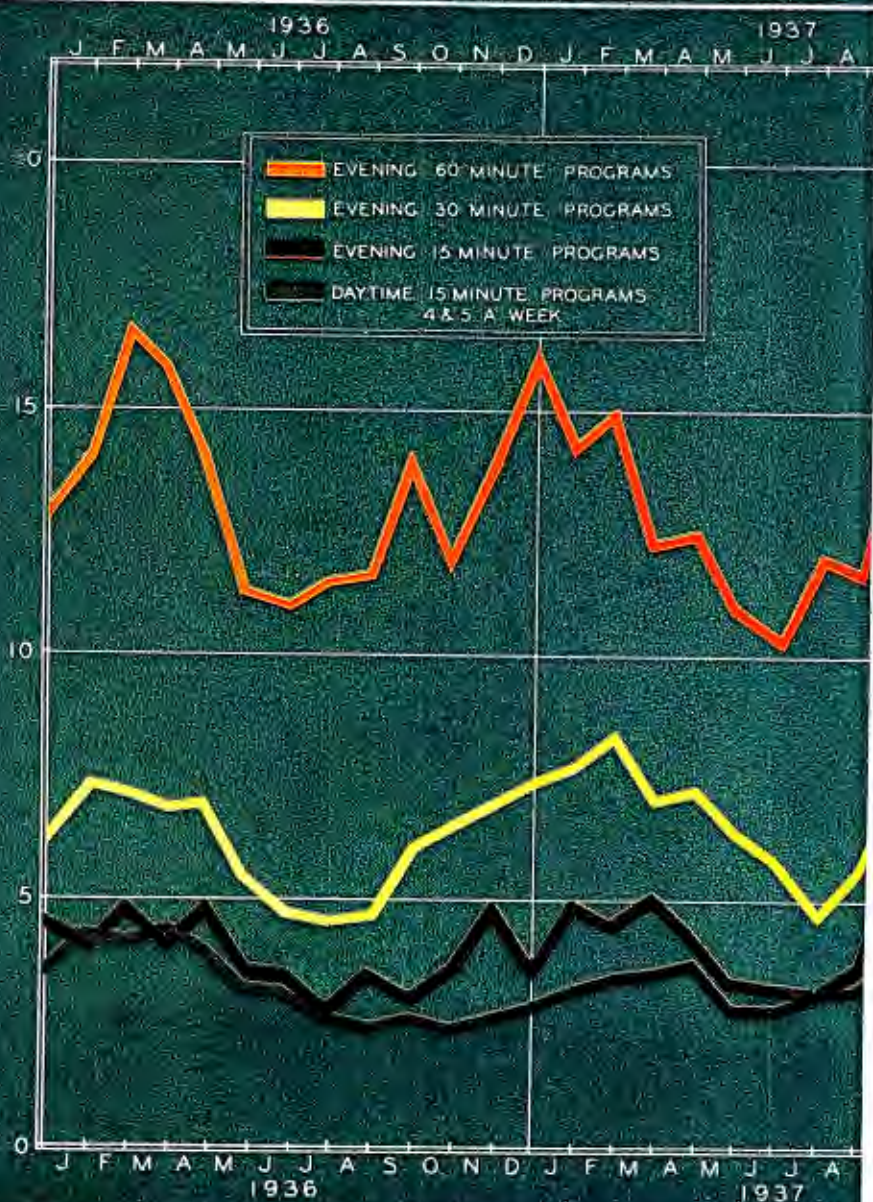
	Evening			Daytime ¼ Hour 4-5 Times Weekly
	1 Hour	½ Hour	¾ Hour Weekly	
October 1937				
{ Median of Programs.....	15.9%	8.2%	7.7%	3.3%
{ No. of Programs.....	14	59	17	38
November 1937				
{ Median of Programs.....	15.7%	7.5%	6.5%	3.7%
{ No. of Programs.....	15	61	19	40
December 1937				
{ Median of 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 ¼ Hour 4-5 Times Weekly
	1 Hour	½ Hour	¾ Hour 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.)

MEDIAN RATINGS OF



PROGRAMS BY LENGTH



A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: EVENING PROGRAMS

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

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

Tenacity of Program Leaders

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

National Barn Dance; Jack Benny

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

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

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

SPRING 1939

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

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	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		Rural Areas	
	Rating	Rank	Rating	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

SPRING 1938

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
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		Rural Areas	
	Rating	Rank	Rating	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

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

A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: DAYTIME PROGRAMS

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

Bachelor's Children; Woman in White

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

Ben Bernie; Magic Key

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

Similarities

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

SPRING 1939

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

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	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		Rural Areas	
	Rating	Rank	Rating	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

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

SPRING 1937

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
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		Rural Areas	
	Rating	Rank	Rating	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

A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: BY PROGRAM TYPE

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

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

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

SPRING 1938

Comparison by Type of 80 Rated Evening Programs

No. of Programs	Type	Rural Areas—		Large Cities—	
		Average Rating	Rank	Average Rating	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

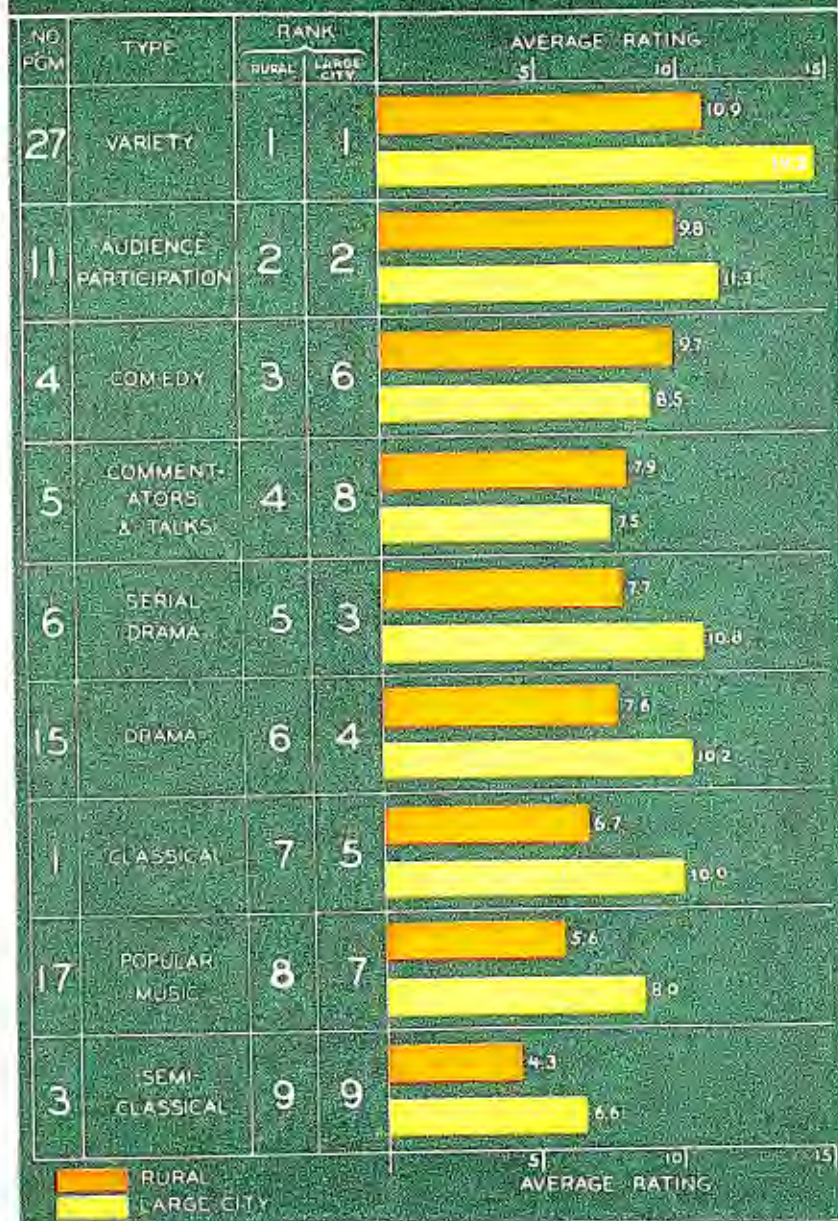
Comparison by Type of 98 Rated Evening Programs

No. of Programs	Type	Rural Areas—		Large Cities—	
		Average Rating	Rank	Average Rating	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

SPRING 1939 RURAL-LARGE CITY COMPARISON OF 89 RATED EVENING PROGRAMS



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.

CHART I

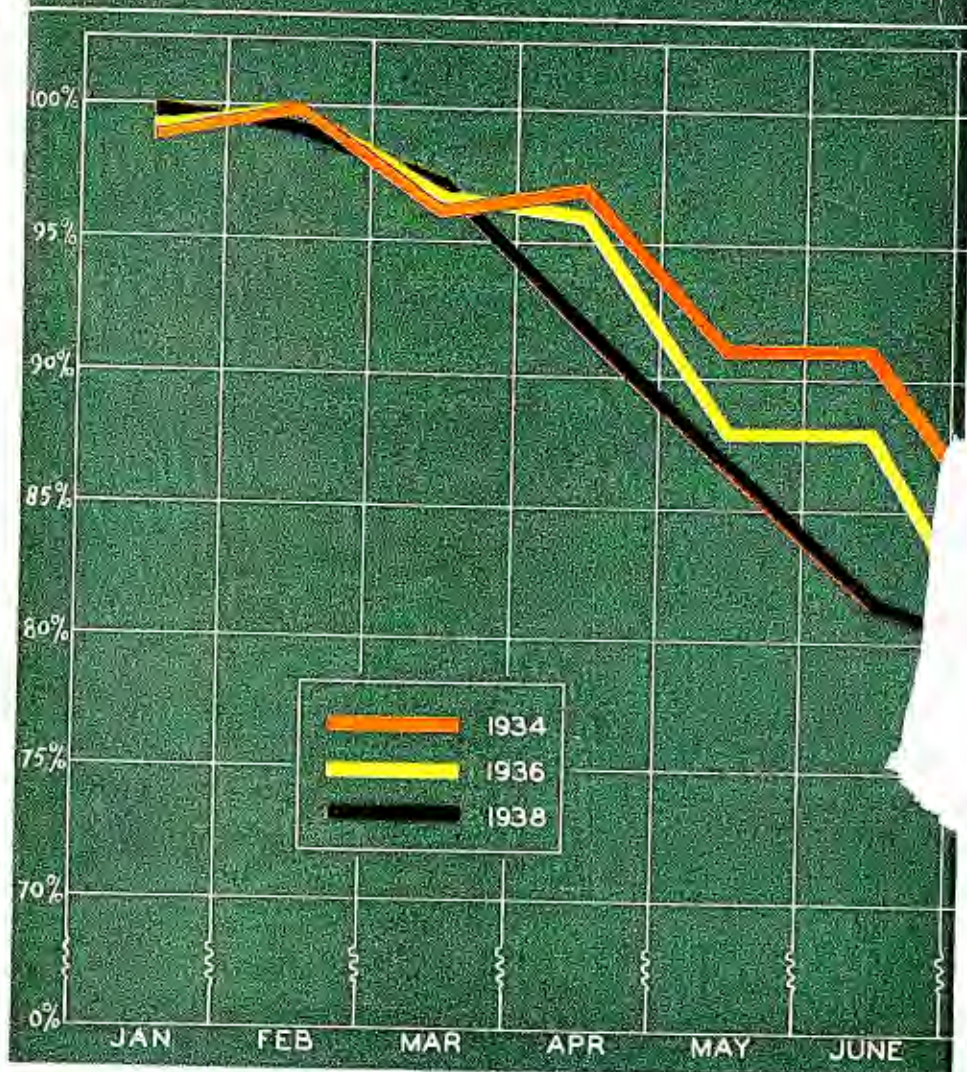
RELATIONSHIP OF SUMMER TO WINTER LISTENING

SETS IN USE - AVERAGE WEEKDAY - MONDAY FRIDAY
[WINTER = 100%]



