

# PRODUCTION

## VARIETY SHOWMANSHIP PLAQUES

Since 1933 VARIETY has made periodic (usually annual) surveys of the local showmanship displayed by radio stations. These surveys have been restricted to cities where two or more radio stations operate in commercial competition.

An outgrowth of the surveys is the newer annual award of showmanship plaques (see facing page for facsimile reproduction) which were presented in 1936, 1937, and 1938, to the stations under the categories listed below (brackets indicate duplicate awards in any given year):

### SPONSOR AWARDS

- 1938..... { Lever Bros. Co. (for "Lux Radio Theatre"; "Big Town" with Edward G. Robinson and Claire Trevor; and the Al Jolson program).  
Atlantic Refining Co. (for "good taste in radio commercials").

### PART-TIME STATION

- 1938.....No award.  
1937.....No award.  
1936.....WHB, Kansas City, Mo.

### FOREIGN-LANGUAGE STATION

- 1938.....WOV, New York City.  
1937.....CKAC, Montreal, Que.  
1936.....WBNX, New York City.

### PROGRAM ORIGINATING STATION

- 1938.....WLW, Cincinnati, O.  
1937.....WXYZ, Detroit, Mich.  
1936.....WLW, Cincinnati, O.

### PRESTIGE SUBSIDIARY STATION

- 1938.....WTIC, Hartford, Conn.  
1937..... { WOW, Omaha, Neb.  
KSL, Salt Lake City, U.  
1936..... { WHAM, Rochester, N. Y.  
WHAS, Louisville, Ky.

### FARM SERVICE STATION

- 1938.....WSM, Nashville, Tenn.  
1937..... { KMMJ, Grand Island, Neb.  
WDAY, Fargo, N. Dak.  
1936..... { WHO, Des Moines, Ia.  
WLS, Chicago, Ill.

### NETWORK-OWNED STATION

- 1938.....KNX, Los Angeles, Calif.  
1937..... { WBT, Charlotte, N. C.  
KHJ, Los Angeles, Calif.  
1936.....KMOX, St. Louis, Mo.

### NEWSPAPER-OWNED STATION

- 1938.....WWJ, Detroit, Mich.  
1937..... { WDBJ, Roanoke, Va.  
WFAA, Dallas, Tex.  
1936.....WKY, Oklahoma City, Okla.

### SOCIAL SERVICE STATION

- 1938.....WHA, Madison, Wis.  
1937..... { KSTP, St. Paul, Minn.  
WSMB, New Orleans, La.  
1936.....WEVD, New York City.

### SPORTS STATION

- 1938.....No award.  
1937.....No award.  
1936.....WIND, Gary, Ind.

### NATIONALLY EXPLOITED STATION

- 1938..... { WOR, New York City.  
WFBR, Baltimore, Md.  
1937.....No award.  
1936.....WCKY, Cincinnati, O.

### COMMUNITY EXPLOITED STATION

- 1938.....KVOR, Colorado Springs, Colo.  
1937..... { KWK, St. Louis, Mo.  
WGN, Chicago, Ill.  
1936.....KFPY, Spokane, Wash.

### CANADIAN STATION

- 1938.....No award.  
1937.....No award.  
1936.....CFRB, Toronto, Ont.

## PROGRAM POPULARITY POLLS

Listed herewith are the major program and talent popularity polls of the past year, with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated. The order in which the polls appear is in chronological sequence.

**FIFTH ANNUAL RADIO GUIDE POPULARITY POLL.** Conducted by *Radio Guide* magazine among its readers and published in 13 weekly divisions from April 9 to June 25, 1938. Winners, ranked according to popularity in each classification:

### *Musical Division*

1. Chase and Sanborn Hour.
2. Kraft Music Hall.
3. Ford Sunday Evening Hour.
4. Vick's Open House.
5. NBC Breakfast Club.
6. Your Hit Parade.
7. The Hour of Charm.
8. Rudy Vallee's Variety Hour.
9. Metropolitan Opera.
10. Lady Esther Serenade.
11. Good News of 1938.
12. National Barn Dance.

### *Dramatic Division*

1. One Man's Family.
2. Lux Radio Theatre.
3. Arnold Grimm's Daughter.
4. Bachelor's Children.
5. First Nighter.
6. Big Town.
7. Hollywood Playhouse.
8. The Story of Mary Marlin.
9. March of Time.
10. Gang Busters.
11. Follow the Moon.
12. { Those We Love.  
    { Girl Alone.

### *Children's Division*

1. Singing Lady.
2. Coast to Coast on a Bus.
3. Mickey Mouse Theatre of the Air.
4. Kaltenmeyer's Kindergarten.
5. Let's Pretend.
6. Little Orphan Annie.
7. The Lone Ranger.
8. Don Winslow of the Navy.
9. Jack Armstrong.
10. Our Barn.
11. Malcolm Claire.
12. Dick Tracy.

### *Best Actors*

1. Don Ameche.
2. Nelson Eddy.
3. Lester Tremayne.
4. { Tyrone Power.  
    { Michael Raffetto.
5. Ed Prentiss.

6. Edward G. Robinson.
7. Robert Taylor.
8. Ned Wever.
9. Bing Crosby.
10. Lanny Ross.
11. { James Ameche.  
    { John Walsh.
12. Martin Gable.

### *Best Actresses*

1. Jeanette MacDonald.
2. Barbara Luddy.
3. Joan Blaine.
4. Margarette Shanna.
5. Irene Rich.
6. Alice Frost.
7. Helen Hayes.
8. Helen Menken.
9. Elsie Hitz.
10. Betty Winkler.
11. Anne Seymour.
12. Myrna Loy.

### *Female Singers (Popular Songs)*

1. Frances Langford.
2. Kate Smith.
3. Dorothy Lamour.
4. Annette King.
5. Frances Allison.
6. Jeanette MacDonald.
7. Jessica Dragonette.
8. Jane Pickens.
9. Deanna Durbin.
10. Connie Boswell.
11. Harriet Hilliard.
12. Anne Jamison.

### *Male Singers (Popular Songs)*

1. Bing Crosby.
2. Jerry Cooper.
3. Donald Novis.
4. Kenny Baker.
5. Lanny Ross.
6. Nelson Eddy.
7. Jack Baker.
8. Robert Simmons.
9. Tony Martin.
10. Rudy Vallee.
11. Frank Parker.
12. Dick Powell.

### *Female Singers (Classical Songs)*

1. Jessica Dragonette.
2. Anne Jamison.
3. Jeanette MacDonald.
4. Muriel Wilson.
5. Grace Moore.
6. Lily Pons.

## POPULARITY POLLS—Continued

7. Deanna Durbin.
8. Margaret Speaks.
9. Gladys Swarthout.
10. Kirsten Flagstad.
11. Nadine Conner.
12. Jean Dickenson.

### *Male Singers (Classical Songs)*

1. Nelson Eddy.
2. Lanny Ross.
3. John Carter.
4. Lawrence Tibbett.
5. Frank Parker.
6. Richard Crooks.
7. Frank Munn.
8. John Charles Thomas.
9. Conrad Thibault.
10. Nino Martini.
11. Bing Crosby.
12. James Melton.

### *Comedian or Comedy Program*

1. Jack Benny.
2. Edgar Bergen.
3. Fibber McGee.
4. Fred Allen.
5. Eddie Cantor.
6. Lum and Abner.
7. Bob Burns.
8. Burns and Allen.
9. { Bob Hope.  
Amos 'n' Andy.  
Joe Penner.
10. Pick and Pat.
11. Al Pearce.
12. Fannie Brice.

### *Dance Orchestra*

1. Richard Himber.
2. Phil Spitalny.
3. Wayne King.
4. Guy Lombardo.
5. Horace Heidt.
6. Ted FioRito.
7. Benny Goodman.
8. Kay Kyser.
9. Rudy Vallee.
10. Eddy Duchin.
11. Hal Kemp.
12. Sammy Kaye.

### *Female Commentator*

1. Dorothy Thompson.
2. Kathryn Cravens.
3. Kate Smith.
4. Mary Margaret McBride.
5. Harriet Parsons.

### *Studio Announcers*

1. Don Wilson.
2. Ken Carpenter.
3. Phil Stewart.
4. Milton Cross.
5. Harry von Zell.
6. Howard Claney.

7. Everett Mitchell.
8. Ralph Edwards.
9. Paul Douglas.
10. James Wallington.

### *Sports Announcers*

1. Ted Husing.
2. Graham McNamee.
3. Bob Elson.
4. Clem McCarthy.
5. Tom Manning.
6. Paul Douglas.
7. Pat Flanagan.
8. Red Barber.
9. Hal Totten.
10. Bill Stern.

### *Male Commentator*

1. Boake Carter.
2. Lowell Thomas.
3. Edwin C. Hill.
4. Jimmie Fidler.
5. Walter Winchell.

### *Promising New Star*

1. Anne Jamison.
2. Edward Roecker.
3. Jack Baker.
4. John Carter.
5. Deanna Durbin.
6. Edgar Bergen.
7. { Kenny Baker.  
Judy Garland.
8. Tommy Riggs.
9. James Ameche.
10. Bobby Breen.
11. Johnny Johnson.
12. Barry Wood.

### *Best Human-Interest Program*

1. We, the People.
2. Vox Pop.
3. Professor Quiz.
4. Kay Kyser's Musical Klass and Dance.
5. Interesting Neighbors.
6. Uncle Jim's Question Bee.
7. What's My Name?
8. Information, Please.
9. America's Town Meeting.
10. Hobby Lobby.

### *Star of Stars*

1. Jessica Dragonette.
2. Nelson Eddy.
3. Jack Benny.
4. Edgar Bergen.
5. Lanny Ross.
6. Bing Crosby.
7. Don Ameche.
8. Joan Blaine.
9. Rudy Vallee.
10. Eddie Cantor.
11. Frances Langford.
12. Lulu Belle.

## POPULARITY POLLS—Continued

**FOURTH ANNUAL BOYS' ATHLETIC LEAGUE RADIO PREFERENCE POLL.** Conducted by the Boys' Athletic League, New York, among 49,343 New York boys and girls and released Jan. 27, 1939. Winners, ranked according to popularity:

### *Favorite Performer (Boys)*

1. Eddie Cantor.
2. Jack Benny.
3. Joe Penner.
4. Lone Ranger.
5. Edward G. Robinson.
6. Charlie McCarthy (Edgar Bergen).
7. Joe E. Brown.
8. Billy House.
9. Fred Allen.
10. Dick Powell.

### *Favorite Performer (Girls)*

1. Kate Smith.
2. Bing Crosby.
3. Eddie Cantor.
4. Billy House.
5. Joe Penner.
6. Baby Snooks (Fannie Brice).
7. Al Jolson.
8. Pick & Pat (Pick Malone, Pat Padgett).
9. Tyrone Power.

### *Favorite Program (Boys)*

1. Gang Busters.
2. Lone Ranger.
3. The Shadow.
4. Jack Benny.
5. Joe Penner.
6. Kate Smith.
7. Benny Goodman.
8. Fred Allen.
9. Lux Radio Theatre.
10. Big Town.

### *Favorite Program (Girls)*

1. Lux Radio Theatre.
2. Eddie Cantor.
3. Kate Smith.
4. Jack Benny.
5. Big Town.
6. Fred Allen.
7. Rudy Vallee.
8. Gang Busters.
9. We, The People.
10. Let's Pretend.

**EIGHTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL.** Conducted by Alton Cook, radio editor of the *New York World-Telegram* among 156 radio editors in the United States and Canada, and announced February 4, 1939. Votes were tabulated on the basis of 3 points for each

editor's first choice, 2 for the second and 1 for the third. Winners, ranked according to popularity in each classification, with number of votes received:

### *Favorite Programs*

1. Jack Benny..... 159
2. Charlie McCarthy..... 138
3. Bing Crosby..... 119
4. Information, Please..... 97
5. Fred Allen..... 72
6. Good News of 1939..... 54
7. Lux Radio Theatre..... 46
8. Orson Welles..... 37
9. One Man's Family..... 30
10. Kay Kyser's College of Musical Knowledge ..... 28
11. Bob Hope..... 24
12. Toscanini concerts..... 23
13. Rudy Vallee..... 22
- 14-15. America's Town Meeting and Robert Benchley..... 20
16. Philharmonic Symphony Orchestra ..... 19
17. Fibber McGee..... 15
18. Detroit Symphony Orchestra..... 14
- 19-20. Edward G. Robinson and Kate Smith ..... 13

### *Comedians and Comedy Acts*

1. Jack Benny..... 269
2. Fred Allen..... 177
3. Charlie McCarthy..... 169
4. Bob Hope..... 51
5. Fibber McGee..... 42
6. Burns and Allen..... 32
7. Robert Benchley..... 25
8. Fannie Brice..... 19
9. Amos 'n' Andy..... 18
10. Frank Morgan..... 16
11. Bob Burns..... 13
12. Eddie Cantor..... 12

### *Quiz Programs*

1. Information, Please..... 316
2. Professor Quiz..... 158
3. Kay Kyser's College of Musical Knowledge ..... 139
4. What's My Name?..... 53
5. Ask-It-Basket (Jim McWilliams). 44
6. Vox Pop..... 34
7. Battle of the Sexes..... 30
8. True or False..... 29
9. Uncle Jim's Question Bee..... 17
10. Paul Wing's Spelling Bee..... 10

### *Light Orchestras*

1. Guy Lombardo..... 274
2. Kay Kyser..... 86
3. Horace Heidt..... 73
- 4-5. Artie Shaw and Benny Goodman. 66
6. Tommy Dorsey..... 60
7. Wayne King..... 37
8. Richard Himber..... 33
9. Paul Whiteman..... 27



## POPULARITY POLLS—Continued

10-11. Larry Clinton and Andre Kos- telanetz.....	26	3. Clem McCarthy.....	93
12. Eddy Duchin.....	23	4. Red Barber.....	27
13. Fred Waring.....	18	5. Bob Elson.....	21
14. Hal Kemp.....	17	6. Graham McNamee.....	20
15-16. Russ Morgan and Phil Spitalny.....	16	7. Tom Manning.....	17
17. Casa Loma (Glen Gray).....	12	8. Paul Douglas.....	14
18. Sammy Kaye.....	10	9. Bill Slater.....	10
<i>Female Popular Singers</i>			
1. Frances Langford.....	206	1. Don Wilson.....	152
2. Kate Smith.....	174	2. Ken Carpenter.....	84
3. Connie Boswell.....	102	3. Harry von Zell.....	47
4. Jane Froman.....	77	4. Milton Cross.....	42
5. Dorothy Lamour.....	45	5. David Ross.....	18
6-7. Maxine Sullivan and Bea Wain.....	26	6. Paul Douglas.....	15
8. Mildred Bailey.....	21	7-8. Ben Grauer and Graham McNamee.....	12
9. Nan Wynn.....	15	<i>Symphonic Conductors</i>	
10. Lucille Manners.....	14	1. Arturo Toscanini.....	333
11-12. Martha Tilton and Virginia Simms .....	13	2. John Barbirolli.....	116
<i>Male Popular Singers</i>			
1. Bing Crosby.....	341	3. Frank Black.....	82
2. Kenny Baker.....	228	4. Jose Iturbi.....	42
3. Frank Parker.....	64	5. Alfred Wallenstein.....	41
4. Lanny Ross.....	51	6. Leopold Stokowski.....	36
5. Nelson Eddy.....	44	7. Andre Kostelanetz.....	32
6. Jerry Cooper.....	18	8. Artur Rodzinski.....	23
7. Rudy Vallee.....	17	9. Howard Barlow.....	22
8. Buddy Clark.....	16	10. Fritz Reiner.....	19
9. Frank Munn.....	15	11. Erno Rapee.....	16
10. Tony Martin.....	12	12. Eugene Ormandy.....	15
11. Donald Novis.....	11	<i>Classical or Operatic Singers</i>	
<i>Dramatic Programs</i>			
1. Lux Radio Theatre.....	269	1. Nelson Eddy.....	150
2. Orson Welles (Campbell Play- house).....	198	2. Lawrence Tibbett.....	138
3. One Man's Family.....	94	3. Richard Crooks.....	117
4. Edward G. Robinson (Big Town).....	57	4. Lily Pons.....	93
5. Columbia Workshop.....	54	5. Kirsten Flagstad.....	72
6. Silver Theatre.....	32	6. Margaret Speaks.....	47
7. First Nighter.....	26	7. Lucille Manners.....	44
8-9. Tyrone Power (Woodbury Play- house) and Star Theatre (Texaco).....	20	8. John Charles Thomas.....	41
10. Gang Busters.....	15	9. Gladys Swarthout.....	24
<i>New Stars</i>			
1. Orson Welles.....	296	10. John Carter.....	19
2. Tommy Riggs (and Betty Lou).....	27	11. Jeanette MacDonald.....	14
3. Clifton Fadiman.....	23	12. Beniamino Gigli.....	11
4. Bob Hope.....	21	13-14. Grace Moore and Lauritz Mel- chior .....	10
5-6. Kay Kyser and H. V. Kaltenborn.....	12	<i>Quarter-Hour Programs</i>	
<i>Commentators</i>			
1. H. V. Kaltenborn.....	168	1. Amos 'n' Andy.....	99
2. Lowell Thomas.....	77	2. Lum and Abner.....	78
3. Edwin C. Hill.....	30	3. Easy Aces.....	60
4. Dorothy Thompson.....	24	4. Lowell Thomas.....	53
5. Walter Winchell.....	21	5. Walter Winchell.....	51
6. Alexander Woollcott.....	18	6. Vocal Varieties.....	36
7. Paul Sullivan.....	17	7. Edwin C. Hill.....	26
8-9. Gabriel Heatter and Boake Carter.....	14	8. Vic and Sade.....	21
<i>Sports Announcers</i>			
1. Ted Husing.....	301	9. Jimmie Fidler.....	20
2. Bill Stern.....	229	10. Sophie Tucker.....	14
<i>Children's Programs</i>			
		11. Uncle Ezra.....	10
		1. Let's Pretend.....	130
		2. Irene Wicker.....	122
		3. Lone Ranger.....	72
		4. Little Orphan Annie.....	68
		5. American School of the Air.....	44
		6. Dick Tracy.....	27