CHART PEAK MONTH IN LISTENING CO 1934 - 19

[SETS IN USE - PEAK MONTH = 100%]

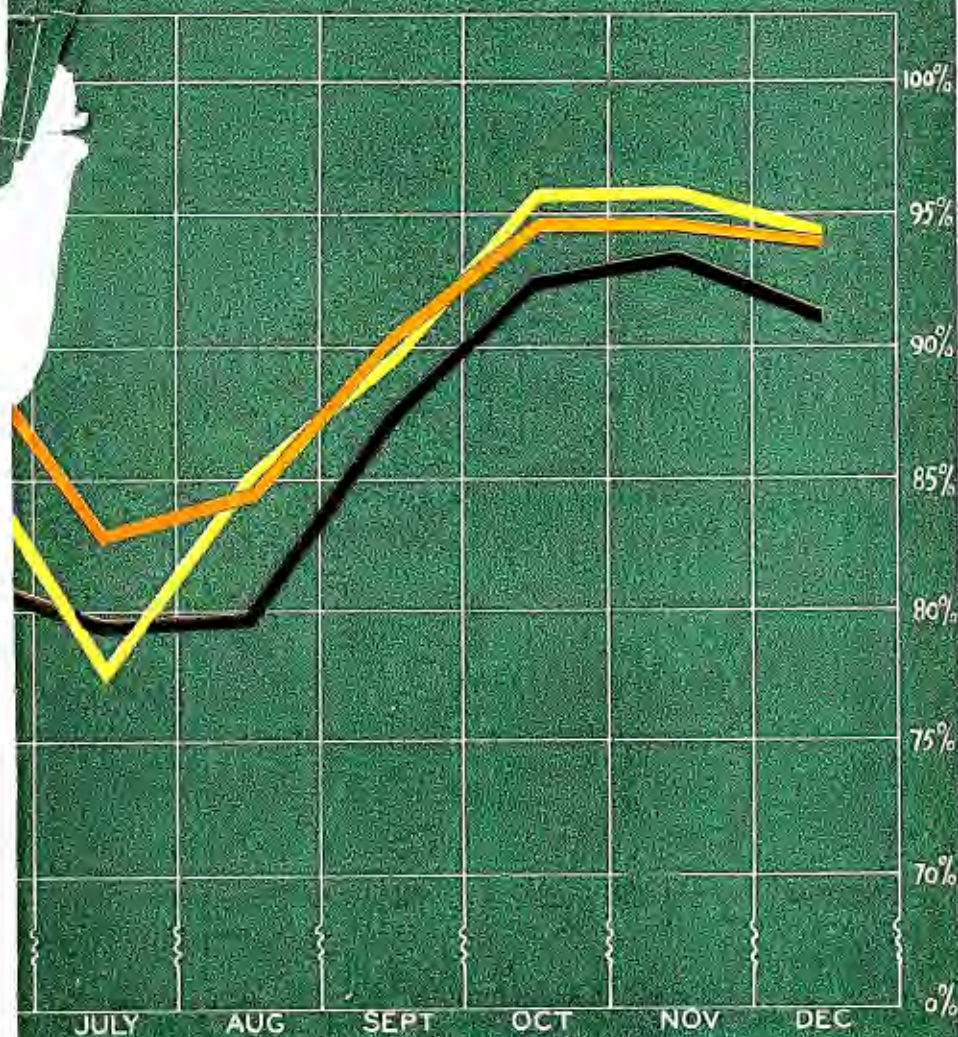


II

MPARED WITH OTHER MONTHS

36 - 1938

AVERAGE WEEKDAY - MONDAY - FRIDAY



HISTORY OF 20 LEADERS—Continued

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

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

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

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

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

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

60-MINUTE EVENING PROGRAMS

	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.

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 Months Rating On Air With Up to Current April Sponsor 1939
Jacks 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 Months Rating On Air With Up to Current April Sponsor 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.

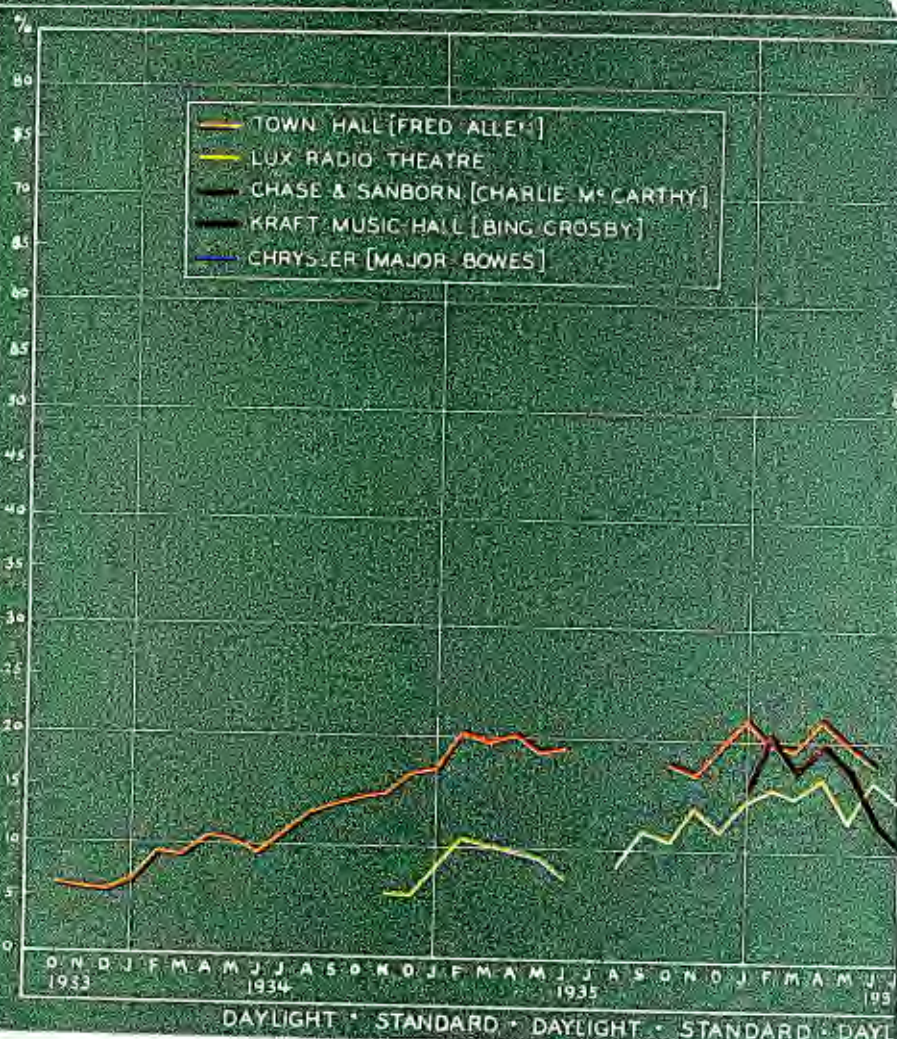
15-MINUTE DAYTIME PROGRAMS

	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 Months Rating On Air With Up to Current April Sponsor 1939
The Guiding Light—P. & G. Ma Perkins—Procter & Gamble (Red).....	8.0%	9.1%	March 1939	Jan. 1937	2.3% 27
*Pepper Young's Family— P. & G. (Red).....	7.8%	9.3%	March 1939	Dec. 1933	L. T. 65
†Mary Marlin—P. & G. (Red)	7.5%	8.4%	March 1939	Jan. 1936	1.5% 40
‡The Woman in White— Pillsbury	7.2%	8.1%	March 1939	March 1937	4.8% 25
	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.

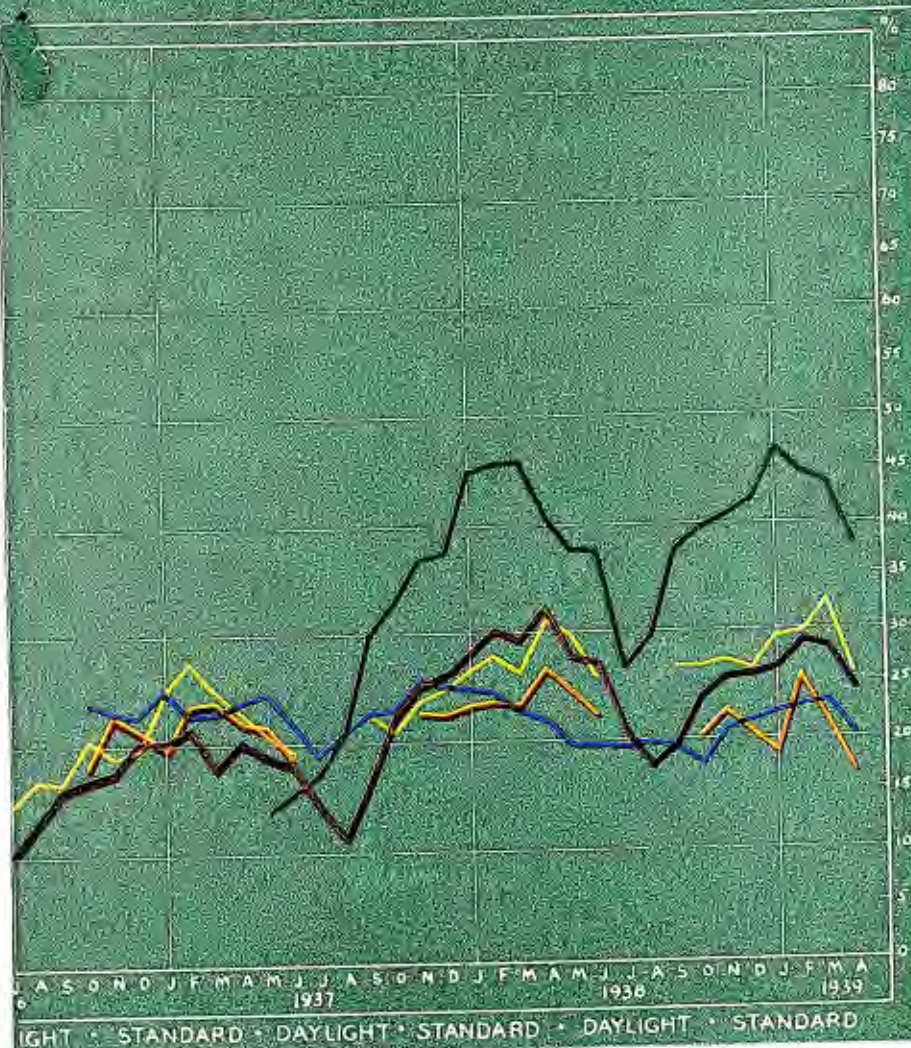
HOW THE LEADING 60-MINUTE THEIR RATINGS UNDER

[RATINGS UNDER PRIOR]