## POPULARITY POLLS—Continued

7. Howie Wing.....	23
8. March of Games.....	19
9-10. Jack Armstrong and Kaltenmeyer's Kindergarten.....	17
11-12. Don Winslow and Music for Fun	13
13. Tom Mix.....	12
14. White Rabbit Line.....	10

### Major Radio Events of 1938

1. H. V. Kaltenborn's Coverage of the Czechoslovakian Crisis.....	371
2. Orson Welles "War of the Worlds" program .....	62

**LADIES' HOME JOURNAL POLL OF RADIO FAVORITES.** Conducted by the *Ladies' Home Journal* and announced in the February, 1939, issue, this survey is based on personal interviews with women by 600 field workers throughout the country. Distribution of interviews considered factors of age, marital and economic status, religion, geographic division and size of community. Winners, ranked according to popularity, with percentage of votes received:

1. Chase & Sanborn Hour (Charlie McCarthy) .....	12%
2-3. Major Bowes and Jack Benny...	7%
4-5. One Man's Family and symphonic music.....	6%
6-7. News broadcasts and Kraft Music Hall.....	5%
8-9. Lux Radio Theatre and Lucky Strike Hit Parade.....	3%
10. Rudy Vallee.....	2%
11. All others.....	44%

In conjunction with this survey, the *Ladies' Home Journal* published a survey on "What the Women of America Think of Entertainment." As regards radio, 60% of those *Ladies' Home Journal* readers surveyed (radio owners only) thought that too much time was given to radio advertising; the same percentage figure also applied to non-readers who were asked the same question. To the question "Does (the advertising) annoy or irritate you?" 56% of the readers, and 50% of the non-readers, said it did. However, only 33% of both readers and non-readers preferred that there be no advertising at all via radio. Regarding children's programs, 68% readers and 62% non-readers thought they were too exciting.

**FIFTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE.** Announced April 19, 1939.

*Programs Best Serving Democratic Ideals*  
 America's Town Meeting of the Air.  
 Americans All—Immigrants All.

### Best Variety Programs

Good News of 1939.  
 Chase & Sanborn Hour.

### Best Light Music

Firestone Symphony Orchestra.  
 Cities Service Concert.  
 American Album of Familiar Music.

### Best Quiz Program

Information, Please.

### Best Adult Education Programs

The World Is Yours.  
 What Price America.  
 Americans at Work.

### Best Serious Music (Sponsored)

Ford Sunday Evening Hour.  
 Standard Oil broadcasts of West Coast symphonies.

### Best Serious Music (Sustaining)

NBC Symphony Orchestra.  
 New York Philharmonic.  
 Metropolitan Opera Broadcasts.  
 Sinfonietta.

### Best Dramatic Programs

Campbell Playhouse.  
 Woodbury Playhouse.  
 NBC Great Plays.  
 Lux Radio Theatre.

### Best Children's Programs

Musical Plays by Irene Wicker.  
 Let's Pretend.

### Best Children's Educational Programs

NBC Music Appreciation Hour.  
 American School of the Air.

### Best Serial Program

One Man's Family. (Though serials were not officially included in the balloting, this program received enough votes to warrant "special recognition").

### Best News Commentators

H. V. Kaltenborn.  
 Paul Sullivan (of WHAS, Louisville, for Mid-West networks).

### Unique Radio Program

Salute of Nations.

### Advertising Best Presented

General Foods' Jell-O Program.  
 Standard Brands' Tender Leaf Tea Program.

### Special Award

Americans All—Immigrants All (as "the most original and informative program introduced on the airwaves between April 1, 1938 and March 31, 1939").

## NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '37-'38 AND '38-'39

(This material may not be reproduced without permission)

There has ever been much disagreement within the broadcasting industry—and particularly among the three major networks—as to what constitutes a program “type,” or by what method to compute a “type” quantitatively. Hence all network figures on program types are fashioned by different methods and cannot be added together, or handled in any statistical manner.

In the following pages (448-451) the VARIETY RADIO DIRECTORY presents, in chart form, a two-season comparison of *commercial* program types, figured by special methods and procedures.

### Program “Types”

For one thing, in making “types” or categories, the showman’s viewpoint was employed. That is, programs were classified according to their predominant content and not according to the individual pieces that went into their make-up. To illustrate: the Royal Desserts Program (Rudy Vallee) is classified as *variety*, which is the most suitable designation from a showman’s standpoint.

### The “Station Hour”

For a second thing, it should be noted that programs are quantitatively computed by “station hours” and not by simple addition. This method was used to balance out factors which in ordinary arithmetic cannot be included. To illustrate:

Supposing that “variety” comprises 10 programs, each 30 minutes per program, and each broadcast on 25 stations. Supposing, also, that “drama” comprises 15 programs, each 30 minutes per program, but each broadcast only on 3 stations. It is obvious that by arithmetical addition “drama” would be considered the predominant program type; but it is equally obvious that such a calculation would be completely awry. For variety would be available to listeners on 250 stations, whereas drama would be available on only 45 stations.

Thus the DIRECTORY has adopted the “station hour” yardstick. A “station hour” is one hour over one station one time. If a certain program is broadcast via 100 stations and consumes 30 minutes (half-hour) per week, it is counted as 50 station hours. Or if a program is broadcast five times per week on 25 stations, each broadcast consuming 15 minutes (quarter-hour), it would be counted as 31.25 station hours per week.

In reading “station hour” totals, however, the following should be borne in mind: (1) since the number of stations allotted to each program is apt to vary, the highest number used during a series is the basis for the calculation; and (2) the station hour total is *cumulative for a season*. In short, the figures do not fit any one week of the season. They represent cumulative additions from the start of the season to its end, and include all programs found on the NBC, CBS, and Mutual books.

### Revisions of Data

It should also be noted that a new category—“single act”—has been added this year. This category takes care of one-person variety entertainment, and makes room for those entertainers who single-handedly announce, sing, joke, etc.

The figures for June 1, 1937, to May 1, 1938, have been slightly revised since they appeared in VARIETY RADIO DIRECTORY, Vol. II, pages 316-319. In the main, the revisions are of slight consequence in any, except a statistical, manner.

During the season from June 1, 1938, to June 1, 1939, eight programs (all very small) could not be classified for lack of sufficient information concerning content or number of stations per hookup.

# NETWORK COMMERCIAL PROGRAMS EVENING \*

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Variety .....	52.....	1675.00
2. Straight Popular Music...	28.....	764.50
3. Drama .....	39.....	538.75
4. Audience Participation...	16.....	388.50
5. Semi-Classical Music.....	9.....	254.50
6. Classical Music.....	5.....	207.00
7. News Commentators.....	7.....	189.25
8. Familiar Music.....	6.....	171.50
9. Comedy Teams.....	6.....	164.75
10. Talks-Instruction .....	14.....	163.00
11. Sports .....	5.....	111.50
12. Religion .....	1.....	35.00
13. Brass, or Wind, Bands.....	1.....	9.00
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Children's Programs....	10....	154.75

\*Revised Figures.

# **NETWORK COMMERCIAL PROGRAMS EVENING**

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Variety .....	64.....	2189.00
2. Drama .....	50.....	932.50
3. Audience Participation...	27.....	639.75
4. Straight Popular Music...	20.....	535.50
5. News Commentators.....	11.....	215.75
6. Semi-Classical Music.....	4.....	161.00
7. Comedy Teams.....	4.....	160.50
8. Familiar Music.....	7.....	137.00
9. Talks-Instruction .....	9.....	121.50
10. Sports .....	6.....	114.75
11. Classical Music.....	3.....	109.50
12. Religion .....	1.....	50.00
13. Single Act.....	1.....	3.00
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Children's Programs.....	15.....	273.50

## NETWORK COMMERCIAL PROGRAMS DAYTIME \*

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	63.....	2117.50
2. Talks and Instruction.....	30.....	475.75
3. Variety .....	7.....	204.50
4. News Commentators.....	3.....	169.75
5. Familiar Music.....	3.....	48.75
6. Hymns .....	2.....	39.75
7. Popular Music.....	9.....	39.00
8. Religion .....	1.....	31.00
9. Song-Patter Teams.....	3.....	27.25
10. Novelty .....	3.....	14.75
11. Brass, or Wind, Bands....	1.....	12.50
12. Single Act.....	1.....	6.25
13. Classical Music.....	1.....	4.50

\*Revised Figures.

## NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	60.....	2394.25
2. Talks and Instruction....	23.....	325.75
3. Variety .....	3.....	152.50
4. News Commentators.....	7.....	76.25
5. Hymns .....	3.....	68.00
6. Religion .....	2.....	38.00
7. Single Act.....	4.....	28.50
8. Audience Participation...	5.....	19.75
9. Brass, or Wind, Bands...	1.....	12.50
10. Classical Music.....	1.....	9.75
11. Novelty .....	1.....	3.75
12. Familiar Music.....	2.....	1.50
13. Popular Music.....	1.....	1.00

## COMMERCIAL NETWORK PROGRAMS: SEASON OF 1938-1939

All programs included in this listing were broadcast at some time between June 1, 1938, and June 1, 1939. Data pertains solely to that interval. It has been checked with networks and agencies.

Completeness is the aim of this presentation. Deviations occur only where adequate checks with networks or agencies were lacking; or possibly where changes in cast, etc., were of such short duration that no record was made of them.

In reading this listing, the following should be kept in mind:

1. All time is Eastern Time unless otherwise noted.
2. In the cross-references, all proper names are filed by **LAST NAMES**.
3. The commercial programs of the NBC Red and Blue, Columbia, and Mutual Networks are included. No regional network programs are listed, unless they are found on the books and account sheets of the three major chains.

### A

#### Abbott and Costello

(See "Kate Smith's Hour")

#### Acme White Lead & Color Works

(See "Smilin' Ed McConnell")

#### Chuck Acree

(See "We, the Wives, Quiz")

#### Adam Hat Stores

(See "Madison Square Garden Boxing Bouts")

#### Alber Bros. Milling Co.

(See "Good Morning Tonite" for Cereals)

#### Eddie Albright \*

**Sponsor:** Chamberlin Laboratories, Inc.

**Agency:** John H. Dunham Co.

**Origination:** Hollywood.

**Air Time:** Monday, Wednesday and Friday, 5:45 to 6 p.m., PST.

**Network:** CBS; number of stations not shown on network records, nor available from other sources.

**Talent:** Eddie Albright.

**Length of Run:** March 6, 1939 to April 28, 1939.

\* This information not supplied by the agency.

#### Aldrich Family

(See "Kate Smith's Hour")

#### Alias Jimmy Valentine

**Sponsor:** R. L. Watkins Co. (Dr. Lyon's Toothpowder).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Monday, 7 to 7:30 p.m. (repeat from 11 to 11:30 p.m.; repeat cancelled Dec. 6, 1938).

**Network:** NBC Blue; 24 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.

**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.

**Dialogue Writers:** Ruth Borden (June 6, 1938, one script), Ernest Shenkin (June 13, 1938, to July 25, 1938), Doris Halman (Aug. 1, 1938, to Nov. 14, 1938), Ellery Queen (Nov. 21, 1938, one script), Doris Halman (Nov. 28, 1938, to Feb. 13, 1939).

**Agency Script Editor:** Charles Christoph.

**Talent:** James Meighan (Jimmy Valentine); Elizabeth Day (Rose Lane); Al Swenson (Mr. Lane); Paul Nugent (Red).

**Agency Director:** Martha Atwell.

**Announcer:** Ford Bond.

**Conductor:** Al Rickey (also known as Don Donnie).

**Length of Run:** June 6, 1938, to Feb. 13, 1939. (Original contract started Jan. 18, 1938, for Edgeworth Tobacco.)

#### Bob Allen

(See "Time to Shine")

#### Fred Allen

(See "Town Hall Tonight")

#### Gracie Allen

(See "Burns & Allen")



## NETWORK COMMERCIALS—Continued

### Stuart Allen

(See "Monday Night Show")

### Allis Chalmers Mfg. Co.

(See "Renfro Barn Dance")

### Ambassadors

(See "Kate Smith's Hour")

### Don Ameche

(See "Chase & Sanborn Program")

### American Album of Familiar Music

**Sponsor:** Bayer Co., Inc. (Bayer Aspirin).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Sunday, 9:30 to 10 p.m.

**Network:** NBC Red; 58 stations.

**General Supervisor of Script and Production:** Frank Hummert.

**Author of Title and Original Story Line:** Frank Hummert.

**Dialogue Writer:** Frank Hummert.

**Agency Script Editor:** Frank Hummert.

**Talent:** Frank Munn; Jean Dickenson; Elizabeth Lennox; Arden & Arden (Victor and Wall), piano team; Bertrand Hirsch (violinist); Gus Haenschen's orchestra; Amsterdam Chorus.

**Announcer:** Andre Baruch.

**Conductor:** Gus Haenschen.

**Length of Run:** Started Oct. 11, 1931.

### American Bird Products, Inc.

(See "American Radio Warblers")

### American Cigarette & Cigar Co.

(See "Eddy Duchin & His Orchestra" for Pall Mall Cigarettes)

### American Oil Co.

(See "Human Side of the News")

### American Radio Warblers

**Sponsor:** American Bird Products, Inc.

**Agency:** Weston-Barnett, Inc.

**Origination:** WGN, Chicago.

**Air Time:** Sunday, 11:45 to 12 noon (repeat from 3:45 to 4 p.m.).

**Network:** Mutual; 15 stations.

**Talent:** Trained canaries program.

**Length of Run:** Oct. 16, 1938 to May 7, 1939.

### American Rolling Mills Co.

(See "Frank Simon & His Armco Band" for Sheet Steel)

### American Tobacco Co.

(See "Ben Bernie and All the Lads" for Half and Half)

(See "Buddy Clark & Orchestra" for Lucky Strikes)

(See "Kay Kyser's College of Musical Knowledge" for Lucky Strikes)

(See "Man to Man Sports" for Roi-Tan Cigars)

(See "Sophie Tucker & Her Show" for Roi-Tan Cigars)

(See "Your Hit Parade" for Lucky Strikes)

### Amos 'n' Andy

**Sponsor:** Campbell Soup Co.

**Agency:** Ward Wheelock Co.

**Origination:** Hollywood.

**Air Time:** Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.)

**Network:** CBS; 55 stations. (Previous to April 3, 1939, NBC Red; 43 stations.)

**Production:** Diana Bourbon (of the agency).

**Script Writers:** Freeman Gosden, Charles Correll.

**Talent:** Freeman Gosden (Amos); Charles Correll (Andy); Madeline Lee (Miss Blue).

**Agency Director:** Diana Bourbon.

**Announcer:** Bill Hay.

**Conductor:** Gaylord Garter, organist.

**Length of Run:** Started Jan. 3, 1938, on NBC Red; shifted to CBS, April 3, 1939.

### Anacin Co.

(See "Easy Aces")

(See "Just Plain Bill")

(See "Our Gal Sunday")

### Andrews Sisters

(See "Honolulu Bound")

(See "Just Entertainment")

### John J. Anthony

(See "Good Will Hour")

### Jane Arden

**Sponsor:** Ward Baking Co. (Bread and Cake).

**Agency:** Sherman K. Ellis & Co., Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** New York.

**Air Time:** Monday through Friday, 10:15 to 10:30 a.m.

**Network:** NBC Blue; 15 stations, plus transcriptions.

**Production:** Lawrence Holcomb (of the agency).

**Script writer:** Adapted by William Hodapp.

**Talent:** Ruth Yorke (Jane Arden); Spencer Bentley (Dr. Steven Gray); Betty Garde (Mrs. Arden); Richard Gordon (Mr. Arden); Edward Wragge (Jimmy Arden); Henry Wadsworth (Alabama Randall); Howard Smith (Senator Birch); Elliott (Ted) Reid (Harry Torp); Jerry Lesser (Scarlati).