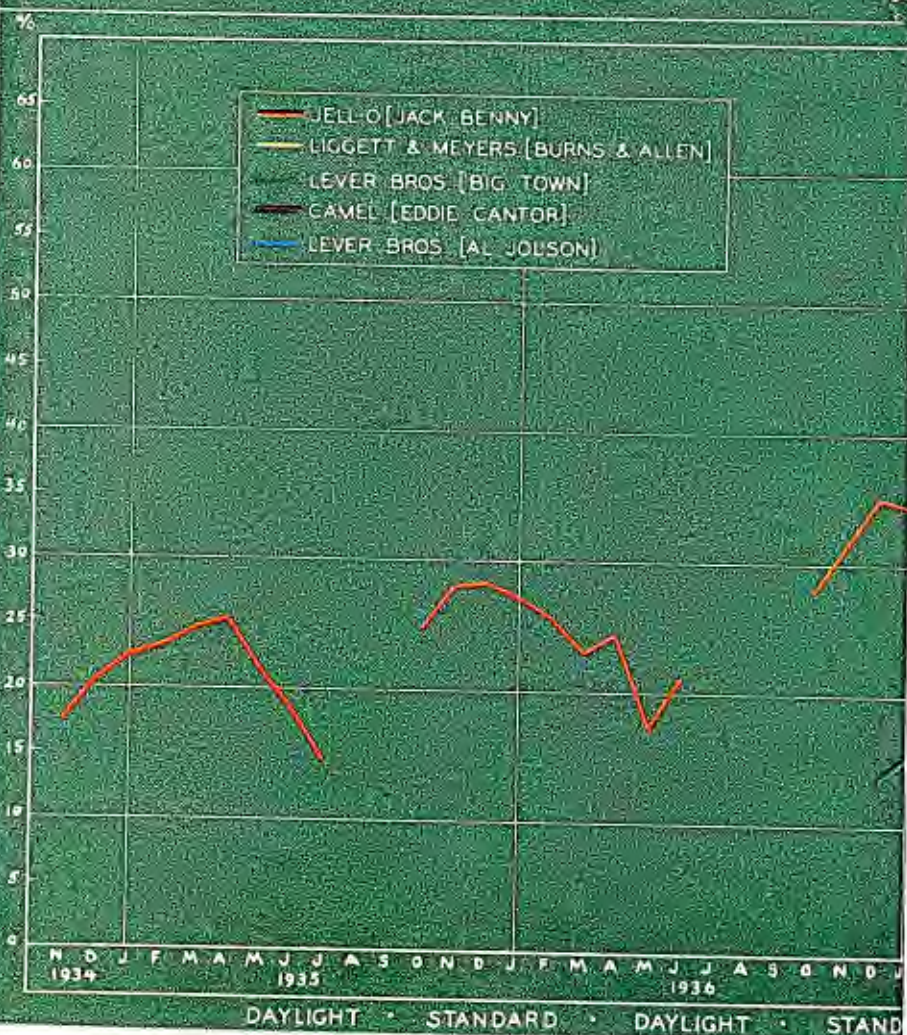
EVENING PROGRAMS ATTAINED PRESENT SPONSORS

[SPONSORSHIP NOT RECORDED]



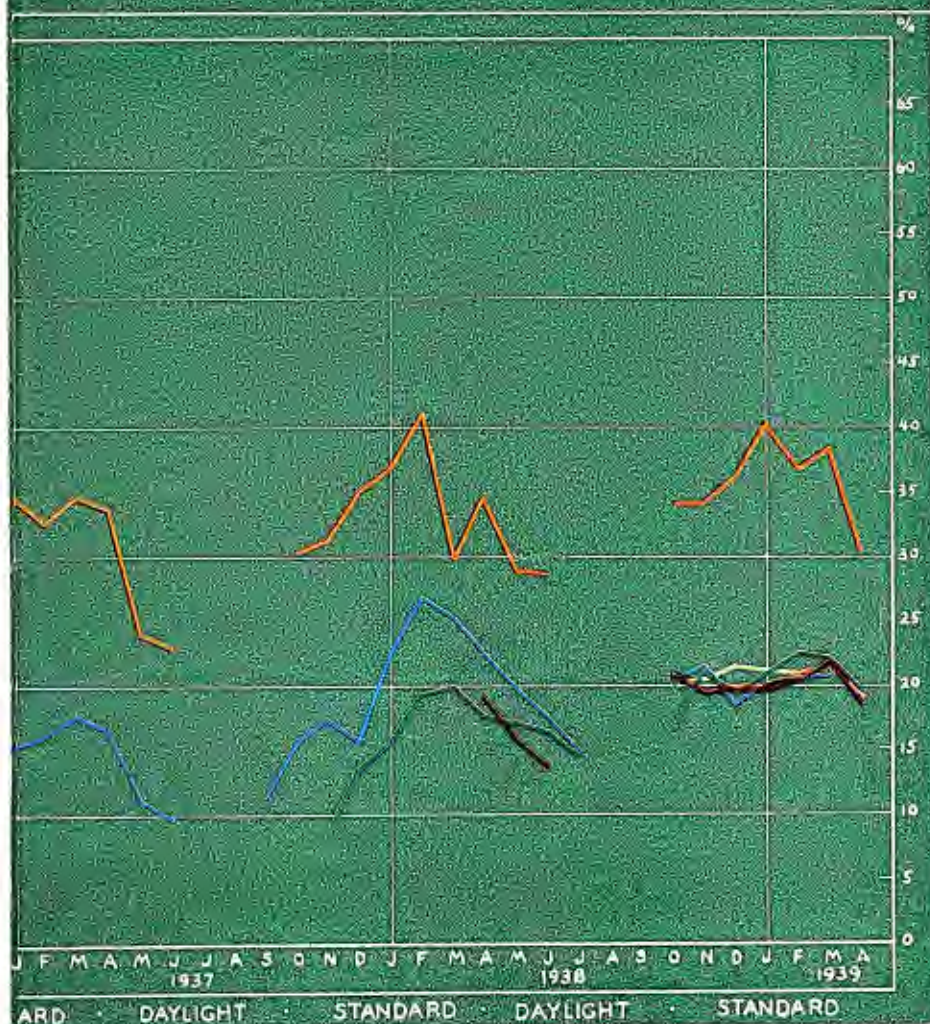
HOW THE 5 LEADING 30-MINUTE THEIR RATINGS UNDER

[RATINGS UNDER PRIOR



EVENING PROGRAMS ATTAINED PRESENT SPONSORS

[SPONSORSHIP NOT RECORDED]

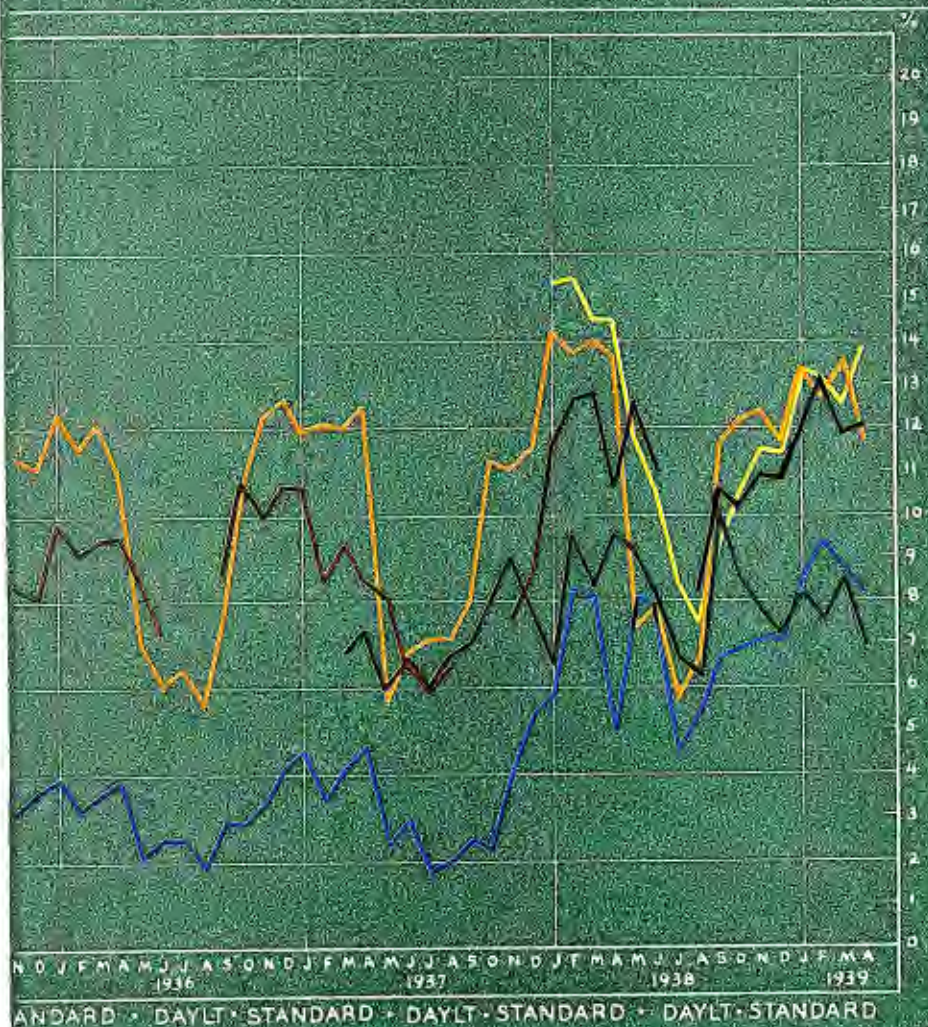


[RATINGS UNDER PRIOR]



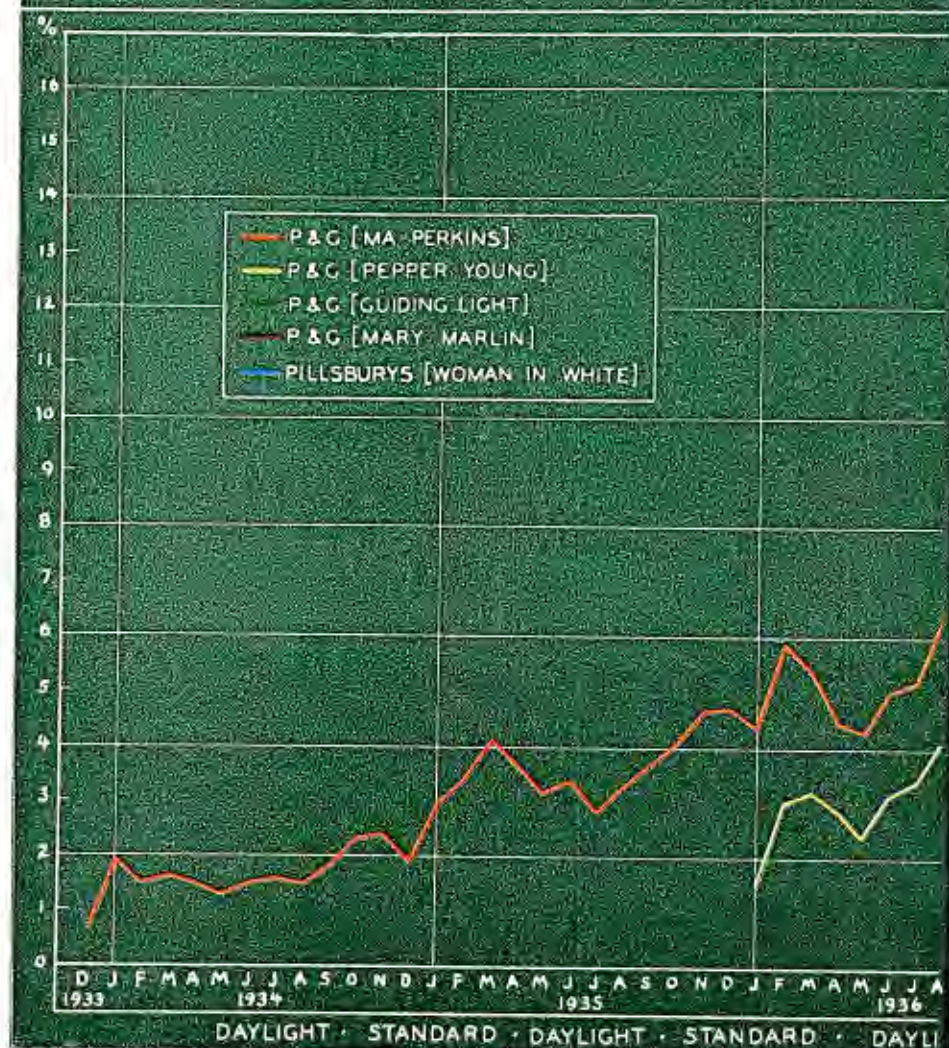
EVENING PROGRAMS ATTAINED PRESENT SPONSORS

[SPONSORSHIP NOT RECORDED]