**Agency Director:** Lawrence Holcomb.

**Announcers:** Alan Kent, Paul Brenner (New York local).

**Conductor:** Christine Caton.

**Length of run:** Sept. 26, 1938 to June 23, 1939.

### Robert Armbruster Orchestra

(See "Chase & Sanborn Program")

### Jack Armstrong

**Sponsor:** General Mills, Inc. (Wheaties).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 5:30 to 5:45 p.m.

**Network:** NBC Red; 16 stations.

**Production:** Edwin H. Morse.

**Script writer:** Talbot Mundy.

**Talent:** Stanley Harris (Jack Armstrong); Sara Jane Wells (Betty Fairfield); John Gannon (Billy Fairfield); Jim Goss (Uncle Jim).

**Agency Director:** Leslie Daniels.

**Announcer:** Franklyn McCormick.

**Length of run:** July 31, 1933 to April 28, 1939. (Program was off the air during 1938 from April 22 to Sept. 26). (Replaced by Billy and Betty).

### Edward Arnold

(See "Chase & Sanborn Program")

### Atlantic Refining Co.

(See "Football Play-By-Play" for White Flash Gas, Atlantic Motor Oil)

### Attorney-at-Law

**Sponsor:** S. C. Johnson & Son, Inc. (Johnson's Wax).

**Agency:** Needham, Louis & Brorby, Inc.

**Origination:** Chicago.

**Air Time:** Tuesday, 9:30 to 10 p.m., after July 5, 1938 (from May 30 to July 5, 1938, Monday through Friday, 3 to 3:15 p.m.; previous to May 30, 1938, Monday through Friday, 10:30 to 10:45 a.m.).

**Network:** NBC Blue; 14 stations (before July 5, 1938). NBC Red; 65 stations (after July 5, 1938).

**Production:** L. D. Barnhardt (previously Carl Wester, Howard Keegan).

**Script Writers:** Milton Geiger (Jim Pease, July 5 to 19, 1938; Jack Fraser, July 26, 1938; John L. Greene, Aug. 2 to 30, 1938).

**Talent:** Henry Hunter; Betty Winkler; Phil Lord; Robert Griffin; Barry Hopkins; Pat Murphy; Bret Morrison. (This cast replaced the following on July 5, 1938: Jim Ameche; Frances Carlon; June Meredith; Lucy Gilman; Fred Sullivan; Grace Lockwood Bailey; Betty Lou Gerson [who replaced Margaret Fuller]; Ethel Owen.)

**Agency Director:** Helen Wing.

**Announcers:** Harlow Wilcox (replaced Fort Pearson July 5, 1938).

**Conductor:** Billy Mills (from July 5 to Aug. 30, 1938).

**Music Arranger:** Billy Mills.

**Length of Run:** Jan. 3, 1938, to Aug. 30, 1938. (From July 5 to end of run, this program shifted from a daytime serial to an evening show to replace Fibber McGee & Co. for the summer).

### Roy Atwell

(See "Joe Penner")

### Artie Auerbach

(See "Wonder Show—Jack Haley")

### Aunt Jenny's Real Life Stories

**Sponsor:** Lever Brothers Co. (Spry).

**Agency:** Ruthrauff & Ryan, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 11:45 to 12 noon (repeat from 2:15 to 2:30 p.m.).

**Network:** CBS; 56 stations.

**Production:** Handled by the agency.

**Script writers:** Various free lance.

**Talent:** Edith Spencer (Aunt Jenny); Elsie Thompson, organist; and dramatic cast.

**Agency Director:** John Loveton.

**Announcer:** Dan Seymour.

**Conductor:** Elsie Thompson, organist.

**Length of run:** Started Jan. 18, 1937.

### Aurora Laboratories, Inc.

(See "Hollywood Newsgirl")

## NETWORK COMMERCIALS—Continued

### Gene Austin

(See "Park Avenue Penners")

### Avalon Time

**Sponsor:** Brown & Williamson Tobacco Co. (Avalon Cigarettes).

**Agency:** Russel M. Seeds Co.

**Origination:** Chicago (previous to May 6, 1939, Cincinnati).

**Air Time:** Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.). (Previous to March 11, 1939, 7 to 7:30 p.m., with repeat from 12:30 to 1 a.m.).

**Network:** NBC Red; 65 stations.

**Production:** Tom Wallace (of the agency).

**Script Writers:** Cecil Widdifield, Fred Kress.

**Talent:** Del King, m. c.; Kitty O'Neil (off since Nov. 19, 1938; Red (Clyde J.) Foley; Red Skelton (since Jan. 7, 1939); Neighbor Boys (Arnold Staley, Jerry Behrens, Roland Gaines, Guy Blakeman) (off since March 11, 1939); Avalon Chorus; Phil Davis' orchestra.

**Agency Director:** Tom Wallace.

**Announcer:** Peter Grant.

**Conductor:** Phil Davis.

**Music Arranger:** Robert Strong.

**Length of Run:** Started Oct. 1, 1938; closing date contemplated at press time was Sept. 23, 1939.

**Talent:** Hugh Studebaker (Dr. Robert Graham); Marjorie Hannan (Janet Dexter); Patricia Dunlap (Ruth Ann Dexter); Olan E. Soule (Sam Ryder); Marie Nelson; Milton Charles.

**Agency Directors:** J. P. Roche, Lloyd Maxwell.

**Announcer:** Russ Young.

**Length of Run:** Sept. 9, 1935 to Sept. 23, 1938.

### Bachelor's Children

**Sponsor:** Cudahy Packing Co. (Old Dutch Cleanser).

**Agency:** Roche, Williams & Cunnynham, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 9:45 to 10 a.m.

**Network:** CBS; 18 stations.

**Production:** Russ Young.

**Script Writer:** Bess Flynn.

**Talent:** Hugh Studebaker (Dr. Robert Graham); Olan E. Soule (Sam Ryder); Patricia Dunlap (Ruth Ann Dexter); Marjorie Hannan (Janet Dexter); Milton Charles; Marie Nelson.

**Agency Directors:** J. P. Roche, Lloyd Maxwell.

**Announcer:** Russ Young.

**Length of Run:** Started Sept. 28, 1936.

### Axton-Fisher Tobacco Co.

(See "Captain Herne")

### B

### B. T. Babbitt, Inc.

(See "David Harum" for Bab-O)

### Harry Babbitt

(See "Kay Kyser's College of Musical Knowledge")

### Bachelor's Children

**Sponsor:** Cudahy Packing Co. (Old Dutch Cleanser).

**Agency:** Roche, Williams & Cunnynham, Inc.

**Origination:** WGN, Chicago.

**Air Time:** Monday through Friday, 11:15 to 11:30 a.m.

**Network:** Mutual; 2 stations.

**Production:** Russ Young.

**Script Writer:** Bess Flynn.

### Backstage Wife

**Sponsor:** R. L. Watkins Co. (Dr. Lyon's Toothpowder).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 4 to 4:15 p.m. (Previous to April, 1938, 11:15 to 11:30 a.m.).

**Network:** NBC Red; 35 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.

**Authors of Title and Original Story Line:** Frank and Anne Hummert.

**Dialogue Writers:** Marie Baumer (March 7 to April 1, 1938); Doris Halman (April 4 to 15, 1938); Dena Reed (one script, April 18, 1938); Stewart Ayers (April 19 to 26, 1938); Cornelia Gillam (April 27 to May 5, 1938); Doris Frankel (May 6 to 10, 1938); Bosley Crowthers (May 11 to Sept. 23, 1938); Ann Mortland (one script, Sept. 26, 1938); John Caldwell (Sept. 27 to 30, 1938); Jerry McGill (Oct. 1, 1938, to date).

**Agency Script Editor:** Charles Christoph.

**Talent:** Vivian Fridell (Mary Noble); Ken Griffin (Larry Noble); and variable cast.

**Agency Director:** Blair Walliser.

**Announcer:** Stuart Dawson.

## NETWORK COMMERCIALS—Continued

**Conductor:** Alice Parton (theme).  
**Length of Run:** Original contract started Feb. 15, 1935; latest series started Oct. 24, 1938.

### Kenny Baker

(See "Jell-O Program Starring Jack Benny")  
 (See "Texaco Star Theatre")

### Phil Baker

(See "Phil Baker")  
 (See "Honolulu Bound")

### Phil Baker

**Sponsor:** Gulf Oil Corp.  
**Agency:** Young & Rubicam, Inc.  
**Origination:** New York and Hollywood.  
**Air Time:** Sunday, 7:30 to 8 p.m.  
**Network:** CBS; 62 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Sam Perrin, Arthur Phillips, Hal Block.  
**Talent:** Phil Baker; Ward Wilson (Beetle); Harry McNaughton (Bottle); Al Garr; Oscar Bradley's orchestra; guests.  
**Agency Director:** Glenhall Taylor.  
**Announcer:** Harry von Zell.  
**Conductor:** Oscar Bradley.  
**Length of Run:** Original contract started Sept. 29, 1935; last series ran from Feb. 20, 1938, to July 3, 1938.

### Baker's Broadcast

**Sponsor:** Standard Brands, Inc. (Fleischmann's Yeast for Bread).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 7:30 to 8 p.m.  
**Network:** NBC Blue; 65 stations.  
**Production:** Handled by the agency.  
**Talent:** Peg Murray; Harriet Hilliard; Ozzie Nelson's orchestra; guests.  
**Announcer:** John Hiestand.  
**Conductor:** Ozzie Nelson.  
**Length of Run:** Original contract started Oct. 8, 1933; above program ran from Oct. 3, 1937, to June 26, 1938.

### Lucille Ball

(See "Wonder Show—Jack Haley")

### Ballard's OvenReady Biscuit Program

**Sponsor:** Ballard & Ballard Co. (Oven-Ready Biscuits).  
**Agency:** Henri, Hurst & McDonald, Inc.

**Origination:** Cincinnati.  
**Air Time:** Friday and Saturday, 10 to 10:15 a.m.  
**Network:** NBC Red and Blue; 17 stations.  
**Script Writers:** Ed McConnell, Marguerite Lyon.  
**Talent:** Smilin' Ed McConnell.  
**Agency Director:** Frank W. Ferrin.  
**Announcers:** Gene Trace, Peter Grant.  
**Music Arranger:** Jock Saatkomp.  
**Length of Run:** Sept. 16, 1938, to March 11, 1939.

### Sam Balter

(See "Inside of Sports")

### Barbasol Co.

(See "Gabriel Heatter" for Shave Cream)

### Howard Barlow Orchestra

(See "March of Time")

### Bob Barrie

(See "Radio Newsreel")

### John Barrymore

(See "Texaco Star Theatre")

### Bathasweet Corp.

(See "Quin Ryan's News Commentary")

### Battle of the Sexes

**Sponsor:** Cummer Products Co. (Molle Shaving Cream).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Tuesday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).  
**Network:** NBC Red; 25 stations.  
**Production:** Harold Kemp, Paul Wing.  
**Script Writers:** Welbourn Kelley, Ruth Hopkins.  
**Talent:** Julia Sanderson; Frank Crumit; contestants; Alan Kent, referee.  
**Agency Director:** R. A. Porter.  
**Announcers:** Alan Kent, Jack Costello.  
**Length of Run:** Started Sept. 20, 1938. (Replaced Vox Pop).

### Bayer Co., Inc.

(See "American Album of Familiar Music")  
 (See "Second Husband")

## NETWORK COMMERCIALS—Continued

### Bayuk Cigars, Inc.

(See "Inside of Sports")

### Bob Becker's "Chats About Dogs"

**Sponsor:** John Morrell & Co. (Red Heart Dog Food).

**Agency:** Henri, Hurst & McDonald, Inc.

**Origination:** Chicago.

**Air Time:** Sunday, 3:45 to 4 p.m. (Previous to Jan. 1, 1939, 1:45 to 2 p.m.).

**Network:** NBC Red; 30 stations.

**Production:** Blair Walliser.

**Script Writers:** Marguerite Lyon, Blair Walliser, Bob Becker.

**Talent:** Bob Becker; David Dale (Red Heart, the Talking Dog); plus incidental dramatic players.

**Agency Director:** Frank W. Ferrin.

**Announcer:** Pierre Andre.

**Length of Run:** Started Jan. 9, 1938; latest series ran from Sept. 11, 1938, to April 23, 1939.

bert, Jack Parker, Phil Duey); B. A. Rolfe's orchestra.

**Agency Directors:** Ken Webb, Dave White.

**Announcers:** Clayton Collyer, Ted Jewett.

**Conductor:** B. A. Rolfe.

**Music Arranger:** B. A. Rolfe.

**Length of Run:** Started March 31, 1939.

### Robert Benchley

(See "Melody and Madness")

### Helen Bennett

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster")

### Jack Benny

(See "Jell-O Program Starring Jack Benny")

### Jack Berch and His Boys

(Before May, 1939, Jack Berch—The Sweetheart Serenader)

**Sponsor:** Manhattan Soap Co. (Sweetheart Soap).

**Agency:** Franklin Bruck Advertising Corp. **Origination:** New York.

**Air Time:** Monday, Wednesday and Friday 10:30 to 10:40 a.m. (Before May, 1939, Wednesday and Friday, 7:45 to 8 p.m.).

**Network:** NBC Blue; 8 stations. (Before May, 1939, NBC Red; 6 stations).

**Script Writer:** Cecil Billings.

**Talent:** Jack Berch.

**Agency Director:** M. J. Kleinfeld.

**Announcer:** Edward Herlihy.

**Length of Run:** Jan. 11, 1939 to July 7, 1939.

### Edgar Bergen

(See "Chase & Sanborn Program")

### Teddy Bergman

(See "Big Sister")

(See "Al Pearce & His Gang")

(See "The Royal Crown Revue")

### Jerry Belcher

(See "Interesting Neighbors")

### Believe It or Not (The Caravan of Truth)

**Sponsor:** General Foods Corp. (Huskies, Post's Bran Flakes).

**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m. (Previous to Aug. 8, 1938, Tuesday, 10 to 10:30 p.m.).

**Network:** NBC Red; 64 stations.

**Production:** Handled by the agency.

**Script Writers:** Various writers.

**Talent:** Robert L. Ripley; Linda Lee; Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey); B. A. Rolfe's orchestra; dramatic cast; guests.

**Agency Director:** Kenneth MacGregor.

**Announcer:** Ford Bond.

**Conductor:** B. A. Rolfe.

**Music Arranger:** B. A. Rolfe.

**Length of Run:** July 16, 1937 to Oct. 3, 1938.

### Believe It or Not

**Sponsor:** Nehi Corp. (Royal Crown Cola).

**Agency:** Batten, Barton, Durstine & Osborn, Inc.

**Origination:** New York.

**Air Time:** Friday, 10:30 to 11 p.m.

**Network:** CBS; 77 stations.

**Script Writer:** Robert L. Ripley.

**Talent:** Robert L. Ripley; Linda Lee; Men About Town (Harold [Scrappy] Lam-

### Ben Bernie and All the Lads

**Sponsor:** American Tobacco Co. (Half and Half Smoking Tobacco).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Sunday 5:30 to 6 p.m. (repeat from 12 midnight to 12:30 a.m.).

**Network:** CBS; 52 stations.

## NETWORK COMMERCIALS—Continued

**Production:** Handled by the agency.  
**Script Writers:** Park Levy, Al Miller, Alan Lipscomb.  
**Talent:** Ben Bernie and orchestra; Lew Lehr; Bobby Gibson; Mary Small; Manny Prager.  
**Agency Director:** William Rousseau.  
**Announcer:** Harry von Zell.  
**Conductor:** Ben Bernie.  
**Length of Run:** Oct. 2, 1938, to June 25, 1939.

### Ben Bernie and All the Lads

**Sponsor:** U. S. Tire Dealers Mutual Corp.  
**Agency:** Campbell-Ewald Co. of New York, Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 8:30 to 9 p.m. (Previous to Feb. 23, 1938, 9:30 to 10 p.m.) (repeat from 11:30 p.m. to 12 midnight).  
**Network:** CBS; 85 stations.  
**Production:** Henry Souvaine (for the agency).  
**Script Writers:** Park Levy, Al Miller, Alan Lipscomb.  
**Talent:** Ben Bernie and orchestra; Lew Lehr; Agnes Moorehead; Buddy Clark; double quartet; Jane Pickens (for first 13 weeks only, after which she was replaced by guests).  
**Agency Director:** Louis Dean.  
**Announcer:** Ralph Edwards.  
**Conductor:** Ben Bernie.  
**Music Arranger:** Al Evans and others.  
**Length of Run:** Jan. 12, 1938 to July 6, 1938.