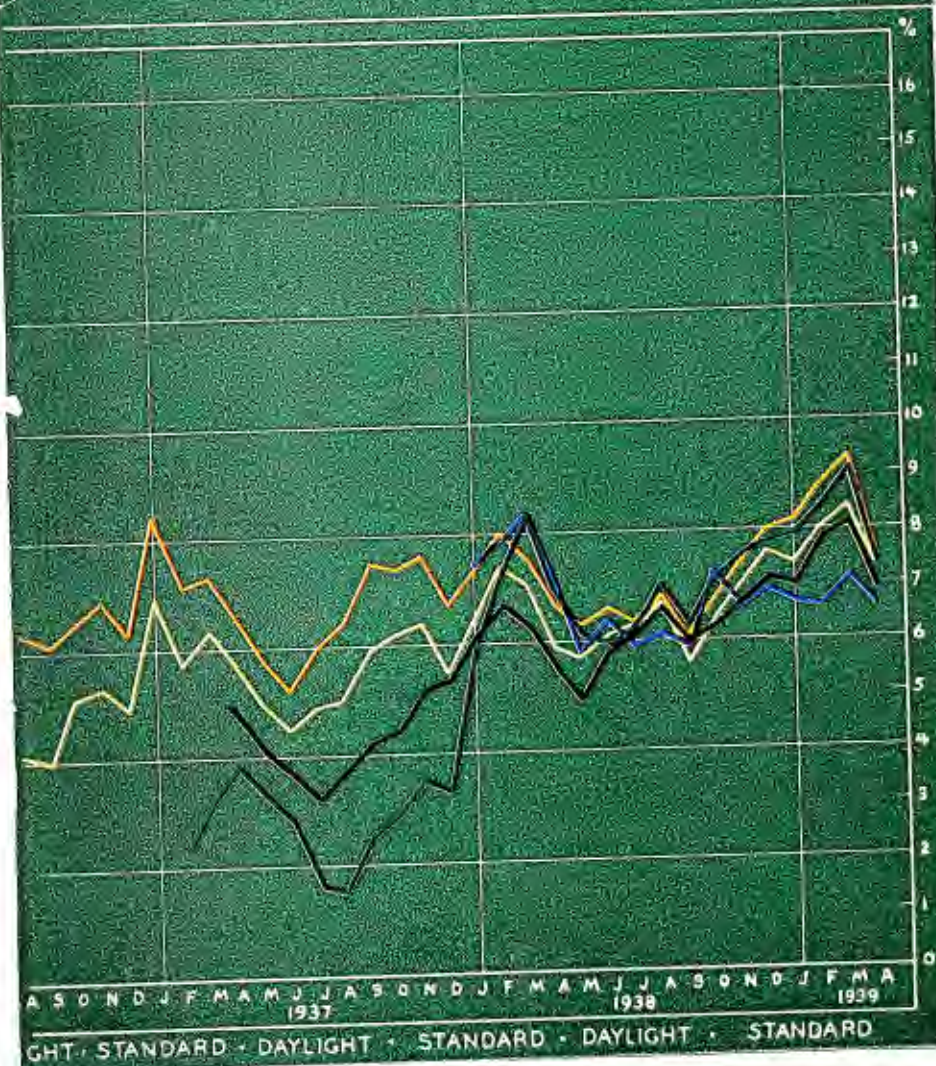
HOW THE FIVE LEADING 15-DAYTIME PROGRAMS ATTAINED THEIR

[RATINGS UNDER PRIOR



MINUTE MULTIPLE-PER-WEEK RATINGS UNDER PRESENT SPONSORS

SPONSORSHIP NOT RECORDED]



INITIAL RATINGS AND THE SPONSORED LIFE OF PROGRAMS

(Sponsored Evening Shows Only)

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

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

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

TABLE 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.

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.

V
R.D.

INITIAL RATINGS & SPONSORED LIFE OF PROGRAMS

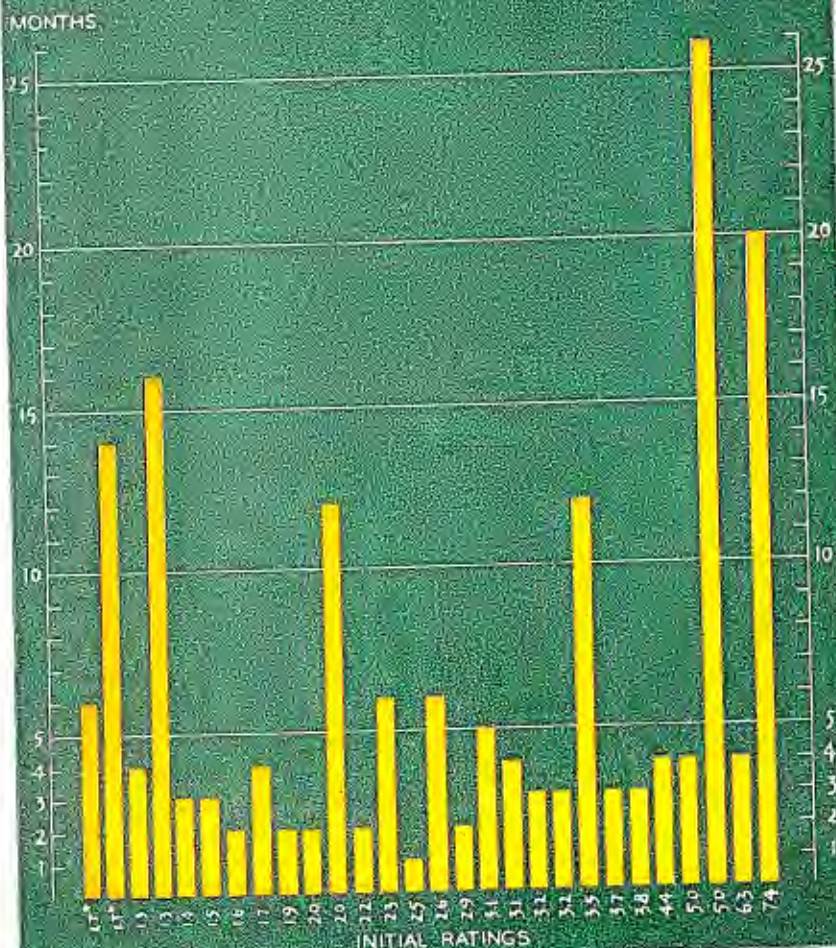
[60-MINUTE EVENING]

MONTHS



INITIAL RATINGS & SPONSORED LIFE OF PROGRAMS [15 MINUTE, EVENING]

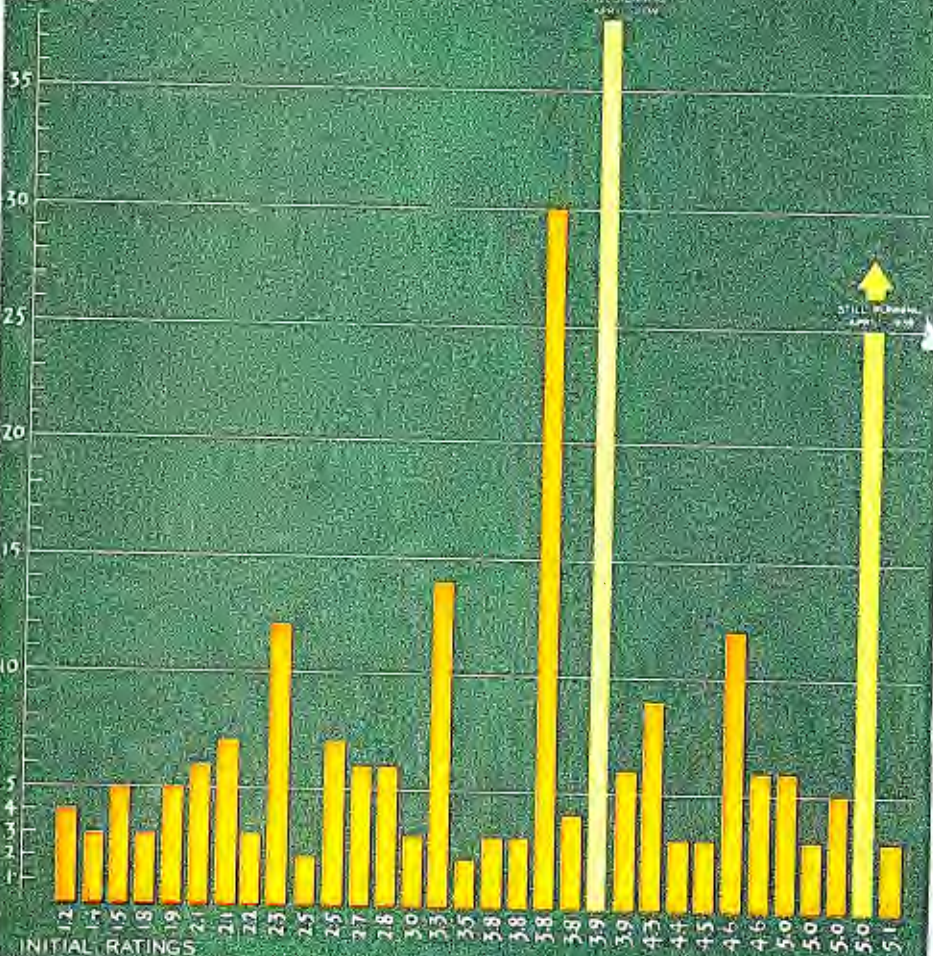
* LESS THAN 1.0%



INITIAL & SPONSORED

[30 MINUTE

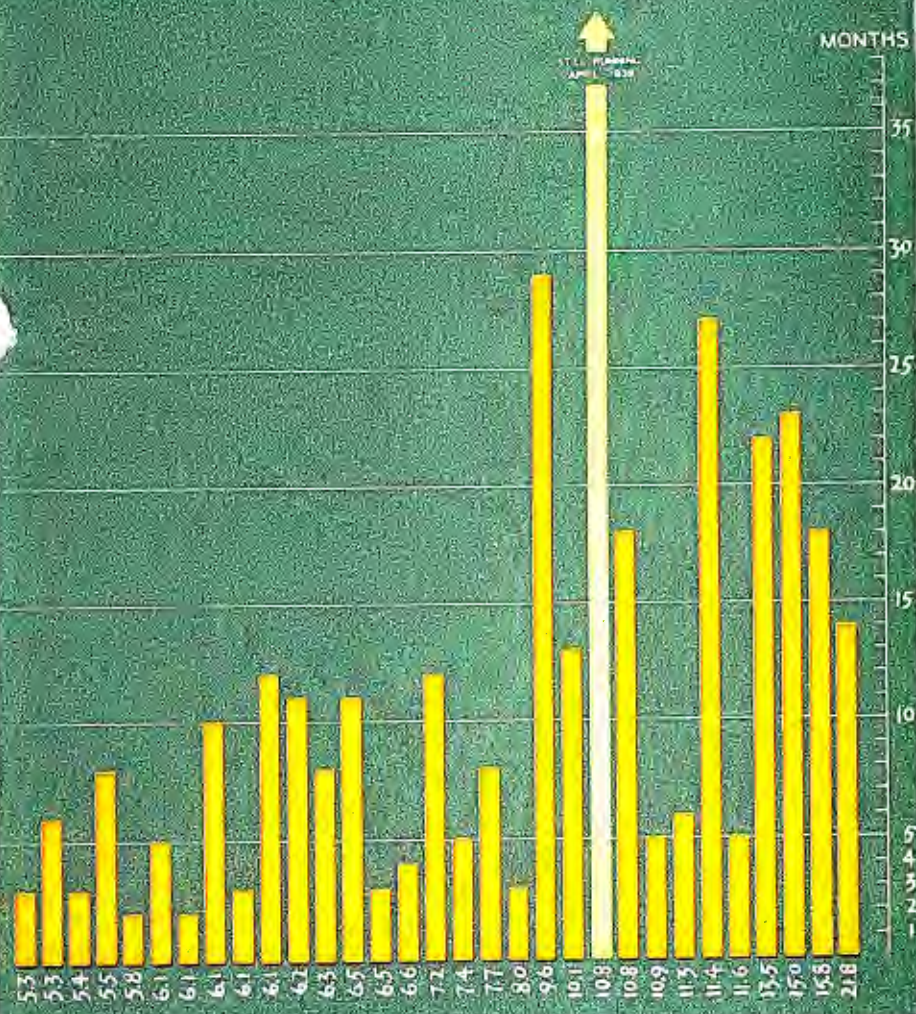
MONTHS



RATINGS

LIFE OF PROGRAMS

EVENING]



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 Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters. In the instance of this rural study, the costs of field research, tabulation, and presentation of data were borne jointly by CBS and NBC.

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

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

SYNOPSIS OF THE RURAL STUDY

	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 some-time 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.

FAMILY SET OWNERSHIP: URBAN AND RURAL, AS OF JANUARY 1, 1938

STATE.	Urban*		Villages†		Farms		Total Rural		Total	
	1938 Families.	Percent. ship.	1938 Families.	Percent. ship.	1938 Families.	Percent. ship.	1938 Families.	Percent. ship.	1938 Families.	Percent. 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	56,600	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	300,800	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.

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			
	Avg Satur- W'kday	Satur- day	Sun- day	7-Day Avg	Avg Satur- W'kday	Satur- day	Sun- day	7-Day Avg	Avg Satur- W'kday	Satur- day	Sun- day	7-Day Avg
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

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

No. of Years Families Have Owned Sets	Village Hrs. Min.	Farm Hrs. Min.	Total Rural Hrs. 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%

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.

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.

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.

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)

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	—	—	?	\$ 44,385	\$ 220,066
1928	677	?	\$ 780,333	\$ 647,364	—	?	\$ 428,239	\$ 178,425
1929	618	?	\$ 743,103,382	\$ 785,781	—	?	\$ 713,849	\$ 474,203
1930	612	?	\$ 1,038,887	\$ 7,605,203	—	?	\$ 1,946,371	\$ 874,716
1931	608	\$ 72,000,000	\$ 25,602,041	\$ 895,037	—	\$ 792,969	\$ 3,252,230	\$ 3,346,765
1932	606	?	\$ 26,504,871	\$ 12,608,885	—	?	\$ 1,059,114	\$ 1,628,451
1933	610	\$ 57,000,000	\$ 2,452,732	\$ 10,063,516	—	?	\$ 507,951	\$ 923,795
1934	591	\$ 72,887,169	\$ 2,833,161	\$ 14,815,845	—	?	\$ 2,063,302	\$ 2,274,120
1935	605	\$ 87,523,848	\$ 3,148,931	\$ 17,637,844	\$ 1,293,103	?	\$ 3,090,807	\$ 2,810,079
1936	632	\$ 107,550,886	\$ 34,523,950	\$ 23,168,148	\$ 1,884,613	?	\$ 3,563,669	\$ 3,755,523
1937	676	\$ 141,000,000	\$ 38,651,286	\$ 28,722,118	\$ 2,139,072	\$ 18,883,935	\$ 3,658,886	\$ 4,297,567
1938	721	\$ 143,500,000	\$ 46,461,679	\$ 27,343,177	\$ 2,920,344	\$ 18,854,784	\$ 4,451,971	\$ 3,541,741

FOR SOURCES AND EXPLANATIONS

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	—	\$ 496,432,300	12,048,762	40.1%
\$ 30,578,680	\$ 16,884,437	85	83	—	\$ 308,270,000	15,000,000	49.6%
?	?	87	93	—	\$ 106,190,000	16,000,000	52.3%
?	?	87	94	—	\$ 212,558,100	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%

SEE PAGES 159 AND 162

BOOKKEEPER'S RADIO HISTORY—Continued

(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.

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

ANALYSIS OF RADIO HOMES AND SALES—Continued

State	Total Families	Radio Families	Retail Sales (add 000)			Station Net Sales		
			Amount	%	Total	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	
	Stations	Network	Local	Natl Spot	Stations	Net Sales
NORTHERN DISTRICT						
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

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

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.....	23,603,642	34.3	45,199,434	65.7	68,803,076

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 specifically noted that the 1938 and 1937-1936 newspaper figures are not exactly comparable. The 1937-1936 figures include all daily papers in all of the U. S. The 1938 total [computed for the ANPA by Media Records] includes only English language dailies in 760 cities of 10,000 or more population. The 1938 figure can be broken down thus: national revenue, \$148,000,000; local revenue, \$396,000,000).

NETWORK GROSS CLIENT EXPENDITURES

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

	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.

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
	<u>81,923,949</u>
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.....	<u>\$111,358,378</u>
(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.....	<u>\$92,503,594</u>
(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.....	<u>\$20,153,115</u>
(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.....	<u>\$73,747,079</u>
(j) Contractual payments to others from income.....	\$214,228
(k) State and federal taxes on net income.....	11,522,636
	<u>11,736,864</u>
(l) Net income from all sources for the year, after taxes.....	<u>\$62,010,215</u>

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

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

TOTAL RADIO TIME SALES: 1938

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

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

	\$35,455,510 retained by NBC, CBS, MBS	
	? retained by secondary networks	
	\$35,455,510	\$35,455,510
NETWORK.....	\$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 as to accuracy.

See page 170 for comparable 1937 figures

TOTAL RADIO TIME SALES: 1937

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

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

	{ \$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
NETWORK....	{ \$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-net- works 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	

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. Roj 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, Bis- quick, 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.....	345,324	(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. Pebecco	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.

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.

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. Wheateana 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. Fougere & 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.

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 Cos- metics	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

NBC REVENUE—Continued

	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 Klx.....	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 Cos-		
metics.....	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. Cummert 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	

NBC REVENUE—Continued

	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. Nehl, 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.....	83,463	(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

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
		<i>(Political accounts excluded)</i>
MEDIAN EXPENDITURE	101,555	84,525
		<i>(Political accounts excluded)</i>

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

† 134 Advertisers.



CBS POLITICAL ADVERTISERS, 1938

(All expenditures are gross card rates before discounts)

1. Haight for Governor of California	\$7,050	17. California Volunteers.....	1,080
2. Merriam for Governor of California	3,600	18. No to Proposition No. 1 on California State Ballot.....	1,080
3. Thomas E. Dewey Non-Partisan Citizens Committee.....	3,553	19. Paul A. Dever for Attorney General of Massachusetts.....	1,050
4. Bancroft Campaign Committee..	3,255	20. New York State Democratic Committee	1,040
5. Democratic State Central Committee	3,240	21. Sheridan Downey.....	720
6. Hatfield for Governor of California	2,730	22. New York State Republican Women	595
7. Massachusetts Voters' Campaign Committee for Curley.....	2,375	23. Massachusetts Republican Finance Committee.....	465
8. Richard Whitcomb for Governor of Massachusetts.....	2,275	24. O'Connor for Governor of California	390
9. Campaign Committee for Election of Edward Corsi.....	2,030	25. Preston for Senator of California	390
10. Albany County Democratic Committee	2,040	26. Louise Ward Watkins for Senator of California	390
11. William G. McAdoo for Senator.	1,950	27. Federation Against Proposition No. 25.....	360
12. New York State Republican Committee	1,760	28. Olson for Governor of California	360
13. Democratic State Committee of Massachusetts	1,750	29. Ray L. Riley for Senator of California	360
14. Good Government Democrats of California	1,440	30. Southern Californians, Inc.....	360
15. Earl Warren.....	1,440	31. Massachusetts Republican State Committee	350
16. Independent Citizens' Committee for Election for Lehman and Poletti	1,190	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	4. New York County Republican Committee	938
2. John L. O'Brien Citizen's Committee	5,064	5. Non-Parisan Citizens' Committee	893
3. Democratic National Committee.	938	TOTAL	\$28,124

NBC POLITICAL ADVERTISERS, 1938

(All expenditures are gross card rates before discounts)

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

NBC POLITICAL ADVERTISERS—Continued

11. John Lord O'Brien Election Committee	1,453	18. Citizens' Federation Against Proposition No. 25.....	696
12. Frederic H. Bontecou Non-Partisans Citizens' Committee....	1,102	19. William H. Neblett for Governor	688
13. Edward F. Corsi Campaign Committee	1,081	20. E. E. Patterson for Lieutenant-Governor	688
14. Louise Ward Watkins for U. S. Senator	912	21. Daniel C. Murphy for Governor.	680
15. Communist State Committee....	856	22. Democratic County Committee..	603
16. Richard Schandrett.....	855	23. Progressive Republican League.	600
17. Women's Division of Thomas E. Dewey Non-Partisans Citizens' Committee	746	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%

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.

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

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

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†

15,107,961 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*.

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., Mazon, Inc., and Roche, Williams & Cunyngham, 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 & Cunyngham, 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

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 & Cunnyngnam, 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	

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 & Aurrecochea.....	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 & Zahndt.....	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. Rohrbaugh & Gibson.....	38,257	
22. Roche, Williams & Cunyngham, 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.

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 & Cunyngham, 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.

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) 143,336
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. Baggeley, 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 & Aurrecochea.....	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.

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 & Zahndt	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.

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

825 RADIO ACCOUNTS—Continued

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 & Zahndt	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.

825 RADIO ACCOUNTS—Continued

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
Chanticleer 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 Tooth-powder).....	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

825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Consolidated Cigar Co.	Erwin, Wasey	1 P; one 5M; 1 News
Conti Products	Birmingham, 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 Cannery	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 & Cunyngnam	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 Cut-ins; 6 A
Diamond Ginger Ale	F. W. Prella	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)	Marshalk & Pratt	100 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.