### Betty and Bob

**Sponsor:** General Mills, Inc. (Bisquick).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 2 to 2:15 p.m.  
**Network:** NBC Red and Blue; 28 stations.  
**Production:** Wyn Wright.  
**Script Writers:** C. D. Morris and Associates.  
**Talent:** Alice Hill (Betty Drake); Les Tremayne (Bob Drake); Edith Davis (Mrs. Drake); Jim Goss (Craig Foster); Olga Rosenova (Ann Meredith); Donna Reade (Agnes Stevens).  
**Agency Director:** David Owen.  
**Announcer:** Pierre Andre.  
**Length of Run:** Started Oct. 10, 1932; latest series ended May 26, 1939.

### Big Sister

**Sponsor:** Lever Brothers Co. (Rinso).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 11:30 to 11:45 a.m. (repeat from 2 to 2:15 p.m.).

**Network:** CBS; 65 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Knowles Entrikin, Marjorie Bartlett. (Originally Lillian Laufferty).  
**Talent:** Alice Frost (Ruth Evans Brewster); Martin Gabel (Dr. John Wayne); Junior O'Day (Ned Evans); Haila Stoddard (Sue Evans Miller); Bill Johnstone (various roles); Agnes Moorehead (various roles); Teddy Bergman (Asa Griffin); Alfred Swenson (Cornelius Porter).  
**Agency Director:** F. Bourne Ruthrauff.  
**Announcer:** Fred Uttal.  
**Conductor:** Various organists.  
**Length of Run:** Started Sept. 14, 1936.

### Big Town

**Sponsor:** Lever Brothers Co. (Rinso).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Hollywood.  
**Air Time:** Tuesday, 8 to 8:30 p.m. (repeat from 12:30 to 1 a.m.).  
**Network:** CBS; 60 stations.  
**Production:** Clark Andrews (of the agency), Thomas Freebairn-Smith (CBS).  
**Script Writers:** Free lance writers.  
**Talent:** Edward G. Robinson (Steve Wilson); Claire Trevor (Lorelei Kilbourne); dramatic cast.  
**Agency Director:** Clark Andrews.  
**Announcer:** John Conte.  
**Conductor:** Fran Frey.  
**Length of Run:** Started Oct. 19, 1937. (Off during summer of 1938 from July 12 to Sept. 20). (Off during summer of 1939 from July 4 to Sept. 19).

### Billy and Betty

**Sponsor:** General Mills, Inc. (Corn Kix).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5:30 to 5:45 p.m.  
**Network:** NBC Red; 6 stations.  
**Production:** Leonardo Bercovici.  
**Script Writer:** Frances Ellis.  
**Talent:** Audrey Egan (Betty); Jimmy McCallion (Billy); Jackie Grimes (Oliver); Ted Reid (Melvin); Selena Royle (Mrs. White).  
**Agency Director:** Robert Sloane.  
**Announcer:** Lyle Van.  
**Music Arranger:** Frank Novak.  
**Length of Run:** Started May 1, 1939. (Replaced Jack Armstrong).

### BiSoDol

(See "John's Other Wife")  
 (See "Mr. Keen, Tracer of Lost Persons")  
 (See "Mrs. Wiggs of the Cabbage Patch")

## NETWORK COMMERCIALS—Continued

### Dr. Frank Black Orchestra

(See "Carnation Contented Hour")  
(See "Cities Service Concert")  
(See "Magic Key of RCA")

### Ray Bloch Orchestra

(See "Johnny Presents")  
(See "Johnny Presents 'What's My Name?'"")  
(See "Model Minstrels")  
(See "Pick & Pat in Pipe Smoking Time")

### Shirley Booth

(See "Johnny Presents 'Where Are We?'"")

### Borden Co.

(See "Hughesreel")

### Bosco Co.

(See "The Rhyming Minstrel")

### Connie Boswell

(See "Monday Night Show")

### Major Bowes' Amateur Hour

**Sponsor:** Chrysler Corp. (Chrysler, De Soto, Dodge, Plymouth).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Manhattan Theatre, New York.  
**Air Time:** Thursday, 9 to 10 p.m.  
**Network:** CBS; 92 stations.  
**Production:** Major Edward Bowes.  
**Talent:** Major Edward Bowes and amateurs.  
**Agency Director:** John Gordon.  
**Announcer:** Ralph Edwards.  
**Conductors:** Joe Meresco and Harry Merkur (pianists).  
**Length of Run:** Started Sept. 17, 1936.

### Bowey's, Inc.

(See "Terry and the Pirates" for Dari-Rich)

### Charles Boyer

(See "Woodbury's Hollywood Playhouse")

### A. S. Boyle Co.

(See "John's Other Wife" for Old English Floor Wax)  
(See "Mrs. Wiggs of the Cabbage Patch" for Old English Floor Wax)

### Oscar Bradley Orchestra

(See "Phil Baker")  
(See "Hollywood Guild")  
(See "Passing Parade")  
(See "Radio Newsreel")

### Gary Breckner

(See "Catalina Islander")

### Breezing Along

**Sponsor:** Philip Morris & Co., Ltd.  
**Agency:** The Blow Co., Inc.  
**Origination:** New York.  
**Air Time:** Friday, 8 to 8:30 p.m.  
**Network:** Mutual; 3 stations.  
**Production:** Walter A. Tibbals (of the agency).  
**Script Writers:** L. W. Thomas, Bob Goldsmith.  
**Talent:** Johnny Roventini; Johnny Green's orchestra; Beverly (Freeland) and Her Bel-Airs, directed by Ray Bloch; Charles O'Connor.  
**Agency Director:** Walter A. Tibbals.  
**Announcer:** Charles O'Connor.  
**Conductor:** Johnny Green.  
**Length of Run:** Started May 19, 1939. (Replaced Guess Where).

### Brewers' Radio Show Assn.

(See "Monday Night Show")

### Fannie Brice

(See "Good News of 1939")

### Bristol-Myers Co.

(See "For Men Only" for Vitalis)  
(See "Town Hall Big Game Hunt" for Ipana, Sal Hepatica)  
(See "Town Hall Tonight" for Ipana, Sal Hepatica, Minute Rub)  
(See "Town Hall Varieties")

### David Broekman Orchestra

(See "Texaco Star Theatre")

### Joe E. Brown

**Sponsor:** General Foods Corp. (Post Toasties).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** Hollywood.  
**Air Time:** Thursday, 7:30 to 8 p.m. (repeat from 11:30 p.m. to 12 midnight). (Before April 6, 1939, Saturday, 7:30 to 8 p.m. with repeat from 11 to 11:30 p.m.).

## NETWORK COMMERCIALS—Continued

**Network:** CBS; 61 stations.

**Production:** Handled by the agency.

**Script Writers:** Frank Gill, Bill Demling, Carl Harzinger, Paul Henning, Joseph Twerp, others.

**Talent:** Joe E. Brown; Frank Gill; Bill Demling; Margaret McCrae; Paula Winslowe; Harry Sosnik's orchestra.

**Agency Director:** Don Cope.

**Announcer:** Don Wilson.

**Conductor:** Harry Sosnik.

**Music Arranger:** Harry Sosnik.

**Length of Run:** Started Oct. 8, 1938.

### Brown & Williamson Tobacco Co.

(See "Avalon Time" for Avalon Cigarettes)

(See "Tommy Dorsey's Orchestra" for Raleigh, Kool)

(See "News, Views and Sports Reviews by Hughes")

(See "Plantation Party" for Bugler)

(See "Uncle Walter's Dog House" for Raleigh)

### Burns & Allen

**Sponsor:** General Foods Corp. (Grape Nuts).

**Agency:** Young & Rubicam, Inc.

**Origination:** Hollywood.

**Air Time:** Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.).

**Network:** NBC Red; 71 stations.

**Production:** Everard Meade (of the agency).

**Script Writers:** John Medbury, Willie Burns.

**Talent:** George Burns; Gracie Allen; Tony Martin; John Conte; Glen Gray's orchestra (Jan Garber previous to July 4, 1938; Ray Noble previous to April 4, 1938).

**Agency Director:** Everard Meade.

**Announcer:** John Conte.

**Conductor:** Glen Gray.

**Length of Run:** April 12, 1937, to Aug. 1, 1938.

### Burns & Allen

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).

**Agency:** Newell-Emmett Co., Inc.

**Origination:** Hollywood. (New York, May 5 to June 23, 1939).

**Air Time:** Friday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).

**Network:** CBS; 102 stations.

**Production:** Bill Goodwin (of CBS, Hollywood), Marks Loeb (of CBS, New York).

**Script Writers:** George Burns, John Medbury, Harvey Helm, Burke Kalmar, Harry Ruby, William Burns.

**Talent:** George Burns; Gracie Allen; Frank

Parker (replaced by Tony Martin from Oct. 21 to Dec. 30, 1938); Ray Noble's orchestra.

**Agency Director:** Don Langan.

**Announcer:** Paul Douglas.

**Conductor:** Ray Noble.

**Music Arranger:** Ray Noble.

**Length of Run:** Sept. 30, 1938, to June 29, 1939.

### Bob Burns

(See "Kraft Music Hall")

### Francis X. Bushman

(See "Stepmother")

### Wallace Butterworth

(See "Vox Pop")

## C

### Calavo Growers of California

(See "Fletcher Wiley")

### California Prune & Apricot Growers Assn.

(See "Fletcher Wiley")

### Calling All Cars

**Sponsor:** Rio Grande Oil, Inc. (Petroleum Products).

**Agency:** Hixson-O'Donnell, Inc.

**Origination:** Hollywood.

**Air Time:** Monday, 9 to 9:30 p.m.

**Network:** CBS; 3 stations.

**Production:** Mel Williamson.

**Script Writer:** Mel Williamson.

**Talent:** Varies.

**Agency Director:** Robert M. Hixson.

**Announcer:** Frederick Linsley.

**Conductor:** Wilbur Hatch.

**Music Arranger:** (?) Murray.

**Length of Run:** Started Nov. 29, 1933.

### Campana Sales

(See "First Nighter" for Italian Balm Dreskin, Coolies, D.D.D.)

### Campbell Playhouse

**Sponsor:** Campbell Soup Co.

**Agency:** Ward Wheelock Co.

**Origination:** New York.



## NETWORK COMMERCIALS—Continued

**Air Time:** Friday, 9 to 10 p.m.  
**Network:** CBS; 85 stations.  
**Script Writers:** Orson Welles, John Houseman and organization.  
**Talent:** Orson Welles; guest stars; varying dramatic cast.  
**Agency Director:** Diana Bourbon.  
**Announcer:** Ernest Chappell.  
**Conductor:** Bernard Herrman.  
**Music Arranger:** Under direction of Bernard Herrman.  
**Length of Run:** Dec. 9, 1938, to June 2, 1939. (Scheduled to return Sept. 10).

### Campbell Soup Co.

(See "Amos 'n' Andy")  
 (See "Campbell Playhouse")  
 (See "Hollywood Hotel")  
 (See "Human Side of the News")

### Canada Dry Ginger Ale Co., Inc.

(See "Information, Please")

### Candid Lady

**Sponsor:** Pepsodent Co. (Antiseptic).  
**Agency:** Lord & Thomas.  
**Origination:** Hollywood.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m. (Previous to April 25, 1938, 3:15 to 3:30 p.m.).  
**Network:** NBC Red; 5 stations.  
**Production:** Thomas A. McAvity (of the agency), Ted Sherdeman (of NBC).  
**Script Writer:** Ted Sherdeman.  
**Talent:** Ann Stone (Ann Webster); Fred Shields (Tom Adamson); Verna Felton (Aunt Julia); Cliff Arquette (Mike Bufano); Wally Maher (Duke Murphy).  
**Agency Directors:** Jack Runyon, Don Francisco, Jr.  
**Announcer:** John Frazer.  
**Length of Run:** Started March 21, 1938.

### The Canovas

(See "Chase & Sanborn Program")

### Eddie Cantor's Camel Caravan

**Sponsor:** R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).  
**Agency:** William Esty & Co.  
**Origination:** Hollywood. (Previous to Jan. 13, 1939, New York).  
**Air Time:** Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).  
**Network:** CBS; 88 stations.  
**Production:** Vic Knight.  
**Script Writers:** Harry Conn, Sidney Fields.

**Talent:** Eddie Cantor; Bert Gordon (the Mad Russian); Fairchild & Carroll (Edgar Fairchild and Adam Carroll); Hattie Noel; Sid Fields; Bert Parks (replaced Walter Woolf King); Edgar Fairchild's orchestra; guests.  
**Agency Director:** Joe C. Donohue.  
**Announcers:** Bert Parks (previously Walter Woolf King).  
**Conductor:** Edgar Fairchild.  
**Length of Run:** March 28, 1938, to June 26, 1939. (Off for summer of 1938 from June 27 to Oct. 3.).

### Cardinet Candy Co.

(See "Night Editor")

### Rachael Carlay

(See "Manhattan Merry-Go-Round")

### Carnation Contented Hour (International Nights Series)

**Sponsor:** The Carnation Co. (Carnation Milk).  
**Agency:** Erwin, Wasey & Co.  
**Origination:** Chicago.  
**Air Time:** Monday, 10 to 10:30 p.m.  
**Network:** NBC Red; 84 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Charles Lewis, Richard Skeen.  
**Talent:** Marek Weber and orchestra (replaced Dr. Frank Black, Jan. 3, 1938); Continental Quartet (Reinhold Schmidt, Herman Larsen, William Miller, Earle Tanner; Bob Child, accompanist and arranger); Opal Craven (Lullaby Lady); guest stars.  
**Agency Director:** Holland Engle.  
**Announcers:** Vincent Pelletier, Claude Kirchner.  
**Conductor:** Marek Weber.  
**Music Arranger:** Leo A. Kempinski.  
**Length of Run:** Original contract started Jan. 4, 1932; latest series runs from Jan. 2, 1939 to Dec. 25, 1939.

### Dale Carnegie, How to Win Friends and Influence People

**Sponsor:** Colgate-Palmolive-Peet Co. (Colgate Shave Cream).  
**Agency:** Benton & Bowles—Chicago, Inc.  
**Origination:** New York.  
**Air Time:** Saturday, 8:30 to 8:45 p.m. (Previous to June 4, 1938, Tuesday, 10:45 to 11 p.m.). (Repeat from 12 midnight to 12:15 a.m.).  
**Network:** NBC Red; 30 stations.  
**Production:** Douglas Storer.  
**Script Writer:** Dale Carnegie.

## NETWORK COMMERCIALS—Continued

**Talent:** Dale Carnegie; dramatic cast; guests.  
**Agency Director:** Ed Aleshire.  
**Announcer:** Ben Grauer.  
**Length of Run:** Jan. 11, 1938 to July 9, 1938.

### Madeleine Carroll

(See "The Circle")

### Boake Carter Program

**Sponsor:** General Foods Corp. (Post Toasties, Huskies).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** Philadelphia.  
**Air Time:** Monday, Wednesday, Thursday and Friday, 7:45 to 8 p.m. (repeat, Monday through Friday, 8:45 to 9 p.m.). (Previous to July 11, 1938, program was heard Monday through Friday, 6:30 to 6:45 p.m., with repeat from 8:45 to 9 p.m.).  
**Network:** CBS; 74 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Boake Carter.  
**Talent:** Boake Carter.  
**Agency Director:** Chester MacCracken.  
**Announcer:** Erik Rolf.  
**Length of Run:** Feb. 28, 1938 to Aug. 26, 1938.

### John Carter

(See "Chase & Sanborn Program")

### Carters of Elm Street

**Sponsor:** The Wander Co. (Ovaltine).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 12 noon to 12:15 p.m.  
**Network:** NBC Red; 7 stations.  
**Production:** Jack Hurdle.  
**Script Writer:** Mona Kent.  
**Talent:** Virginia Payne (Mrs. Carter); Vic Smith (Mr. Carter); Ann Russell (Bernice); William Rose (Jeff); Virginia Jones (Mildred); Harriette Widmer (Mattie Bell); Herbert Nelson (Sydney); Jonathan Hole (Ken Kearney).  
**Agency Director:** Kirby Hawkes.  
**Announcer:** Don Dowd.  
**Length of Run:** Feb. 13, 1939, to June 23, 1939.

### Catalina Island

**Sponsor:** Wilmington Transportation Co., affiliate of Wm. Wrigley, Jr., Co. (Santa Catalina Island).

**Agency:** Neisser-Meyerhoff, Inc.  
**Origination:** Santa Catalina Island.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m.  
**Network:** CBS; 6 stations.  
**Production:** Nelson Shawn.  
**Script Writers:** Nelson Shawn, R. J. Kornhauser.  
**Talent:** Gary Breckner, interviewer.  
**Agency Director:** George A. Taylor.  
**Announcer:** Maurie Webster.  
**Length of Run:** May 23, 1938, to July 29, 1938. (Continued as a local program on KNX, Hollywood, from Aug. 1 to Sept. 10, 1938). (Returned as network show, May 22, 1939).