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-Hummett.....	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 & Mfgs. 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

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, Ver- mouth).....	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

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.

825 RADIO ACCOUNTS—Continued

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 Allwrite).....	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
Hammondsport 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 Prepara- tions)	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 & Cunnyngnam.....	2 P
Geo. A. Hormel & Co.....	BBD&O...24 CBS; Spot P, number of stations not listed	
Hotel Jefferson.....	Anfenger Advertising Agency.....	40 A

825 RADIO ACCOUNTS—Continued

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
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

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.

825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Kolynos Toothpaste.....	Blackett-Sample-Hummert.....	31 CBS; 38 NBC Pacific; 7 Yankee and NBC New England Net- works; 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 Tooth- paste)	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).....	Birmingham, 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
Liebmam Breweryes (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, Pan- cake 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

825 RADIO ACCOUNTS—Continued

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 & Zahndt.....	66 Mutual
Lycar Co.....	Albert Evans & LeMay.....	2 A
Lyon Tailoring.....	Ohio Advertising Agency.....	2 A
M & N Cigar Mfgs.....	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 (Cur- rier's Tablets).....	General Advertising Agency.....	10 P
Melo-Paya.....	Kelly, Stuhlman & Zahndt.....	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 & Cunyningham.....	12 A
Min-Aqua.....	Roth Agency.....	2 P
Modern Food Process (Thrive Dog Food) Food).....	Clements Co.....	13 NBC
Molson's 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

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.

825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
John Morrell & Co. (Red Heart Dog Food)	Henri, Hurst & McDonald.....	30 NBC
Philip Morris.....	Blow 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

825 RADIO ACCOUNTS—Continued

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 & Lip- stick)	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

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.

825 RADIO ACCOUNTS—Continued

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 Type- writers)	Franklin Bruck.....	30 News
Reynolds Health Offices.....	Allied Advertising Agencies.....	4 P
R. J. Reynolds Tobacco (Camel Ciga- rettes)	William Esty.....	91 CBS; 90 CBS
R. J. Reynolds Tobacco (George Wash- ington 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

825 RADIO ACCOUNTS—Continued

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.

825 RADIO ACCOUNTS—Continued

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 Chocولات)	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 & Cunningham.....	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
Tastyest.....	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 & Zahndt.....	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

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
Vadco Sales (Quinlax).....	Lawrence C. Gumbinner.....	24 Mutual and Spot
Vadco 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 (Socco).....	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

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.

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. Rohrabach.	.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



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); Rosierucian Fellowship (pgm-1); Sahara 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.

ADVERTISING AGENCIES—Continued

(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); Alvinor 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. McCClinton, C. H. Cottingham. **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-

ADVERTISING AGENCIES—Continued

laide 6156); John F. Graydon, resident vice-president. Sun Life Bldg., Montreal, Que. (Plateau 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 Buren, 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.

BAGGLEY, 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.

ADVERTISING AGENCIES—Continued

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

ADVERTISING AGENCIES—Continued

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

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

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. **Chair-**

man 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

BENTON & BOWLES-CHICAGO, INC.

Complete Advertising Agency Service

NOW PLACING

"STEPMOTHER"

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

"THE MAN ON THE FARM"

Farm interviews for Quaker Oats, Ful-O-Pep Feeds. 15 stations, originating WLS—Saturday noons.

"WE, THE WIVES"

New interview program for Quaker Farina. Mutual network—Sunday afternoons.

"SPORTSMEN'S SPECIAL"

30-Minute Variety program for Fitter's Nordlager Beer. Northwest network—Friday nights.

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

919 NORTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

ADVERTISING AGENCIES—Continued

(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);

ADVERTISING AGENCIES—Continued

Chas. H. Phillips Chemical Co. for Phillips' Creams (pgm-1); R. L. Watkins for Dr. Lyon's Toothpowder (pgm-1); Wyeth Chemical Co. (pgm-1). **Writers:** Mrs. Gertrude Berg, Thaddeus Borun, John Alcorn, Lee Gebhart, Orin Tovrov (P & G for Oxydol); Guila Adams, Mona Kent, Ferrin Fraser, Wallace K. Norman (Wander Co. for Ovaltine); Aline Ballard (Sears, Roebuck & Co., P & G for Lava); Caroline Ellis (General Mills for Tested Flour); Nat Hiken, Cliff Thomas (General Mills for Corn Kix); Leston Huntley (P & G for Dreet); Day Keene (P & G for Dreet, 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 Dreet); 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,**

ADVERTISING AGENCIES—Continued

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); Hellborn 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

ADVERTISING AGENCIES—Continued

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

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. **Ra-**

dio 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:** Wesson 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:** Wesson Oil & Snowdrift Co. for Wesson Salad Oil (pgm-1); United Drug Co. for Bisma-Rex (ann-2).

SCHWIMMER AND SCOTT

ADVERTISING

CHICAGO

ADVERTISING AGENCIES—Continued

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

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-

ADVERTISING AGENCIES—Continued

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. Coddling, 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.; RT 0236. **President, Treasurer:** I. W. Clements. **Vice-President, Secretary:** E. D. Master-

man. **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.; Jeffery 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-**

ADVERTISING AGENCIES—Continued

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 stations 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 Cruisberry, Paul Rhymer, Carl Bixby, Don Becker, Robert Choquette, Jovette Bernier, Augusto Mauro. **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 Can-

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

COWAN & DENGLE, 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-KRASSELL 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-

ADVERTISING AGENCIES—Continued

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. Fabbri. **Radio Director:** Angeline Clement. **Spot Time Buyer:** Gerald F. Conway. **Branch Offices:** 410 Wible 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); Padgett Bros. Co. (ann-3); Darver's Babyland & Junior Shop (ann-1).

RALPH L. DOMBROWER CO., INC., 210 E. Franklin St., Richmond Va.; 3-1113. **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-Wuperman Corp. (participation-5); Atlantic Ale & Beer (chain breaks via list of 22 stations).

JOHN C. DOWD, INC. (formerly Dowd & Ostreicher), 1059 Park Square, Boston,

ADVERTISING AGENCIES—Continued

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-

ADVERTISING AGENCIES—Continued

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. Lefebvre, 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); Piowaty Bros., Inc. (ann-1); Wizard Products Co. (ann-2); American-Chiffon Hosiery Co. (ann-7); Whitcomb Sulphur Springs Hotel (ann-10); National Refund Co. (ann-5). **Local:** Walton Motors, Inc. (ann-1); Protective Health Foundation (ann-1).

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. Killen. **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

ADVERTISING AGENCIES—Continued

(pgm-3); Dixie Brewing Co. (ann, sports review, baseball scores-3). **Local:** Louisiana Power & Light Co. (pgm-1). **Writers:** Ted Maxwell (scripts for Wescon 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, Cophall House, Cophall 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. Klebeck. **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 Ce-Brook, 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. Mar-shutz. **Executive Vice-President:** Erma

ADVERTISING AGENCIES—Continued

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. Schultenburg, 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-Ingills 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. Triffitt, 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-

ADVERTISING AGENCIES—Continued

pell. **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); Ance! 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**

ADVERTISING AGENCIES—Continued

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

ADVERTISING AGENCIES—Continued

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); Chanticleer 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); De-Marle 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.;

ADVERTISING AGENCIES—Continued

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 Dingleline. **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 Minter, 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. Ingolsby. **Radio Director, Account Executive:** Arthur W. Ingolsby. **Spot Time, Talent, Continuity Buyer, Account Executive:** James W. Ingolsby.

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).

ADVERTISING AGENCIES—Continued

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 Pantan. **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 & Thorn-dyke, 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. Bridgewater. **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);

ADVERTISING AGENCIES—Continued

Stein Bedding Co. (news, 5 mins-1); Trew Motor Co. (ann-1); Rock Creek Ginger Ale Co. (ann-1); Seven-Up Bottling Co. (ann-1); D. J. Kaufman Stores (ann-2).

RAYMOND KEANE ADVERTISING AGENCY, 501 Railway Exchange, 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. Graftt, Louise 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 & ZAHNRDT, 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. Zahndt. **Radio Directors:** Charles F. Kelly, Jr., W. W. Zahndt. **Spot Time Buyer:** W. W. Zahndt. **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. Zahndt.

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-**

ADVERTISING AGENCIES—Continued

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. Kieseewetter. **General Manager:** H. M. Kieseewetter. **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); Jaddwiga 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. Drulard. **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 Groceries (pgm-1); Buffalo General Laundries (pgm-1). **Writers:** Mrs. Esther E. Huff (Loblaw Groceries); Charley Bailey (Magnus Beck Brewing).

LANPHER & SCHONFARBER, INC., 58 Weybosset St., Providence, R. I.; GA 4813. **President:** Gordon Schonfarber. **Secretary:** Carlton Goff. **Treasurer:** Lawrence Lanpher. **Radio Director:** E. D. Armstrong.

LAUSEN & SALOMON, 520 N. Michigan Ave., Chicago, Ill.; Superior 0738. **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, Roland 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 Pillsbury. **Media Director:** Charles C. Palmer. **Director of All Radio Activities:** Charles C. Palmer. **Spot:** New England Confectionery Co. (ann-5); Dutchland Farms (ann-4).

ADVERTISING AGENCIES—Continued

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).

ADVERTISING AGENCIES—Continued

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); Holsom 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 Roitan Cigars (CBS-59); International Celulotton 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 Roitan 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); Liebmman 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); Liebmman 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

ADVERTISING AGENCIES—Continued

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); MacIn 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. Rehnitz, 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);

ADVERTISING AGENCIES—Continued

Boydell Bros. White Lead & Color Co. for Paints and Varnishes (ann-2). **Local:** Tivoli Brewing Co. (sports review-1). **Writers:** H. E. Hougen, Don Ephlin (Tivoli Brewing), H. Hagerman (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. Meu-

lendyke, 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. Keltly. **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-**

ADVERTISING AGENCIES—Continued

urer: W. I. C'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 direc-

tor. 665 Skinner Bldg., Seattle; Burt Cochran, manager, radio director. 1308 Public Service Bldg., Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfurt, 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. **Director 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.

ADVERTISING AGENCIES—Continued

THE McCORD CO., INC., 1100 Hodgson Bldg., Minneapolis, Minn.; Bridgeport 1225. **President:** R. D. McCord. **Vice-President:** Louis Melamed. **Secretary:** C. F. Baker. **Radio Director:** 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., Mon-

treau, 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. Longmore, 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 Icilmia; Nova Scotia Provincial Exhibition. **Announcements:** White Laboratories for Feen-a-mint; Nash-Kelvinator; Canadian Pacific Steamships; Breay-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 Ozogermol; 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:**

ADVERTISING AGENCIES—Continued

Breakfast Club Coffee (pgm-1); Rose Hills Memorial Park (pgm-1); Imperial Mutual Life Insurance Co. (news-1).