### Cavalcade of America

**Sponsor:** E. I. duPont de Nemours & Co. (Institutional).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 8 to 8:30 p.m. (Previous to June 29, 1938, program was heard Wednesday, same time; repeat from 12 midnight to 12:30 a.m.).  
**Network:** CBS; 55 stations.  
**Production:** Homer Fickett and John Driscoll (of the agency).  
**Script Writers:** Homer Fickett, Kenneth Webb, John Driscoll and staff.  
**Talent:** Thomas Chalmers, narrator; Basil Ruysdael, commentator; dramatic cast; Don Voorhees' orchestra.  
**Agency Director:** Homer Fickett.  
**Announcer:** Basil Ruysdael.  
**Conductor:** Don Voorhees.  
**Length of Run:** Oct. 9, 1935, to May 29, 1939. (Off during 1938, from June 29 to Dec. 5).

### Central City

**Sponsor:** Procter & Gamble (Oxydol).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10 to 10:15 a.m.  
**Network:** NBC Red; 34 stations (NBC Blue prior to Jan. 2, 1939).  
**Production:** Walter Hart.  
**Script Writer:** C. D. Morris, director.  
**Talent:** Tom Powers, commentator; Eric Dressler (Fred Winston); Arlene Frances (Miriam Allen); Kent Smith (Sam Allen); Elspeth Eric (Emily Olsen); Robert Sloan (Joe Olsen); Muriel Kirkland (Virginia Livingston); Charles Dingle (Bill Roland); Myron McCormack (Bob Shallenberger); Van Heflin (Mayor Bate-man).

## NETWORK COMMERCIALS—Continued

**Agency Director:** Henry Selinger.  
**Announcer:** Geoffrey Bryant.  
**Length of Run:** Started Nov. 21, 1938.

### Chamberlin Laboratories, Inc.

(See "Eddie Albright")

### Champions of the Keyboard\*

**Sponsor:** Pittsburgh Coal Co.  
**Agency:** Walker & Downing, Inc.  
**Origination:** Pittsburgh.  
**Air Time:** Wednesday, 7:30 to 7:45 p.m.  
**Network:** NBC Blue; 4 stations.  
**Talent:** Organist and pianist.  
**Length of Run:** Nov. 16, 1938 to Jan. 11, 1939.

\* This information was not supplied by the agency.

### Chase & Sanborn Program, The

**Sponsor:** Standard Brands, Inc. (Chase & Sanborn Coffee).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 8 to 9 p.m.  
**Network:** NBC Red; 88 stations.  
**Production:** Handled by the agency.  
**Talent:** Don Ameche; Dorothy Lamour; Edgar Bergen and Charlie McCarthy; The Canovas (Judy, Zeke and Annie) (replaced the Stroud Twins, Clarence and Claude, Oct. 2, 1938, and remained on show until Dec. 29, 1938); John Carter; Donald Dickson (replaced Nelson Eddy, Feb. 6, 1939); Robert Armbruster's orchestra; guests. (Edward Arnold replaced Don Ameche as m.c. for summer of 1938).  
**Announcer:** Wendall Niles.  
**Conductor:** Robert Armbruster.  
**Length of Run:** Original contract started Sept. 8, 1929; current program started May 9, 1937.

### Chesebrough Mfg. Co.

(See "Dr. Christian" for Vaseline Products)

### Chesterfield Daily Sports Column

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).  
**Agency:** Newell-Emmett Co., Inc.  
**Origination:** New York.  
**Air Time:** Monday through Saturday, 6:30 to 6:45 p.m.  
**Network:** NBC Red; 50 stations.  
**Production:** Al Williams.

**Script Writer:** Paul Douglas.  
**Talent:** Paul Douglas.  
**Agency Director:** Donald Langan.  
**Announcers:** Paul Douglas assisted by staff announcer.  
**Length of Run:** April 18, 1938, to Oct. 1, 1938. (Replaced by Eddie Dooley's Last Minute Football News).

### Chesterfield Presents

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).  
**Agency:** Newell-Emmett Co., Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 9 to 9:30 p.m.  
**Network:** CBS; 101 stations.  
**Production:** Douglas Coulter (of CBS).  
**Script Writer:** Deems Taylor (writes own comment); Paul Douglas (writes own opening and closing announcements).  
**Talent:** Andre Kostelanetz' orchestra; Deems Taylor, commentator; Grace Moore (previous to March 30, 1938, Lawrence Tibbett); Paul Douglas; guests.  
**Agency Director:** Donald Langan.  
**Announcer:** Paul Douglas.  
**Conductor:** Andre Kostelanetz.  
**Length of Run:** July 6, 1937, to June 22, 1938.

### Chesterfield Program

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).  
**Agency:** Newell-Emmett Co., Inc.  
**Origination:** New York (elsewhere, according to Whiteman's engagements).  
**Air Time:** Wednesday, 8:30 to 9 p.m. (Previous to July 13, 1938, Friday, 8:30 to 9 p.m.) (repeat from 11:30 p.m. to 12 midnight).  
**Network:** CBS; 99 stations.  
**Production:** Phil Cohan (for the sponsor), Douglas Coulter (of CBS).  
**Script Writers:** Al Lewis, Hank Garson, Tom Langan (to March 25, 1938), Phil Cohan, Leslie Leiber.  
**Talent:** Paul Whiteman and orchestra; Oliver Wakefield (to March 25, 1938); Joan Edwards; The Modernaires (Ralph Brewster, Hal Dickinson, Bill Conway, Chuck Goldstein); Clark Dennis (since Jan. 4, 1939); guests.  
**Agency Director:** Don Langan.  
**Announcer:** Paul Douglas (since May 2, 1939; previously Fred Uttal, Carlton Kadell).  
**Conductor:** Paul Whiteman.  
**Length of Run:** Started December 31, 1937.

### Chrysler Corp.

(See "Major Bowes' Amateur Hour")

## NETWORK COMMERCIALS—Continued

### Circle, The

**Sponsor:** Kellogg Co. (Corn Flakes).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 10 to 11 p.m.  
**Network:** NBC Red; 52 stations  
**Production:** Handled by the agency.  
**Script Writers:** General script under supervision of Dick Mack; Marx Brothers material written by Tiffany Thayer, Robert Colwell, John Whedon, Dick Chevillat, Stanley Davis, Manny Mannheim.\*  
**Talent:** Basil Rathbone, m.c. (replaced Ronald Colman, Feb. 12, 1939); Madeleine Carroll (replaced Carole Lombard, March 12, 1939); Cary Grant (off since Feb. 19, 1939); Harpo and Chico Marx; Lawrence Tibbett; The Foursome Quartet; Robert Emmet Dolan's orchestra; guests.  
**Announcer:** Jack Frazer.  
**Conductor:** Robert Emmet Dolan.  
**Length of Run:** Jan. 15, 1939, to July 9, 1939.

\*Information not supplied by agency.

### Cities Service Concerts

**Sponsor:** Petroleum Advisers for Cities Service (Gas and Oil).  
**Agency:** Lord & Thomas.  
**Origination:** New York.  
**Air Time:** Friday, 8 to 9 p.m.  
**Network:** NBC Red; 54 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Frank Wilson, Gordon Auchincloss.  
**Talent:** Lucille Manners; Ross Graham; Cities Service Singers; Dr. Frank Black's orchestra (latter two groups replaced the Revelers and Rosario Bourdon's orchestra, Feb. 4, 1938).  
**Agency Director:** John Hymes.  
**Announcer:** Ford Bond.  
**Conductor:** Dr. Frank Black (previously Rosario Bourdon).  
**Music Arranger:** Frank Black.  
**Length of Run:** Original contract started Feb. 18, 1927; latest series started Feb. 3, 1939.

### Buddy Clark

(See "Ben Bernie and All the Lads")  
 (See "Buddy Clark & Orchestra")

### Buddy Clark & Orchestra

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).  
**Agency:** Lord & Thomas.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Fri-

day, 6:45 to 7 p.m. (repeat from 7:15 to 7:30 p.m.).

**Network:** Mutual; 2 stations.  
**Production:** George McGarrett (of the agency).  
**Script Writer:** John Battle.  
**Talent:** Buddy Clark; Frank Novak's orchestra; dramatic cast.  
**Agency Director:** George McGarrett.  
**Announcer:** Dick Willard.  
**Conductor:** Frank Novak.  
**Music Arranger:** Frank Novak.  
**Length of Run:** April 11, 1938 to July 8, 1938.

### Larry Clinton Orchestra

(See "Quaker Party")

### Coca-Cola Co.

(See "The Song Shop")

### Colgate Ask-It-Basket

**Sponsor:** Colgate-Palmolive-Peet Co. (Colgate Dental Cream).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).  
**Network:** CBS; 61 stations.  
**Production:** Handled by the agency.  
**Talent:** Jim McWilliams, m.c.; question and answer contestants.  
**Agency Director:** Jack Mullen.  
**Announcer:** Del Sharbutt.  
**Length of Run:** Oct. 5, 1938, to June 28, 1939. (Scheduled to return Aug. 17).

### Colgate-Palmolive-Peet Co.

(See "Dale Carnegie, How to Win Friends and Influence People" for Shave Cream)  
 (See "Colgate Ask-It-Basket" for Colgate Dental Cream)  
 (See "Gang Busters" for Brushless Shave)  
 (See "Hilltop House" for Palmolive Soap)  
 (See "Myrt and Marge" for Super Suds)  
 (See "Stepmother")

### Ted Collins

(See "Kate Smith—Noonday Chats")  
 (See "Kate Smith's Hour")

### Ronald Colman

(See "The Circle")

### Jerry Colonna

(See "Pepsodent Program Starring Bob Hope")

## NETWORK COMMERCIALS—Continued

### Nadine Conner

(See "The Song Shop")

### Continental Baking Co., Inc.

(See "Pretty Kitty Kelly" for Wonder Bread, Hostess Cake)

(See "Wonder Show—Jack Haley" for Wonder Bread, Hostess Cake)

### Thomas Cook & Son- Wagon-Lits, Ltd.

(See "The Man from Cook's")

### Jerry Cooper

(See "Vocal Varieties")

### Court of Human Relations

**Sponsor:** Vadsco Sales Corp.  
**Agency:** Albert M. Ross, Inc.  
**Origination:** WOR, New York.  
**Air Time:** Sunday, 9 to 9:30 p.m. (4 to 4:30 p.m., first 13 weeks).  
**Network:** Mutual; 6 stations (20 stations, first 13 weeks).  
**Production:** Ruth Roberts Ross.  
**Script Writers:** Scripts based on stories from True Story Magazine.  
**Talent:** Wilmer Walter; Wilfred Lytell; and dramatic cast.  
**Agency Director:** Ruth Roberts Ross.  
**Announcer:** Tom Slater.  
**Length of Run:** Jan. 9, 1938, to July 3, 1938.

### Court of Human Relations

**Sponsor:** Vadsco Sales Corp. (Quinlax).  
**Agency:** Lawrence C. Gumbinner Advertising Agency.  
**Origination:** New York.  
**Air Time:** Sunday, 4:30 to 5 p.m.  
**Network:** Mutual; 5 stations, plus rebroadcasts on 19 stations through off-the-line recordings.  
**Production:** Agency and Frank Chase.  
**Script Writer:** Arnold Scheuer, Jr.  
**Talent:** Varied dramatic cast.  
**Agency Director:** Herschel Deutsch.  
**Announcer:** Tom Slater.  
**Conductor:** Nat Brusiloff.  
**Music Arranger:** Nat Brusiloff.  
**Length of Run:** Oct. 9, 1938, to Jan. 1, 1939.

### Court of Missing Heirs

**Sponsor:** Skelly Oil Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Sunday, 10:30 to 11 p.m. (Pre-

vious to Dec. 5, 1937, Monday, 7 to 7:30 p.m.).

**Network:** CBS; 20 stations.  
**Production:** Fritz Blocki.  
**Script Writers:** Al Shebel; James Waters.  
**Talent:** Burton Wright; Burr Lee; Dick Wells; and dramatic cast.  
**Agency Director:** Karl Wehmeyer.  
**Announcer:** Tom Shirley.  
**Conductor:** Peter A. Cavallo, Jr.  
**Length of Run:** Oct. 11, 1937, to July 3, 1938.

### Criminal Case Histories, with Warden Lewis E. Lawes

**Sponsor:** William R. Warner Co. (Sloan's Liniment).  
**Agency:** Warwick & Legler, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 8 to 8:30 p.m.  
**Network:** NBC Blue; 43 stations.  
**Production:** Preston H. Pumphrey (of the agency).  
**Script Writers:** Nathaniel Curtis; R. B. Schall.  
**Talent:** Warden Lewis E. Lawes; and dramatic cast.  
**Agency Director:** Preston H. Pumphrey.  
**Announcer:** Nelson Case.  
**Length of Run:** Original contract started Jan. 22, 1933; latest series ran from Oct. 21, 1938, to April 14, 1939.

### Betty Crocker

**Sponsor:** General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).  
**Agency:** Knox Reeves Advertising, Inc.  
**Origination:** Chicago.  
**Air Time:** Wednesday and Friday, 2:45 to 3 p.m.  
**Network:** NBC Red and Blue; 29 stations.  
**Talent:** Betty Crocker.  
**Agency Director:** Lloyd Griffin.  
**Announcer:** Pierre Andre.  
**Length of Run:** Started June 1, 1936, on CBS; above series ran from May 30, 1938, to May 26, 1939, over NBC.

### Richard Crooks

(See "The Voice of Firestone")

### Bing Crosby

(See "Kraft Music Hall")

### Frank Crumit

(See "Battle of the Sexes")  
(See "The Song Shop")

## NETWORK COMMERCIALS—Continued

### Cudahy Packing Co.

(See "Bachelor's Children" for Old Dutch Cleanser)

### Cummer Products Co.

(See "Battle of the Sexes" for Molle)  
(See "Radio Newsreel" for Energine)  
(See "Spelling Bee" for Energine)  
(See "Spy Secrets" for Energine)  
(See "Vox Pop" for Molle)

### Curtain Time

**Sponsor:** General Mills, Inc. (Corn Kix).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Friday, 10 to 10:30 p.m.  
**Network:** Mutual; 27 stations.  
**Production:** Blair Walliser.  
**Talent:** Varying dramatic cast; Henry Weber's orchestra.  
**Agency Director:** Leslie Daniels.  
**Announcer:** Don Gordon.  
**Conductor:** Henry Weber.  
**Length of Run:** Oct. 14, 1938, to Jan. 6, 1939.

## D

### Dad and Junior

**Sponsor:** The Wheatena Corp.  
**Agency:** C. M. Rohrabach Co. (formerly Rohrabach & Gibson).  
**Origination:** Philadelphia.  
**Air Time:** Monday, Wednesday and Friday, 5:45 to 6 p.m.  
**Network:** Mutual; 12 stations.  
**Script Writers:** Ford Rush, J. A. Hovey.  
**Talent:** Ford Rush; Ford Rush, Jr.; Tinkle Toy Band conducted by Pat Shevlin.  
**Agency Director:** C. M. Rohrabach.  
**Conductor:** Pat Shevlin.  
**Music Arranger:** Pat Shevlin.  
**Length of Run:** Sept. 16, 1938 to Dec. 14, 1938.

### Stella Dallas

**Sponsor:** Chas. H. Phillips Chemical Co. (Phillips' Milk of Magnesia and Milk of Magnesia Cream).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 4:15 to 4:30 p.m.  
**Network:** NBC Red; 42 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.

**Dialogue Writers:** Stuart Ayers (Oct. 25, 1937 to Nov. 2, 1938); Marie Baumer (Nov. 3, 1938 to date).

**Agency Script Editor:** George Nobbs.

**Talent:** Anne Elstner (Stella Dallas); Vivian Smolen (Laurel Dallas Grosvenor); MacDonald Carey (Dick Grosvenor); Julie Benell (Helen Dallas); Arthur Hughes (Stephen Dallas).

**Agency Director:** Richard Leonard.

**Announcer:** Ford Bond.

**Length of Run:** Started June 6, 1938. (Originally started Oct. 25, 1937, as local show on WEAH for Tetley Tea).

### Dangerous Road

**Sponsor:** Sperry Flour Co. (Pancake and Waffle Flour).  
**Agency:** Westco Advertising Agency.  
**Origination:** San Francisco.  
**Air Time:** Monday through Friday, 10:30 to 10:45 a.m., PST.  
**Network:** NBC Red; 6 stations.  
**Production:** Cameron Prud'homme (of NBC).  
**Script Writer:** Ward Caille.  
**Talent:** Nancy Douglass (Nadja Butler); Don McLaughlin (Pierre Bradley); Carl Kroence (Choo-choo); others.  
**Agency Director:** R. W. Stafford.  
**Announcer:** Sam Moore.  
**Music Arranger:** Edna Fischer.  
**Length of Run:** Started Sept. 26, 1938.

### Dorothy Davis

(See "Uncle Walter's Dog House")

### Phil Davis Orchestra

(See "Uncle Walter's Dog House")

### R. B. Davis Co.

(See "Park Avenue Penners" for Coco-malt)

### Honey Dean

(See "Two on a Shoestring")

### Death Valley Days

**Sponsor:** Pacific Coast Borax Co. (Twenty Mule Team Borax).  
**Agency:** McCann-Erickson, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 9:30 to 10 p.m. (repeat from 11:30 to 12 midnight).  
**Network:** NBC Red; 23 stations.  
**Production:** Agency and Edwin Whitney (of NBC).

## NETWORK COMMERCIALS—Continued

**Script Writer:** Ruth Cornwall Woodman.  
**Talent:** Harry Humphrey (replaced Tim Frawley, the original Old Ranger); Jean King; Jack MacBryde; Milton C. Herman; Jas. J. Van Dyke; Frank Butler; Paul Nugent; Richard Barrows; Geoffrey Bryant; Edwin Whitney; Irene Hubbard.  
**Agency Director:** Dorothy Barstow.  
**Announcer:** George Hicks.  
**Conductor:** Josef Bonime.  
**Length of Run:** Original contract started Sept. 30, 1930; latest series runs from Sept. 30, 1938 to Sept. 22, 1939.

### Rosemary DeCamp

(See "Dr. Christian")

### Eddie De Lange Orchestra

(See "Honolulu Bound")

### Delaware, Lackawanna & Western Coal Co.

(See "The Shadow" for Blue Coal)

### Cecil B. De Mille

(See "Lux Radio Theatre")

### Clark Dennis

(See "Chesterfield Program")

### Andy Devine

(See "Jell-O Program Starring Jack Benny")

### Donald Dickson

(See "Chase & Sanborn Program")

### Doc Barclay's Daughters

**Sponsor:** Personal Finance Co. (Loan Service).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 2 to 2:15 p.m.  
**Network:** CBS; 28 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Title and Original Story Line:** Frank and Anne Hummert.  
**Dialogue Writers:** Marie Baumer (Jan. 23, 1939 to Jan. 27, 1939); Joel Hammil (Jan. 30, 1939, one script); Sue White (Jan. 31, 1939 to Feb. 10, 1939); Joel Hammil

Feb. 13 and 14, 1939; Sue White (Feb. 15, 1939 to date).

**Agency Script Editor:** Rosser Reeves.  
**Talent:** Bennett Kilpack (Doc Barclay); Mildred Robin (Mimi); Elizabeth Reller (Connie); Vivian Smolen (Marge); Carleton Young (Brett); Albert Hayes (Tom Clarke); Alan Bunce (Billy Van Cleve); Audrey Eagen (Bess).  
**Agency Directors:** Stephen Gross, Lloyd Rosenmond.  
**Conductor:** Ann Leaf, organist (theme).  
**Length of Run:** Started Jan. 23, 1939.

### Dr. Christian

**Sponsor:** Chesebrough Mfg. Co. (Vaseline Products).  
**Agency:** McCann-Erickson, Inc.  
**Origination:** Hollywood and New York.  
**Air Time:** Tuesday, 10 to 10:30 p.m.  
**Network:** CBS; 57 stations.  
**Production:** Dorothy Barstow.  
**Script Writers:** Elaine Sterne Carrington, Ruth Adams Knight, Joe Bates Smith, Ruth Cornwall Woodman, Innis Osborn.  
**Talent:** Jean Hersholt (Dr. Christian); Rosemary DeCamp (Judy Price); Gloria Holden; others.  
**Agency Director:** Dorothy Barstow.  
**Announcer:** Arthur Gilmore.  
**Conductors:** Ivan Ditmar, organist (when from Hollywood); Lew White, organist (when from New York).  
**Length of Run:** Nov. 7, 1937 to April 11, 1939. (At press time, this program was scheduled to return in the fall).

### Dr. I. Q.

**Sponsor:** Mars, Inc.  
**Agency:** Grant Advertising, Inc.  
**Origination:** St. Louis and Chicago.  
**Air Time:** Monday, 9:30 to 10 p.m.  
**Network:** NBC Blue; 20 stations. (Changed to NBC Red July 9, 1939).  
**Production:** Bob White.  
**Script Writers:** Dr. I. Q. Productions under contract to and direction of the agency.  
**Talent:** Lew Valentine (Dr. I. Q.); theatre audience participation.  
**Agency Director:** Lew Valentine.  
**Announcer:** Allen Anthony.  
**Length of Run:** Started April 10, 1939.

### Doctor Kate

**Sponsor:** Sperry Flour Co.  
**Agency:** Westco Advertising Agency.  
**Origination:** San Francisco.  
**Air Time:** Monday through Friday, 10:45 to 11 a.m., PST.  
**Network:** NBC Red; 6 stations.  
**Production:** Hal Burdick.

## NETWORK COMMERCIALS—Continued

**Script Writer:** Hal Burdick.  
**Talent:** Cornelia Burdick (Dr. Kate); Vickie Vola and Zella Layne (Nurse Lynn Miller); Montgomery Mohn (Dr. Crowley); Charles MacAlister (Judge Halsey); Helen Kleeb (Nurse Sarah); Earl Lee (Hank Elzey); Everett Glass (Kelton Pringle).  
**Agency Director:** R. W. Stafford.  
**Announcers:** Sam Moore, Archie Presby, Leo Cleary, Armand Girard.  
**Music Arranger:** Charles Runyon.  
**Length of Run:** Started Jan. 31, 1938.

### Dog Heroes

**Sponsor:** Modern Food Process Co. (Thrive Dog Food).  
**Agency:** The Clements Co., Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 5:45 to 6 p.m. (Previous to Jan. 1, 1939, 3 to 3:15 p.m.; previous to Oct. 23, 1938, 1:30 to 1:45 p.m.).  
**Network:** NBC Blue; 13 stations.  
**Production:** Robert H. Smith (of the agency).  
**Script Writers:** Agency staff.  
**Talent:** Intermittent roles: Harry Swan; Maurice Tarplin; Jackson Beck; Milton Herman; Tony Burger; Milo Boulton; Bradley Barker; Sidney Slon; Leo Needham; William Quinn; Albert Aley; Phillip Clarke; Charles Webster; Ned Reese; Lloyd Barry; Bruno Wick; Warren Colston; Stanley Shier; Effie Palmer; Mitzi Gould; Virginia Gregori; Jeannie Parriilo; Jeanette Dowling; Eunice Howard.  
**Agency Director:** Robert H. Smith.  
**Announcer:** Pat Kelly.  
**Conductors:** George Crook and J. Russel Robinson, organists.  
**Music Arrangers:** George Crook and J. Russel Robinson.  
**Length of Run:** Original contract started Oct. 6, 1936; latest series ran from Oct. 16, 1938 to April 23, 1939.

### Robert Emmet Dolan Orchestra

(See "The Circle")

### Don't You Believe It

**Sponsor:** P. Lorillard & Co. (Sensation Cigarettes).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 7:30 to 7:45 p.m. (repeat from 7:45 to 8 p.m.).  
**Network:** Mutual; 27 stations.  
**Production:** Blayne Butcher (of the agency).  
**Script Writer:** Cranston Chamberlin.

**Talent:** Alan Kent.  
**Agency Director:** Blayne Butcher.  
**Announcer:** Tom Slater.  
**Length of Run:** Started July 26, 1938.

### Eddie Dooley's Last Minute Football News

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).  
**Agency:** Newell-Emmett Co., Inc.  
**Origination:** New York.  
**Air Time:** Thursday and Saturday, 6:30 to 6:45 p.m.  
**Network:** NBC Red; 49 stations.  
**Production:** Fred Weihe.  
**Script Writer:** Eddie Dooley.  
**Talent:** Eddie Dooley; guests.  
**Agency Director:** Don Langan.  
**Announcers:** Eddie Dooley and staff assistant.  
**Length of Run:** Oct. 6, 1938 to Nov. 26, 1938. (Replaced Chesterfield Daily Sports Column).

### Tommy Dorsey's Orchestra

**Sponsor:** Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).  
**Network:** NBC Red; 56 stations.  
**Production:** Herbert Sanford (of the agency).  
**Script Writer:** Herbert Sanford.  
**Talent:** Tommy Dorsey and orchestra; Jack Leonard; Edythe Wright; Three Esquires (Earl Hagen, Jack Leonard, Allen Stordahl).  
**Agency Director:** Herbert Sanford.  
**Announcers:** Clayton Collyer (previous to April 26, 1939, Lyle Van).  
**Conductor:** Tommy Dorsey.  
**Music Arrangers:** Paul Wetstein, Axel Stordahl, Deane Kincaid.  
**Length of Run:** Started Nov. 9, 1936.

### Paul Douglas

(See "Chesterfield Daily Sports Column")  
 (See "Chesterfield Presents")

### Saxie Dowell

(See "Time to Shine")

### Morton Downey

(See "Eddy Duchin & His Orchestra")



## NETWORK COMMERCIALS—Continued

### Drackett Co.

(See "Hello Peggy" for Drano and Windex)

### Duart Mfg. Co.

(See "Problem Clinic" for Cream of Milk Face Cream, Lotion, Lipstick)

### Eddy Duchin & His Orchestra

**Sponsor:** American Cigarette & Cigar Co. (Pall Mall Cigarettes).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Monday, 9:30 to 10 p.m.

**Network:** NBC Red; 50 stations.

**Production:** Bennett Larson (of the agency).

**Talent:** Eddy Duchin and orchestra; Morton Downey (since Jan. 23, 1939).

**Agency Director:** Bennett Larson.

**Announcer:** Dwight Weist.

**Conductor:** Eddy Duchin.

**Length of Run:** Sept. 5, 1938, to May 29, 1939.

### Dunhill Cigarettes

(See "Name Three")

### Eddie Dunstedter & Orchestra

(See "It Happened in Hollywood")

### E. I. duPont de Nemours & Co.

(See "Cavalcade of America")

### Durkee Famous Foods, Inc.

(See "Madame Courageous")

(See "My Secret Ambition")

## E

### Craig Earl

(See "Professor Quiz")

### Mary Eastman

(See "Saturday Night Serenade")

### Easy Aces

**Sponsor:** The Anacin Co.

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Tuesday, Wednesday and Thursday, 7 to 7:15 p.m.

**Network:** NBC Blue; 40 stations.

**General Supervisor of Script and Production:** Goodman Ace.

**Author of Title and Original Story Line:** Goodman Ace.

**Dialogue Writer:** Goodman Ace.

**Talent:** Jane and Goodman Ace.

**Announcer:** Ford Bond.

**Conductor:** Abe Goldman, organist (theme).

**Length of Run:** Started Feb. 4, 1935.

### Nelson Eddy

(See "Chase & Sanborn Program")

### Hal Edison Orchestra

(See "Vocal Varieties")

### Joan Edwards

(See "Chesterfield Program")

### Harry Einstein (Parkyakarkus)

(See "Tuesday Night Party")

### Dave Elman

(See "Hobby Lobby")

### Emerson Drug Co.

(See "Harriet Parsons" for Bromo-Seltzer)

### Skinney Ennis Orchestra

(See "Pepsodent Program Starring Bob Hope")

### Ethyl Gasoline Corp.

(See "Tune-Up Time")

### Euclid Ballot Box

(Before May 1, 1939, Headlines on Parade with Knox Manning).

**Sponsor:** Euclid Candy Co. of California.

**Agency:** Sidney Garfinkel Advertising Agency.

**Origination:** Hollywood.

**Air Time:** Monday, 9:30 to 9:45 p.m., PST. (Before May 1, 1939, Monday, 5:30 to 5:45 p.m.; before Feb. 20, 1939, 5:45 to 6 p.m.; before Sept. 26, 1938, Wednesday, 5:45 to 6 p.m.; before April 27, 1938, Tuesday, 5:30 to 5:45 p.m.).

**Network:** CBS; 9 stations.

**Production:** Don Forbes.

## NETWORK COMMERCIALS—Continued

**Script Writer:** Knox Manning (replaced by Sam Hayes).

**Talent:** Knox Manning, commentator (replaced by Sam Hayes); guests.

**Agency Director:** Sidney Garfinkel.

**Announcer:** Don Forbes.

**Length of Run:** Started Nov. 23, 1937.

### F

#### Clifton Fadiman

(See "Information, Please")

#### Edgar Fairchild Orchestra

(See "Eddie Cantor's Camel Caravan")

#### Falstaff Brewing Corp.

(See "Public Hero No. 1")

#### Famous Jury Trials

**Sponsor:** Local sponsors.

**Agency:** Various.

**Origination:** New York.

**Air Time:** Quarter and half-hour periods.

**Network:** Mutual; various number of stations.

**Script Writer:** Samm Baker; scripts checked by Martin Young, attorney for technical accuracy.

**Talent:** Alice Frost; Ed Jerome; Bill Johnstone; Sidney Slon; others.

**Announcers:** Varied.

**Length of Run:** Nov. 9, 1938, to March 8, 1939.

#### Fels Co.

(See "Hobby Lobby")

#### H. Fendrich, Inc.

(See "Smoke Dreams" for La Fendrich and Charles Denby Cigars)

#### Fibber McGee & Co.

**Sponsor:** S. C. Johnson & Son, Inc. (Glo-Coat, Johnson's Wax, Auto Cleaner and Polish).

**Agency:** Needham, Louis & Brorby, Inc. **Origination:** Hollywood (Chicago previous to Jan. 31, 1939).

**Air Time:** Tuesday, 9:30 to 10 p.m. (Previous to March 15, 1938, Monday, 9 to 9:30 p.m.).

**Network:** NBC Red; 74 stations.

**Production:** Cecil Underwood.

**Script Writer:** Don Quinn.

**Talent:** Jim Jordan (Fibber McGee); Marion Jordan (Molly McGee), (off from Nov. 1937 to April 18, 1939); Harlow Wilcox; Bill Thompson (Nick de Populus, The Old Timer, Horatio K. Boomer); Hugh Studebaker (Silly Watson) (off since Jan. 24, 1939); Harold Peary; Isabel Randolph; Betty Winkler (off since June 27, 1938); Donald Novis (since Sept. 6, 1938); Four Notes (Marjorie Whitney, Lee Gillette, Lee Gotch, Bob Krumenacher) (during June 1938, and since Sept. 6, 1938); Clark Dennis (off since June 28, 1938); Billy Mills' orchestra (replaced Ted Weems, Jan. 17, 1938).

**Agency Director:** Cecil Underwood.

**Announcer:** Harlow Wilcox.

**Conductor:** Billy Mills (previously Ted Weems).

**Music Arranger:** Billy Mills.

**Length of Run:** Started April 16, 1935.

(Off for summer of 1938 from June 28 to Sept. 6. At press time, program was scheduled to be off in 1939 from June 27 to Aug. 29). (Replaced during summer of 1939 by Alec Templeton Program).

#### Jimmie Fidler

**Sponsor:** Proctor & Gamble (Drene Shampoo).

**Agency:** H. W. Kastor & Sons Advertising Co.

**Origination:** Hollywood.

**Air Time:** Tuesday and Friday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m., Tuesday; 10:45 to 11 p.m., Friday).

**Network:** NBC Red; 50 stations (Tuesday), 31 stations (Friday).

**Script Writer:** Jimmie Fidler.

**Talent:** Jimmie Fidler.

**Agency Director:** Robert G. Jennings.

**Announcer:** Carleton Kadell (replaced Bob Sherwood, March 3, 1939).

**Length of Run:** Tuesday contract started March 16, 1937 and ended Nov. 8, 1938; Friday contract started May 21, 1937.

#### Jimmie Fidler's Hollywood Gossip

**Sponsor:** Proctor & Gamble (Drene Shampoo).

**Agency:** H. W. Kastor & Sons Advertising Co.

**Origination:** Hollywood.

**Air Time:** Tuesday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m.).

**Network:** CBS; 59 stations.

**Script Writer:** Jimmie Fidler.

**Talent:** Jimmie Fidler.

**Agency Director:** Robert G. Jennings.

**Announcer:** Carleton Kadell (replaced Bob Sherwood Feb. 28, 1939).

**Length of Run:** Started Nov. 15, 1938.

## NETWORK COMMERCIALS—Continued

### Sid Fields

(See "Eddie Cantor's Camel Caravan")

### Sidney Fine

(See "Texaco Star Theatre")

### Ted Fio Rito Orchestra

(See "Wonder Show—Jack Haley")

### Firestone Tire & Rubber Co.

(See "The Voice of Firestone")

### First Nighter

**Sponsor:** Campana Sales (Italian Balm, Dreskin, Coolies, D.D.D.)

**Agency:** Aubrey, Moore & Wallace, Inc.

**Origination:** Chicago.

**Air Time:** Friday, 8 to 8:30 p.m. (repeat, Oct. 7, 1938 to April 30, 1939, 12 midnight to 12:30 a.m.). (Time changed June 30, 1939, to 9:30 to 10 p.m.).

**Network:** CBS; 55 stations.

**Production:** Handled by the agency.

**Script Writer:** Free lance writers.

**Talent:** Lester Tremayne; Barbara Luddy.

**Agency Director:** J. T. Ainley.

**Announcer:** Bret Morrison.

**Conductor:** Eric Sagerquist.

**Music Arrangers:** Eric Sagerquist, Walter Dellers.

**Length of Run:** Original contract started Nov. 27, 1930, on NBC; latest series, on CBS, started Sept. 2, 1938. (Program has been on the air continuously except for the summer of 1936).