HARRY M. MILLER, INC., 22 E. Gay St., Columbus, O.; Adams 7243. **President:** Harry M. Miller. **Vice-President:** James H. Warburton. **Secretary-Treasurer:** Jack Miller. **Director of All Radio Activities** (Cincinnati): Robert M. Fleming. **Branch Office:** 1235 Enquirer Bldg., Cincinnati; Robert M. Fleming, manager. **Local:** The Strietmann Biscuit Co. (pgm-6, pgm-1); Felber Biscuit Co. (pgm-1); Vienna Brewing Co. (pgm-2); Miami 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. Weller. **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-trol, 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-

ADVERTISING AGENCIES—Continued

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, Evelyn 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 7880. **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. Mil-

waukee 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. Don-shea, G. S. Fowler, Richard L. Strob-bridge. **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 Ciga-rettes (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 Pa-cific Red-5). **Regional:** Loose-Wiles Bis-cuit Co. (News, Yankee Network-10, plus 5 spot stations). **Spot:** Loose-Wiles Bis-cuit 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).

P. F. O'KEEFE ADVERTISING AGENCY,

ADVERTISING AGENCIES—Continued

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. Cornelison. **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), Irma 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. Merriam. **General Manager:** N. D.

ADVERTISING AGENCIES—Continued

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. McGill. **Radio Director, Spot Time Buyer:** G. F. McGill. **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 Prella. **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 Mfgs. 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.

ADVERTISING AGENCIES—Continued

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-Melson 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 Jacobson, 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

ADVERTISING AGENCIES—Continued

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 & CUNNINGHAM, 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. ROHRBAUGH CO., (formerly Rohrabough & Gibson), Lincoln-Liberty Bldg., Philadelphia, Pa.; Rittenhouse 0557. **Network:** Wheateana 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.

ADVERTISING AGENCIES—Continued

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); Jacksonville Chamber of Commerce (pgm-1); Charlotte Chamber of Commerce (pgm-1); Los Angeles Times (pgm-1); Quiet May (pgm-1); Berkeley Razor Blades (pgm-1). **Writers:** Jimmy Lyons (Quiet May, Berkeley Razor Blades); Jonas Rosefield (Jacksonville Chamber of Commerce, Los Angeles Times, Gottfried Baking, Min-Aqua). **Producers:** Jimmy Lyons (Gottfried Baking, Quiet May, Berkeley Razor Blades), Martin Block (Min-Aqua); Jonas Rosefield (Jacksonville Chamber of Commerce), Allan Ward (Los Angeles Times).

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**

ADVERTISING AGENCIES—Continued

Director: Harry H. Scott. **Spot Time Buyer:** Esther Block. **Spot:** Wadhams Oil (sports pgm-2, sports-1 or more, depending on event); Master Lock Co. (ann-100). **Local:** Wisconsin Bankers Association (pgm-1); John Graf Co. (pgm-1, sports pgm-1) Milwaukee Western Fuel Co. (ann-2); First Wisconsin National Bank (ann-1). **Writers:** M. A. Lemkuhl (Wadhams Oil, First Wisconsin National Bank, Wisconsin Bankers Association, John Graf Co.), Earl H. Swanson (Wadhams Oil, Master Lock Co.).

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 Macca-bees 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-

ADVERTISING AGENCIES—Continued

7444); R. A. Porter, vice-president in charge. 1397 Jefferson St., E., Detroit (Cherry 5313); Cliff Knoble, vice-president in charge. San Francisco; James Houlihan, vice-president in charge. **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

ADVERTISING AGENCIES—Continued

Bros. Theatres (ann-8); Guaranty Union Life Insurance Co. (news, pgm-6). **Local:** Eastern Columbia Budget Finance Plan (pgm-2); Brooks Clothing (news-1).

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); Seelck & 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, 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:

ADVERTISING AGENCIES—Continued

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-

ADVERTISING AGENCIES—Continued

tional Spot: Air Conditioning Training Corp. (pgm-49). **Local:** Loan and Finance Advisory Council (pgm-3); Ell-bee 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 WHELOCK 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. Rohrabach. **Continuity and Script Buyers:** C. M. Rohrabach, 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-President, Treasurer:** A. E. Cole. **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.

ADVERTISING AGENCIES—Continued

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).

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.

ASCAP—Continued

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

**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.*

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.

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.

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 composition per year.

MPPA headquarters: Located at 45 Rockefeller Plaza, New York City. The phone is Circle 6-3084.

MPPA officers: Walter G. Douglas, chairman of the board; E. H. Morris, president; Lester Santly, vice-president; Max Dreyfus, treasurer; Jack Mills, secretary; Harry Fox, general manager.

* Note: MPPA membership includes only publishers. Composers and authors as such are not eligible to membership.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS (NAPA)

NAPA history and purpose: Founded in 1934 by Fred Waring, Meyer Davis, Paul Whiteman, Frank Crumit, Don Voorhees, Lewis James, Guy Lombardo, Walter O'Keefe, Josef Pasternack and Fritz

Reiner. The purpose of the society is described as "handling and protecting the artistic interpretations of its members." In short, the NAPA contends (and has been legally upheld in Pennsylvania)* that an

* 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.

NAPA—Continued

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 O'Keefe, Josef Pasternack, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efreim 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 *Società 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

SESAC—Continued

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

** SESAC and Ricordi are the only societies whose radio licenses expressly state that television rights are not included.*

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'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 Lefkowitz, secretary; Alexander Olshanetsky, treasurer; Salom J. Pearlmuter, 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, WEF, 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

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.
[Cantol] 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 $\frac{3}{4}$ 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 Moun-
tain.

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 (re-
vival; originally issued in 1868).
The Old Spinning Wheel (c. 1933).
Santa Claus Is Coming to Town.

SONGS 1929-1938—Continued

Stay as Sweet as You Are.
Two Cigarettes in the Dark.
Wagon Wheels.
You're the Top.

1935

Beautiful Lady in Blue.
Begin the Beguine (could be assigned
to 1939 for current, renewed popu-
larity).

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 (re-
vival; 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 per-
mit foretelling how time will treat
them—in usage and memory.)*

Alexander's Ragtime Band (c. 1911).
All Ashore.
A-Tisket, A-Tasket.
Bei Mir Bist Du Schoen.
Cathedral in the Pines.
Change Partners.
Dipsy Doodle.
Flat Foot Floogie.
Heigh Ho (from *Snow White*; c.1937).
I Double Dare You.
I'm Gonna Lock My Heart.
I've Got a Pocketful of Dreams.
Music, Maestro, Please.
My Reverie.
Says My Heart.
So Help Me.
So Little Time.
Thanks for the Memory.
There's a Far Away Look in Your Eye.
There's a Gold Mine in the Sky.
Ti-Pi-Tin.
Whistle While You Work (from *Snow
White*; c. 1937).

NBC-CBS ADAPTATIONS OF LITERARY WORKS: MAY 1, 1938 TO MAY 1, 1939

The main titles of all literary pieces are noted in bold face. Plays marked with an asterisk (*) were also broadcast one or more times prior to May 1, 1938.

ADAPTATIONS OF STAGE PLAYS

(Including dramas, etc., plus musical comedies and operettas)

A

* **Aaron Slick From Punkin Creek**; Beale
Cormack (radio adaptation by Constance
Brown).
Abe Lincoln in Illinois; R. E. Sherwood.

* **Abraham Lincoln**; John Drinkwater.
Alison's House; Susan Glaspell.
American Way, The; George S. Kaufman
and Moss Hart.

PLAY ADAPTATIONS—Continued

- Among the Breakers**; George M. Baker (radio adaptation by Constance Brown).
*** Anna Christie**; Eugene O'Neill.
Artists, The; Mazo de la Roche.
Aunt Jerushy on the Warpath; Beale Carmack (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 (*film*).
Cancelled Debt, The; Isla Paschal Richardson (radio adaptation by Guy Bolte).
Captain Cranberry; Gladys Ruth Bridgman (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).

PLAY ADAPTATIONS—Continued

J

- Jest, The;** P. Eldridge.
 * **Journey's End;** R. C. Sherriff.
 * **Julius Caesar;** William Shakespeare.
 * **Justice;** John Galsworthy.

K

- Knickerbocker Holiday;** Maxwell Anderson.
 * **Le Bourgeois Gentilhomme;** Moliere.
Lepanto; G. K. Chesterton.
Letter, The; W. Somerset Maugham.
Life Is a Dream; George Calderon.
 * **Little Stone House, The;** George Calderon.
Lord Arthur Saville's 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).

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 Merrow.
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 Hemingway.
For Future Reference; adapted from Stephen Vincent Benet.

G

- Gift of the Magi, The;** adapted from O. Henry.
Glass Key, The; adapted from the work of Dashiell Hammett.
Gold Bug, The; adapted from the story of Edgar Allen Poe.
Green Light; adapted from Lloyd C. Douglas' novel.

H

- Happiness;** story by Conrad Bercovici, adapted by Edward James.
Harlem Tragedy, A; adapted from O. Henry.
Haunted House, The; adapted from the work of Charles Dickens by Richard McDonagh.
Hiding of Black Bill, The; adapted from O. Henry.

I

- I Lost My Girlish Laughter;** Jane Allen.
In The Train; adapted from the short story of Frank O'Connor by Hugh Hunt.

J

- Jane Eyre;** adapted from the novel of Charlotte Bronte.

L

- Last of the Troubadours, The;** adapted from O. Henry.
Les Miserables; adapted from the book by Victor Hugo.
Lickpenny Lover, A; adapted from O. Henry.
Lives of a Bengal Lancer; adapted from the book by Francis Yeats-Brown.

M

- Markheim;** adapted from Robert Louis Stevenson.
Memento; adapted from O. Henry.
Mr. Pickwick Takes a Bow; adapted from Charles Dickens.
Monkey's Paw, The; adapted from W. W. Jacobs.
Mutiny on the Bounty; adapted from the book by Nordhoff and Hall.

N

- Nine Prisoners;** adapted from William March's work by Brian J. Byrne.

O

- Of Human Bondage;** adapted from Somerset Maugham's book.
Orphan Ego; adapted by Leslie Urbach from Arnold Manoff's story "Maxie Makes a Splash."

PROSE-POETRY ADAPTATIONS--Continued

P

- Patriot, The;** from the Pearl S. Buck work.
Peer Gynt; Henrik Ibsen.
Peter Ibbetson; George Du Maurier (also an opera from the Du Maurier book by Deems Taylor).
Phantom Rickshaw, The; Rudyard Kipling.
Prophecy; adapted by Sylvia Marks from the story "Sooth" by Wilbur Daniel Steele.
Rebecca; adapted from the novel of Daphne Du Maurier.
Royal Regiment; Gilbert Frankau.

S

- Sea Drift;** Walt Whitman.
Signal Tower, The; Wadsworth Camp.
So Big; from the novel by Edna Ferber.
State Fair; from the novel by Phil Stong.

T

- Tale of Two Cities;** from the book by Charles Dickens.

- Tell Tale Heart, The;** adapted from the work of Edgar Allen Poe.
Transmutation of Ling; adapted from the work of Ernest Bramah (Smith).
Trilby; adapted from the book by George Du Maurier.

V

- Vanity and Some Sables;** adapted from O. Henry.

W

- War of the Worlds;** adapted from H. G. Wells.
Wet Saturday; adapted by Lee Anderson from the short story of John Collyer.
Wickford Point; J. P. Marquand.
William Wilson; adapted from Edgar Allen Poe.

Y

- Young Man with a Horn;** adapted from the book of Dorothy Baker by Welbourn Kelley.

PLAYS SPECIFICALLY WRITTEN FOR RADIO

(This list does not include serials or semi-dramatic writing for guest stars)

A

- Alone in Paris;** Delmar Daves.
Alter Ego; Arch Oboler.
American Song; Albert Williams.
Aussa, The Arab; John Fleming.
Autobiography; Paul Franklin.

B

- Baron and the Lady, The;** Bonneviere Arnaud.
Best Two Out of Three; Ben Lee.
Bonnie Banks of Loch Lomond, The; Richard McDonagh.
Breathes There a Man; Forrest Barnes and Ashmead Scott.
Bubbling Over; Anthony Wayne.
Bullets in the Night; Addison Simmons.
By the Grace of Dishwater; Merritt P. Allen.

C

- Can Long Endure;** Charles Tazewell.
Can We Forget; Mary McCall, Jr.
Case of the Missing Skyscraper, The; James Costello.
Catacombs, The; author not listed.
Catcher's Mitt, A; author not listed.
Celestial Influence; Merritt P. Allen.
Chanson de Noel; Edward James.
Chimney House; Pauline Bigson.
Chinaman's Chance, A; Donald Beddoe.
Christmas Present; Jack Gilhon.
Cliff, The; Arch Oboler.
Comeback, The; Aubrey Wisberg.

- Cradle of Peace, The;** Calvin Grinnell.
Crime Doesn't Play; Warren Gale.
Cupid Cops a Headline; J. Douglas Cook.
Cupid Runs the Show; Peter Dixon.
Cupid With Brass Knuckles; Roswell Rogers.

D

- Dark Dilemma;** Addison Simmons.
Dark Voice, The; Elizabeth Carver.
Dark World; Arch Oboler.
Dawn Over Hong Kong; Calvin Grinnell.
Day of Glory; Francis Wilson and Raymond Scudder.
Dear Victim; Grover Jones and True Boardman.
Death of a King; Norman Rosten.
Debutante; Grover Jones and True Boardman.
Dictated But Not Read; Aubrey Wisberg.
Doctor Jones; Ashmead Scott.
Doctor of 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; Irene Wicker.
Empty Coffin, The; Roderick Ainsworth Mays.

RADIO PLAYS—Continued

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.

RADIO PLAYS—Continued

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.

F. T. R. D. ADAPTATIONS—Continued

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. Cox.
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.
Fort Giants, The; (fairy tale).
Give Us This Day; Margaret Lee Runbeck.
Going My Way?; George Harmon Cox.
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. Mergenthwicker's Lobbies; Nelson S. Bond.
Necklace, The; Guy de Maupassant.
One Head Well Done; John B. Swain.
Pied Piper, The; (fairy tale).
Pinocchio; (fairy tale).
Rip Van Winkle; (fairy tale) Washington Irving.
Sad Shepherd, The; Henry Van Dyke.
Sleeping Beauty, The; (fairy tale) Charles Perrault.

* To be published as a book by Bobbs-Merrill Co.

F. T. R. D. ADAPTATIONS—Continued

Spring Maiden, The; (fairy tale).
Surprise for the Boys; Herbert Lewis.
Thousand Dollar Bill, The; Manuel 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.
Zodimirsky's Duel; Alexander Dumas.

EXPERIMENTS IN SYMPHONIC DRAMA

(Original drama written to music)

Age of Steel, The; Prokofiev.
L'Après 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; Tchaikowsky.
Les Preludes; Liszt.

Symphony No. 1 in C Major (Fantastic); Berlioz.
Symphony No. 3 (Eroica); Beethoven.
Symphony No. 4; Brahms.
Symphony No. 5; Tchaikowsky.
Symphony No. 6 (Pathetique); Tchaikowsky.

SYMPHONIC DRAMAS

All for Love; John Dryden.
L'Arlesienne; Alphonse Daudet.
Camille; Alexander Dumas (fils).
Doll's House, A; Henrik Ibsen.
Everyman; Peter Dorlandus.
King Henry VIII; William Shakespeare.
King Oedipus; Sophocles.
Lady from the Sea; Henrik Ibsen.
Mistress of the Inn, The; Carlo Goldoni.
Peer Gynt; Henrik Ibsen.
Rosmersholm; Henrik Ibsen.
Salome; Oscar Wilde.
Scheherazade; from "The Arabian Nights."

Note: The Federal Theatre Radio Division is a project of the Works Progress Administration under the Federal Theatre Project. During the past three years the FTRD has prepared and broadcast a large number of adaptations, plus material specifically written for radio. Adaptations listed below cover the interval between May 1, 1938, and May 1, 1939.

Headquarters of the FTRD are at 1697 Broadway, New York City (phone Columbia 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

RESEARCH ORGANIZATIONS—Continued

York (Caledonia 5-1223); Mark Cresap, manager.

WALTER P. BURN & ASSOCIATES, 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). **Executives:** Walter P. Burn, president; William Noble, vice-president; William G. Davis, research director; Edgar Felix, technical director; Allen Howard, art director; Charles Finsilver, E. Hoffman, H. Schwabik.

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 4-2689).

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 Whittelsey 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

RESEARCH ORGANIZATIONS—Continued

- 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 offices:** 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

NEWS SERVICES—Continued

Stewart, vice-president; Alma Shesnut, editor of women's news. **Branch offices:** Bureaus in Chicago, San Francisco, Washington, D. C., Atlanta, Boston, Detroit, New Orleans, Seattle, Los Angeles, Baltimore, Minneapolis, Austin, Cincinnati, Columbus, Dallas, Des Moines, Hartford, Kansas City, Montgomery, Ala., Montreal, Philadelphia, Phoenix, Olympia, Toronto, Tulsa, Denver; staff correspondents are also maintained in the principal cities of the U. S. and foreign countries. **Services:** Flash and bulletin news supplied clients 18-hours-a-day, every day; complete sports results; specialized news features.

UNITED PRESS ASSOCIATIONS, News Building, 220 East 42nd St., New York, N. Y. **Phone:** Murray Hill 2-0400. **Executives:** Hugh Baillie, president; Edwin Moss Williams, general sales manager; Clem J. Randau, general business manager; Earl J. Johnson, general news manager; A. F. Harrison, radio sales manager; Webb Artz, radio editor. **Branch offices:** Bureaus and staff correspondents are maintained in the principal cities of the U. S. and foreign countries. **Services:** Daily news service; feature service (including sports); baseball service, inning-by-inning; weekly feature service; all services are by special wire.

TRANSCRIPTION PRODUCERS

(Firms marked with an asterisk are MPPA licensees)

***A & W SOUND SERVICE,** 138 West 4th Ave., Columbus, O. **Phone:** University 7508. **Manager:** J. E. Anderson. **Type of services offered:** Recordings, air checks. **Library service:** None. (At press time, no further information was available).

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-SCRIPTS, INC., 1619 Broadway, New York, N. Y. **Phone:** Circle 7-7690. **Manager:** Ezekiel Rabinowitz. **Type of transcriptions manufactured:** Studio recordings; "Clipping Bureau of the Air." **Library service:** Library of 100,000 voices through clipping bureau of the air, with daily additions.

WOODS RECORDING STUDIOS

CHICAGO

We specialize in
TRANSCRIPTION RECORDINGS



SPOT ANNOUNCEMENTS



RECORDING TRAILERS FOR
LOCATION SPOT WORK



TELEVISION EXPERIMENTS



WOODS RECORDING STUDIOS

Henry A. Kaufman, President
9th Floor Woods Bldg., Chicago
DEArborn 3646

TRANSCRIPTION PRODUCERS—Continued

BALDWIN RECORDING STUDIOS, INC., 17 West 46th St., New York N. Y. Phone: Bryant 9-8592. **Executives:** C. Paul Baldwin, president; Paul P. Wrigley, vice-president, treasurer. **Type of transcriptions manufactured:** All type lateral cut recordings, specialize in foreign language programs. **Library service:** None.

***WALTER BIDDICK CO.** (Radio Programs Division), Chamber of Commerce Bldg., Los Angeles, Calif. Phone: Richmond 6184. **Manager:** T. N. Turner. **Library Service:** None. (At press time no further information was available.)

***E. V. BRINCKERHOFF & CO., INC.**, 29 West 57th St., New York, N. Y. Phone: Plaza 3-3015. **Executives:** E. V. Brinckerhoff, president. **Type of transcriptions manufactured:** All types of transcriptions, in own studios for regulation reproducing tables, or by remote control through permanent wires; also synchronized slide-films, etc. (Also see Time Abroad, with which this company is affiliated.) **Library service:** None.

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, secretary-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; tangos 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

TRANSCRIPTION PRODUCERS—Continued

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. **Execu-**

tives: 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.

TRANSCRIPTION PRODUCERS—Continued

R. U. McINTOSH & ASSOCIATES, INC., 10558 Camarillo St., North Hollywood, Calif. **Phone:** Stanley 71035. **Executives:** R. U. McIntosh, president; M. McIntosh, vice-president; Agnetta Petersen, secretary. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M. **Library service:** Limited library service to small stations only.

***MERTENS & PRICE, INC.**, 3923 W. Sixth St., Los Angeles, Calif. **Phone:** Drexel 1118. **Executives:** Fred C. Mertens, president, in charge of sales; George Logan Price, secretary-treasurer, in charge of production and promotion. **Representatives:** Charles Michelson, 545 Fifth Ave., New York (Murray Hill 2-3376); Coughlin & Co., 505 N. Michigan Ave., Chicago; Gene Goldbach, Richardson Bldg., Toledo; C. N. Mullican, Realty Bldg., Louisville; Harold S. Chamberlin, 681 Endicott Bldg., St. Paul (Garfield 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 manufactured:** All types of lateral cut recordings at 33 1/3 and 78 R.P.M.; sound truck maintained with portable recording equipment and public address system. **Library service:** None.

***RCA MANUFACTURING COMPANY, INC.**, Camden, N. J. **Executives:** Frank B. Walker, manager of activities throughout the country. **Branch offices:** 155 E. 24th St., New York; George L. Keane, manager. 445 Lake Shore Drive, Chicago; Edwin G. Foreman, Jr., manager. 1016 North Sycamore Ave., Hollywood; Harry A. Meyerson, manager. **Type of transcriptions manufactured:** Vertical or lateral cut, the latter for regulation reproducing table. **Library service:** None, as such, but act as recorders and manufacturers for NBC Thesaurus, Standard Radio, Inc., and Lang-Worth libraries.

TRANSCRIPTION PRODUCERS—Continued

RADIO ATTRACTIONS, INC., 1270 Sixth Ave., New York, N. Y. **Phone:** Circle 7-4483. **President:** Herbert R. Ebenstein. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M.; producers and distributors of The Shadow of Fu Manchu. **Library service:** None.

RADIO CENTRE LIMITED, 100 Adelaide St. W., Toronto, Ont., Canada. **Phones:** Waverley 2036-2846. **Executives:** George A. Wright, manager; Ralph Snelgrove, recording engineer; Austin Keogh, sales manager; David Fenn, transcription supervisor. **Branch office:** 127 Seventh Ave., E., Calgary, Alberta (Main 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

TRANSCRIPTION PRODUCERS—Continued

lateral and vertical cut recordings, in own studios or by remote control through permanent lines; also slide-films, etc. **Library service:** None.

TITAN PRODUCTION CO., INC., 1040 Geary St., San Francisco, Calif. **Phone:** Ordway 3671. Affiliated recording studios in Los Angeles. **Branch offices:** New York, Chicago, Los Angeles. **Type of transcriptions manufactured:** Lateral cut, for regulation reproducing table; acetate direct recordings; recording equipment. **Library service:** Consisting of public domain numbers only. Program service of mystery serials, comedies and special features.

***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 manufactured:** 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.

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)