### F. W. Fitch Co.

(See "Fitch Band Wagon")

(See "Interesting Neighbors")

### Fitch Band Wagon

**Sponsor:** F. W. Fitch Co. (Fitch Shampoo).

**Agency:** L. W. Ramsey Co.

**Origination:** New York.

**Air Time:** Sunday, 7:30 to 8 p.m.

**Network:** NBC Red; 77 stations. (Previous to March 26, 1939, 53 stations).

**Production:** E. G. Naeckel (of the agency).

**Script Writer:** Ward Byron.

**Talent:** Guest orchestra each week.

**Announcers:** Fort Pearson, Jack Costello.

**Conductor:** Guest conductors.

**Length of Run:** Started Sept. 4, 1938. (Replaced Interesting Neighbors).

### Ed Fitzgerald—Informal Chatter

**Sponsor:** Thomas Leeming & Co. (Baume & Mercier, Pacquin's Hand Cream).

**Agency:** William Esty & Co.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 2:45 to 3 p.m.

**Network:** Mutual; 2 stations.

**Talent:** Ed Fitzgerald, commentator.

**Agency Director:** Kenneth M. Fickett.

**Announcer:** Ed Fitzgerald.

**Length of Run:** Started Oct. 31, 1938, as a network show; previous to that, from Oct. 17, was heard locally over WOR, N. Y.

### Football Broadcasts\*

(Title was names of competing teams)

**Sponsor:** Tide Water Associated Oil Co.

**Agency:** Lord & Thomas.

**Origination:** Various points.

**Air Time:** Saturday, 15-minute period prior to kickoff and during game.

**Network:** CBS and NBC; varying number of stations.

**Announcers:** Various.

**Length of Run:** 1938 season ran from Sept. 24 to Nov. 26.

\* See sports records of stations on the Pacific Coast in Sports Section.

### Football Play-By-Play\*

**Sponsor:** Atlantic Refining Co. (White Flash Gas, Atlantic Motor Oil).

**Agency:** N. W. Ayer & Son, Inc.

**Origination:** Pickups from games along Atlantic seaboard.

**Air Time:** Saturday, 2 to 4:30 p.m.

**Network:** Various special networks; 75 stations.

**Production:** Wallace Orr; Lester Quailey.

**Agency Directors:** Wallace Orr; Lester Quailey.

**Announcers:** Station announcers.

**Length of Run:** Sept. 24, 1938, to Dec. 3, 1938.

\* See also Sports Section.

### For Men Only

**Sponsor:** Bristol-Myers Co. (Vitalis).

**Agency:** Pedlar & Ryan, Inc.

**Origination:** New York.

**Air Time:** Tuesday, 8:30 to 9 p.m. (Previous to June 29, 1938, Monday, 10:30 to 11 p.m.) (From July 6 to Sept. 28, 1938, took over second half of Town Hall Tonight and was heard Wednesday, 9:30 to 10 p.m.).

## NETWORK COMMERCIALS—Continued

**Network:** NBC Red; 44 stations.  
**Production:** Edgar G. Sisson, Jr. (of the agency).  
**Script Writers:** John Archer Carter; Finis Farr; Robert J. Mann.  
**Talent:** George Jessel, m.c. (replaced Fred Uttal, March 21, 1939); The Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael) (since Jan. 24, 1939); Peg La Centra (off since Jan. 17, 1939); Peter Van Steeden's orchestra; guests.  
**Agency Director:** Edgar G. Sisson, Jr.  
**Announcer:** Ben Grauer (replaced Fred Uttal, Oct. 11, 1938).  
**Conductor:** Peter Van Steeden.  
**Length of Run:** Started Jan. 10, 1938. (Took over second half of Town Hall Tonight from July 6 to Sept. 28, 1938).

### Ford Motor Co.

(See "Ford Sunday Evening Hour")  
 (See "Watch the Fun Go By")

### Ford Sunday Evening Hour

**Sponsor:** Ford Motor Co. (Ford, Mercury, Lincoln-Zephyr and Lincoln Cars).  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** Masonic Temple Auditorium, Detroit.  
**Air Time:** Sunday, 9 to 10 p.m.  
**Network:** CBS; 79 stations.  
**Production:** William J. Reddick (of the agency).  
**Script Writer:** Meredith Page (of the agency).  
**Talent:** Detroit Symphony Orchestra; guest conductors and soloists; W. J. Cameron; Ron Gamble, narrator (replaced Truman Bradley, Sept. 11, 1938).  
**Agency Director:** William J. Reddick.  
**Announcer:** Ron Gamble (previously Truman Bradley).  
**Conductor:** Guest conductors.  
**Length of Run:** Original contract started Oct. 7, 1934; latest series ran from Sept. 12, 1937, to June 4, 1939. (Off for summer of 1938 from June 5 to Sept. 11).

### Joe Fort

(See "Joe Penner")

### Arlene Francis

(See "Johnny Presents 'What's My Name?'" )

### Fray & Braggiotti

**Sponsor:** Sales Affiliates, Inc. (Loxol Oil Tint Shapmoo).  
**Agency:** Milton Weinberg Advertising Co.

**Origination:** Hollywood.  
**Air Time:** Wednesday and Friday, 11:15 to 11:30 p.m. (Previous to April 27, 1938, 1:30 p.m. to 1:45 p.m.) (repeat from 3:15 to 3:30 p.m.).  
**Network:** CBS; 2 stations.  
**Production:** Roger White.  
**Script Writer:** W. H. Krauch.  
**Talent:** Jacques Fray and Mario Braggiotti, piano team; Bob Carol.  
**Agency Director:** Bernard Weinberg.  
**Announcer:** Frank Graham.  
**Length of Run:** Feb. 7, 1938, to Aug. 12, 1938.

### Beverly Freeland

(See "Breezing Along")

### Norman Frescott

(See "Town Hall Big Game Hunt")

### Jane Froman

(See "Texaco Star Theatre")

### Front Page Parade

**Sponsor:** Richman Clothes.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** Cincinnati.  
**Air Time:** Monday, Wednesday and Friday, 6:30 to 6:45 p.m. (repeat from 7:30 to 7:45 p.m.).  
**Network:** Mutual; 7 stations.  
**Talent:** Peter Grant, commentator and m.c.  
**Agency Director:** J. Watt.  
**Length of Run:** Feb. 27, 1939, to May 26, 1939.

### Alice Frost

(See "Big Sister")  
 (See "Famous Jury Trials")

### Peggy Fuller

(See "We, the Wives Quiz")

### Jack Fulton

(See "Just Entertainment")  
 (See "The Laugh Liner")

## G

### Gallenkamp's Stores, Inc.

(See "Professor Puzzlewit")

## NETWORK COMMERCIALS—Continued

### Gambarelli & Davitto

(See "Moonbeams")

### Gang Busters

**Sponsor:** Colgate - Palmolive - Peet Co.  
(Palmolive Brushless Shave).

**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).  
(Before June 15, 1938, 10 to 10:30 p.m., with repeat from 1 to 1:30 a.m.).

**Network:** CBS; 58 stations.

**Production:** Handled by the agency.

**Script Writer:** Phillips H. Lord.

**Talent:** Phillips H. Lord (replaced by Col. Norman H. Schwarzkopf, Jan. 12 to June 15, 1938), and dramatic cast.

**Agency Directors:** Chester MacCracken, Harry Frazee.

**Announcer:** Frank Gallop.

**Length of Run:** Started Jan. 15, 1936. (Off during summer of 1938 from June 15 to Aug. 17). (Off during summer of 1939 from June 28 to August 17).

### Jan Garber Orchestra

(See "Burns & Allen" for Grape Nuts)

### Al Garr

(See "Phil Baker")

(See "Passing Parade")

### Johnny Gart

(See "Gulden Serenaders")

### Gateway to Hollywood

**Sponsor:** William Wrigley, Jr., Co. (Wrigley Doublemint Gum).

**Agency:** Frances Hooper Advertising Agency.

**Origination:** Hollywood.

**Air Time:** Sunday, 6:30 to 7 p.m.

**Network:** CBS; 67 stations.

**Production:** Charles Vanda.

**Script Writers:** Russ Johnston, Everett Tomlinson.

**Talent:** Jesse Lasky; guest stars; and stage-screen aspirants.

**Announcers:** Ken Niles; Cliff Howell.

**Conductor:** Wilbur Hatch.

**Length of Run:** Started Jan. 8, 1939.

### General Baking Co.

(See "Guy Lombardo & His Orchestra")

(See "The Lone Ranger" for Bond Bread)

### General Electric Hour of Charm

**Sponsor:** General Electric Co.

**Agency:** Maxon, Inc.

**Origination:** New York.

**Air Time:** Monday, 9 to 9:30 p.m. (Before July 3, 1938, Sunday, 10 to 10:30 p.m.; also heard at various times during earlier part of series, on Monday at 9:30 to 10 p.m., 9 to 9:30 p.m., 4 to 4:30 p.m.).

**Network:** NBC Red; 56 stations.

**Production:** Robert S. Allison, Jr. (of the agency).

**Talent:** Phil Spitalny's All Girl Orchestra; Evelyn and her Magic Violin; Three Little Words (Frances, Connie and Fern); Maxine; Mary Ann Bock (Dec. 6, 1937 to Oct. 3, 1938); Dorothy Thompson, commentator (since Oct. 3, 1938).

**Agency Director:** Don Forker.

**Announcer:** Del Sharbutt (replaced Nelson Case, Oct. 3, 1938).

**Conductor:** Phil Spitalny.

**Length of Run:** Nov. 2, 1936 to May 22, 1939. (Off during summer of 1938 from July 31 to Oct. 3.).

### General Foods Corp.

(See "Believe It or Not" for Huskies and Post's Bran Flakes)

(See "Joe E. Brown" for Post Toasties)

(See "Burns & Allen" for Grape Nuts)

(See "Boake Carter Program" for Post Toasties, Huskies)

(See "Good News of 1939" for Maxwell House Coffee)

(See "Hobby Lobby" for Jell-O)

(See "Jell-O Program Starring Jack Benny")

(See "Lum and Abner" for Postum)

(See "Mary Margaret McBride" for La-France, Satina, Minute Tapioca)

(See "Al Pearce & His Gang" for Grape Nuts)

(See "Joe Penner" for Huskies)

(See "Kate Smith—Noonday Chats" for Diamond Crystal Salt)

(See "Kate Smith's Hour" for Calumet, Swans Down)

(See "We, the People" for Sanka Coffee)

### General Mills, Inc.

(See "Jack Armstrong" for Wheaties)

(See "Betty and Bob" for Bisquick)

(See "Billy and Betty" for Corn Kix)

(See "Betty Crocker" for Gold Medal, Softasilk, Bisquick)

(See "Curtain Time" for Corn Kix)

(See "Get Thin to Music with Wallace" for Wheaties)

(See "Arnold Grimm's Daughter" for Softasilk)

(See "The Grouch Club" for Corn Kix)

## NETWORK COMMERCIALS—Continued

(See "Hymns of All Churches" for Gold Medal, Softasilk, Bisquick)  
(See "Kaltenborn Comments")  
(See "Those Happy Gilmans" for Corn Kix)  
(See "Valiant Lady" for Wheaties. Bisquick)

### Get Thin to Music with Wallace

**Sponsor:** General Mills, Inc. (Wheaties).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 9:30 to 9:45 a.m. (repeat from 10:30 to 10:45 a.m.).  
**Network:** Mutual; 6 stations.  
**Production:** Mr. Wallace.  
**Script Writer:** Mr. Wallace.  
**Talent:** Mr. Wallace (full name not given).  
**Agency Director:** Mix Dancer.  
**Announcer:** Jim Fleming.  
**Length of Run:** March 28, 1938 to Dec. 24, 1938.

### Getting the Most Out of Life

**Sponsor:** Standard Brands, Inc. (Fleischmann's Yeast for Health).  
**Agency:** J. Walter Thompson Co.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 11:45 a.m. to 12 noon.  
**Network:** NBC Blue; 53 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Dr. William L. Stidger.  
**Talent:** Dr. William L. Stidger; soloists (replaced New England Singers, directed by Dr. James Houghton, April 2, 1939); Frank White, organist.  
**Announcer:** Pat Kelly.  
**Conductor:** Frank White, organist.  
**Length of Run:** May 30, 1938, to June 30, 1939.

### Bobby Gibson

(See "Ben Bernie and All the Lads")

### Fredda Gibson

(See "The Royal Crown Revue")

### Julie Gibson

(See "Park Avenue Penners")

### Gilmore Circus

**Sponsor:** Gilmore Oil Co.  
**Agency:** Botsford, Constantine & Gardner.  
**Origination:** Hollywood.  
**Air Time:** Friday, 9 to 9:30 p.m.

**Network:** NBC Red; 6 stations.  
**Length of Run:** Feb. 18, 1938, to May 12, 1939.

### Girl Alone

**Sponsor:** Quaker Oats Co. (Quaker Oats, Monday through Thursday, Aunt Jemima Pancake Flour, Friday.)  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 4:45 to 5 p.m.  
**Network:** NBC Red; 37 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Fayette Krum.  
**Talent:** Betty Winkler (Patricia Rogers); Pat Murphy (Scoop Curtis); and dramatic cast.  
**Agency Director:** Ros Metzger.  
**Announcer:** Charles Lyons.  
**Length of Run:** Started Sept. 26, 1938; closing date contemplated at press time was Sept. 22, 1939. (Previously sponsored, July 13, 1936, to April 8, 1938, by Kellogg Co.).

### Girl from Maine, The

**Sponsor:** Maine Development Commission.  
**Agency:** Brooke, Smith, French & Dorance.  
**Origination:** WNAC, Boston.  
**Air Time:** Tuesday and Thursday, 2:15 to 2:30 p.m. (repeat from 2:45 to 3 p.m.).  
**Network:** Mutual; 17 stations.  
**Talent:** Marjorie Mills.  
**Length of Run:** Oct. 11, 1938, to Jan. 5, 1939.

### Glidden Co.

(See "Madame Courageous" for Durkee Famous Foods)

### Lud Gluskin Orchestra

(See "Tuesday Night Party")

### Goldbergs, The

**Sponsor:** Procter & Gamble (Oxydol).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 1 to 1:15 p.m.  
**Network:** CBS; 24 stations.  
**Production:** Mrs. Gertrude Berg.  
**Script Writer:** Mrs. Gertrude Berg.  
**Talent:** Gertrude Berg (Molly Goldberg); James Waters (Jake Goldberg); Rosalind Silber (Rose Goldberg); Everett Sloane (Sammy Goldberg); Stephan Schnable

## NETWORK COMMERCIALS—Continued

(Mr. Kuhne); Menasha Skulnick (Uncle David); Judy Laub (Sybil); Jeanette Chinley (Libby).

**Agency Director:** Henry Selinger.

**Announcer:** Art Millet.

**Length of Run:** Started Sept. 13, 1937, on NBC; latest series, on CBS, started Jan. 3, 1938.

### Golden Gate Quartette

(See "The Royal Crown Revue")

### Good Morning Tonite

**Sponsor:** Alber Bros. Milling Co. (Cereals).

**Agency:** Erwin, Wasey & Co.

**Origination:** San Francisco.

**Air Time:** Friday, 8 to 8:30 p.m. (Before June, 1939, Tuesday, 9:30 to 10 p.m.)

**Network:** NBC Red; 5 stations.

**Production:** Marigold Cassin (of the agency), assisted by John Lyman (of NBC).

**Script Writer:** Marigold Cassin.

**Talent:** Gyula Ormay and Alber Bros. Concert Orchestra; Singing Ensemble (Albert Gillette, Armand Girard, Edwin Imhaus, Ben Classen, Agatha Turley, Margaret O'Dea); occasional guests.

**Agency Director:** Marigold Cassin.

**Announcers:** Cliff Engle, Abbott Tessman.

**Conductor:** Gyula Ormay.

**Length of Run:** Started Sept. 29, 1937.

### Good News of 1939

**Sponsor:** General Foods Corp. (Maxwell House Coffee).

**Agency:** Benton & Bowles, Inc.

**Origination:** Hollywood.

**Air Time:** Thursday, 9 to 10 p.m.

**Network:** NBC Red; 80 stations.

**Production:** Agency and Metro-Goldwyn-Mayer staff.

**Script Writers:** M-G-M writers.

**Talent:** Robert Young, m.c. (previously Robert Taylor and others); Fannie Brice (Baby Snooks) and Hanley Stafford; Frank Morgan; Meredith Willson's Orchestra; M-G-M contract players, authors, directors, stars and other personnel.

**Agency Director:** Don Cope.

**Announcer:** Warren Hull (previously Ted Pearson).

**Conductor:** Meredith Willson.

**Music Arranger:** Meredith Willson.

**Length of Run:** Original contract started Oct. 6, 1932, for Maxwell House Showboat; above program started Nov. 4, 1937. (Off during summer of 1938 from June 30 to Sept. 1). (Off June 29, 1939).

### Good Will Hour

**Sponsor:** Ironized Yeast Co.

**Agency:** Ruthrauff & Ryan, Inc.

**Origination:** WMCA, New York.

**Air Time and Network:** Sunday, 10 to 11 p.m. (Inter-City Network, 6 stations; Mutual, 13 stations; Don Lee, 21 stations; Texas State Network, 18 stations; plus half-hour transcriptions on 45 stations). (Previous to Sept. 23, 1938, 10 to 10:30 p.m. on 4 Mutual stations, 10 to 11 p.m., on 10 Inter-City stations).

**Production:** Handled by the agency.

**Script Writers:** Litigants speak extemporaneously.

**Talent:** John J. Anthony and Litigants.

**Agency Director:** John Loveton.

**Announcer:** Bob Carter.

**Length of Run:** Started Jan. 23, 1938. (Previously, from July 25, 1937, to Jan. 16, 1938, sponsored by MacFadden).

### Benny Goodman's Orchestra

(Benny Goodman's Swing School prior to March 29, 1938)

**Sponsor:** R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).

**Agency:** William Esty & Co.

**Origination:** New York.

**Air Time:** Tuesday, 9:30 to 10 p.m. (Previous to March 29, 1938, 10 to 10:30 p.m.).

**Network:** CBS; 91 stations.

**Production:** Handled by the agency.

**Script Writers:** Helen Phillips, Bernard Dougall.

**Talent:** Benny Goodman and orchestra; Martha Tilton; Johnny Mercer (since Jan. 17, 1939).

**Agency Director:** Harry Holcombe.

**Announcer:** Harry Holcombe.

**Conductor:** Benny Goodman.

**Length of Run:** Started Dec. 29, 1936, as Jack Oakie's College with Benny Goodman; above program started June 29, 1937. (Replaced by Bob Crosby Orchestra, June 27, 1939).

### Goodyear Farm Radio News

**Sponsor:** Goodyear Tire & Rubber Co., Inc. (Auto, Tractor and Truck Tires and Life Guards).

**Agency:** Arthur Kudner, Inc.

**Origination:** New York and Chicago. (Before March 24, 1939, New York, Chicago and Kansas City).

**Air Time:** Monday through Friday, 1:15 to 1:30 p.m.

**Network:** NBC Red and Blue; 32 stations (before March 24, 1939, 46 stations).

**Production:** Handled by the agency.

**Script Writers:** Don Goddard, Phil Evans

## NETWORK COMMERCIALS—Continued

and Robert S. Clough (last-named to March 24, 1939).  
**Talent:** Commentators: Don Goddard, New York; Phil Evans, Chicago; Robert S. Clough, Kansas City (off since March 24, 1939).  
**Agency Director:** Ed Krug.  
**Length of Run:** Started Sept. 26, 1938.

### Bert Gordon

(See "Eddie Cantor's Camel Caravan")

### Dorothy Gordon—The Children's Corner

**Sponsor:** The Wheatena Corp.  
**Agency:** C. M. Rohrabach Co. (Formerly Rohrabach & Gibson).  
**Origination:** Philadelphia.  
**Air Time:** Monday, Wednesday and Friday, 5:45 to 6 p.m. (6 stations); 5 to 5:15 p.m. (2 stations); 9:30 to 9:45 p.m. (2 stations); 6:15 to 6:30 p.m. (2 stations).  
**Network:** Mutual; 12 stations.  
**Script Writer:** Dorothy Gordon.  
**Talent:** Dorothy Gordon.  
**Agency Director:** C. M. Rohrabach.  
**Announcer:** Henry Morgan.  
**Length of Run:** Dec. 16, 1938, to March 17, 1939.

### Gordon Bakeries

(See "The Lone Ranger")

### Gospel Broadcasting Assn.

(See "Old Fashioned Revival")

### Gospel Singer, The

**Sponsor:** Procter & Gamble (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 1:45 to 2 p.m.  
**Network:** CBS; 22 stations.  
**Production:** O. Hancock (of CBS).  
**Talent:** Edward MacHugh; William Meeder, organist.  
**Agency Director:** Mary Louise Anglin.  
**Announcer:** Jack Fraser.  
**Conductor:** William Meeder, organist.  
**Music Arranger:** William Meeder.  
**Length of Run:** May 30, 1938, to Nov. 4, 1938.

### Gospel Singer, The

**Sponsor:** Procter & Gamble (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.

**Air Time:** Monday through Thursday and Saturday, 9:45 to 10 a.m. (Previous to Nov. 28, 1938, 9:30 to 9:45 a.m.).

**Network:** NBC Red and Blue; 15 stations (previous to May 27, 1938, Blue only).

**Production:** James Haupt (of NBC).

**Talent:** Edward MacHugh; William Meeder, organist.

**Agency Director:** Mary Louise Anglin.

**Announcer:** Ralph Edwards.

**Conductor:** William Meeder, organist.

**Music Arranger:** William Meeder.

**Length of Run:** Original contract started July 6, 1936; latest series ran from Nov. 7, 1938, to July 1, 1939.

### Ross Graham

(See "Cities Service Concerts")

### Grand Central Station

**Sponsor:** Lambert Pharmacal Co. (Listerine Products, Prophylactic Brushes).

**Agency:** Lambert & Feasley, Inc.

**Origination:** New York.

**Air Time:** Friday, 10 to 10:30 p.m. (Previous to Sept. 20, 1938, Tuesday, 9 to 9:30 p.m.; previous to July 5, 1938, Sundays, 10 to 10:30 p.m.).

**Network:** CBS; 52 stations.

**Production:** Paul Munroe (prior to March 17, 1939, Himan Brown).

**Script Writers:** Various free lance.

**Talent:** Varies weekly.

**Agency Director:** Martin Horrell.

**Announcer:** Melvin Allen.

**Length of Run:** Original contract started on NBC, Oct. 8, 1937; latest series started on CBS, April 24, 1938.

### Red Grange Forecasts & Scores

**Sponsor:** Pure Oil Co. (Petroleum Products).

**Agency:** Leo Burnett Co., Inc.

**Origination:** Chicago.

**Air Time:** Thursday and Saturday, 6 to 6:15 p.m.

**Network:** CBS; 11 stations.

**Production:** Handled by the agency.

**Talent:** Red Grange (forecasts Thursdays, scores Saturdays).

**Agency Director:** Strother Cary.

**Announcer:** Vincent Pelletier.

**Length of Run:** Sept. 22, 1938, to Nov. 26, 1938.

### Cary Grant

(See "The Circle")

### Peter Grant

(See "Front Page Parade")



## NETWORK COMMERCIALS—Continued

### Glen Gray Orchestra

(See "Burns & Allen" for *Grape Nuts*)

### Johnny Green Orchestra

(See "Breezing Along")  
(See "Johnny Presents")

### Green Hornet, The

**Sponsor:** Local sponsors.  
**Agency:** Various.  
**Origination:** WXYZ, Detroit.  
**Air Time:** Tuesday and Thursday, half-hour periods at varying times.  
**Network:** Mutual, Michigan Radio Network, Independent Stations.  
**Script Writer:** Fran Striker.  
**Talent:** WXYZ policy prevents listing of cast names.  
**Announcer:** Fielden Farrington.  
**Length of Run:** Started Jan. 31, 1936, on Michigan Radio Network; in Jan., 1937, on Mutual.

### Jimmy Grier Orchestra

(See "Park Avenue Penners")

### Griffin Mfg. Co.

(See "Time to Shine")

### Arnold Grimm's Daughter

**Sponsor:** General Mills, Inc. (Softasilk).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m.  
**Network:** NBC Red and Blue; 29 stations.  
**Production:** Edwin H. Morse.  
**Script Writer:** Margaret Sangster.  
**Talent:** Betty Lou Gerson (Constance Grimm); Don Merrifield (Arnold Grimm); Jeanne Juvelier (Madame Babette); Mento Everitt (Judy); Butler Manville (Mr. Tweedy); Verne Smith (Bill Hartley); Florence Ravenal (Mrs. Sniffen).  
**Agency Director:** David Owen.  
**Announcer:** Don Dowd.  
**Length of Run:** Started July 5, 1937 on CBS; above series started May 30, 1938, on NBC.

### Grouch Club, The

**Sponsor:** General Mills, Inc. (Corn Kix).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 6:30 to 7 p.m. (repeat

from 9:15 to 9:45 p.m.). (Prior to April 16, 1939, Tuesday, 9:30 to 10 p.m., PST, with no repeat).

**Network:** NBC Red, 34 stations (prior to April 16, 1939, CBS, 7 stations plus KFWB).

**Production:** Owen Crump.

**Script Writer:** Nat Hiken.

**Talent:** Jack Lescoulie; Arthur Bryan; Beth Wilson; Charley Lung; Leon Leonard and orchestra.

**Agency Director:** David Owen.

**Announcer:** James Berry.

**Conductor:** Leon Leonard.

**Length of Run:** Started Oct. 17, 1938, on CBS; shifted to NBC Red, April 16, 1939.

### Grove Laboratories, Inc.

(See "Fred Waring & His Pennsylvanians" for *Bromo-Quinine*)

### Edgar Guest

(See "It Can Be Done—with Edgar Guest")

### Guiding Light, The

**Sponsor:** Procter & Gamble (White Naphtha Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 3:45 to 4 p.m.  
**Network:** NBC Red; 58 stations.  
**Production:** Howard Keegan.  
**Script Writer:** Irna Phillips.  
**Talent:** Arthur Peterson (Dr. Ruthledge); Sara Jane Wells (replaced Mercedes McCambridge) (Mary Ruthledge); Edward Prentiss (Ned Holden); Margaret Fuller (Frederika Lang); Ruth Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Gladys Heen (Torchy Reynolds); Frank Behrens (Rev. Tom Bannion); Henrietta Tedro (Ellen).  
**Agency Director:** John Taylor.  
**Announcer:** Fort Pearson.  
**Length of Run:** Started Jan. 25, 1937.

### Gulden Serenaders

**Sponsor:** Charles Gulden, Inc. (Mustard).  
**Agency:** Charles W. Hoyt Co., Inc.  
**Origination:** New York.  
**Air Time:** Wednesday and Friday, 6:30 to 6:45 p.m.  
**Network:** NBC Blue; 6 stations.  
**Production:** Frank Chase, Richard Pratt (of the agency).  
**Talent:** The Three Jesters (Red Latham, Wamp Carlson, Guy Bonham); Peg La Centra; Johnny Gart.

## NETWORK COMMERCIALS—Continued

**Agency Director:** Richard Pratt.  
**Announcer:** Hjerluff Provinsen.  
**Length of Run:** Oct. 5, 1938, to April 28, 1939.

### Gulf Oil Corp.

(See "Phil Baker")  
 (See "Hollywood Guild")  
 (See "Passing Parade")

## H

### Gustav Haenschen Orchestra

(See "Saturday Night Serenade")  
 (See "The Song Shop")

### Dr. Harry Hagen

(See "True or False")

### Jack Haley

(See "Wonder Show—Jack Haley")

### Dan Harding's Wife

**Sponsor:** National Biscuit Co. (Biscuits, Shredded Wheat).  
**Agency:** McCann-Erickson, Inc. (Federal Advertising Agency, Inc., June to Sept., 1938, only).  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 12 noon to 12:15 p.m. (Before April 25, 1938, 9:45 to 10 a.m.).  
**Network:** NBC Red; 13 stations.  
**Production:** Clinton Stanley.  
**Script Writer:** Ken Robinson.  
**Talent:** Isabel Randolph (Mrs. Harding); Merrill Fugit (Dan Harding); Loretta Poynton (Rhoda); Betty Winkler; Pat Murphy; Hugh Rowlands; Herbert Butterfield; Maria Wood; Herbert Nelson; Gladys Heeninn.  
**Agency Director:** Stuart D. Ludlum.  
**Announcer:** Les Griffith.  
**Length of Run:** Jan. 3, 1938, to Sept. 30, 1938.

### Phil Harris Orchestra

(See "Jell-O Program Starring Jack Benny")

### David Harum

**Sponsor:** B. T. Babbitt, Inc. (Bab-O Cleanser).  
**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 11 to 11:15 a.m.

**Network:** NBC Red; 23 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.

**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.

**Dialogue Writer:** John DeWitt (Dec. 7, 1936 to date).

**Agency Script Editor:** Rosser Reeves.

**Talent:** Wilmer Walter (David Harum); Charmie Allen (Aunt Polly); Peggy Allenby (Susan); Vivian Smolen (Myra).

**Agency Director:** Lester Vail.

**Announcer:** Ford Bond.

**Length of Run:** Started Jan. 17, 1936.

### Hawaiian Pineapple Co.

(See "Honolulu Bound" for Dole)

### Bob Hawk

(See "Name Three")  
 (See "People's Rally & Fun Quiz")

### Hawthorne House

**Sponsor:** Wesson Oil & Snowdrift Sales Co., Inc.  
**Agency:** Fitzgerald Advertising Agency, Inc.  
**Origination:** San Francisco.  
**Air Time:** Monday, 9 to 9:30 p.m. (Previous to April 25, 1938, Wednesday, 8 to 8:30 p.m.).  
**Network:** NBC Red; 7 stations (previous to March 27, 1938, 5 stations).  
**Script Writers:** Ted Maxwell; Roy M. Schwarz, of the agency, writes the dramatized commercials.  
**Talent:** Pearl King Tanner (Mary Sherwood); Montgomery Mohn (Mel Sherwood); Bobbe Deane (Marietta Sherwood); Eddie Firestone, Jr. (Billy Sherwood); Ted Maxwell (Chick Morgan); Bert Horton (Duke Callaway); Don Dudley (Jerry Tremaine); Natalie Park (Lois Tremaine); others.  
**Agency Director:** Joe L. Killeen.  
**Announcer:** NBC staff announcer.  
**Length of Run:** Started Oct. 28, 1935.

### Sam Hayes

(See "The People's Vote")

## Headlines

**Sponsor:** Locally sponsored.  
**Agency:** Redfield-Johnstone, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 7:30 to 7:45 p.m.  
**Network:** Mutual; 3 stations (balance of network sustaining).  
**Production:** Ernest Chappell (of Rocke Productions, Inc.).  
**Script Writer:** Ernest Chappell.  
**Talent:** Dramatic cast changes weekly.  
**Agency Director:** Ernest Chappell (for the agency).  
**Announcers:** Local announcers.  
**Length of Run:** Dec. 14, 1937, to June 9, 1938.

### Captain Tim Healy's Stamp Club

**Sponsor:** Kellogg Co. (Pep).  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 6:45 to 7 p.m. (repeat from 7:30 to 7:45 p.m.).  
**Network:** Mutual; 2 stations.  
**Production:** Bradford Browne (of the agency).  
**Script Writers:** Wallace Acton, Billy Barr, Charles Speer.  
**Talent:** Capt. Tim Healy; Burford Hampton; Jerry Macy; Henry Burbig; Gene Leonard; Alan Devitt; Roland Winters; Charles Webster; others.  
**Agency Director:** Bradford Browne.  
**Announcer:** Henry Morgan.  
**Length of Run:** Sept. 12 to Dec. 9, 1938.

### Gabriel Heatter

(See "Gabriel Heatter")  
 (See "We, The People")

### Gabriel Heatter

**Sponsor:** The Barbasol Co. (Shave Cream), R. B. Semler, Inc. (Kreml).  
**Agency:** Erwin, Wasey & Co.  
**Origination:** New York.  
**Air Time:** Sunday and Tuesday, 9:45 to 10 p.m.  
**Network:** Mutual; 2 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Gabriel Heatter.  
**Talent:** Gabriel Heatter.  
**Agency Director:** John Shultz.  
**Announcer:** Alois Havrilla.  
**Length of Run:** Oct. 2, 1938, to Dec. 27, 1938. (Became a local show, over WOR, N. Y., Jan. 2, 1939).

### Horace Heidt & His Brigadiers

**Sponsor:** Stewart-Warner Corp. (Alemite, Radios, Refrigerators).  
**Agency:** Hays MacFarland & Co.

**Origination:** New York.  
**Air Time:** Sunday, 10 to 10:30 p.m.  
**Network:** NBC Red; 31 stations.  
**Production:** Handled by NBC.  
**Script Writers:** Horace Heidt and staff.  
**Talent:** Horace Heidt and orchestra; Lysbeth Hughes; Alvino Rey; Larry Cotton; Yvonne King; The Four Kings; The Three Trumpeters; Jerry Bowne; Bob McCoy.  
**Agency Director:** Evelyn Stark.  
**Announcers:** Howard Claney, Ben Grauer, Lyle Van.  
**Conductor:** Horace Heidt.  
**Length of Run:** Dec. 28, 1937, to Dec. 25, 1938.

### Hello Peggy

**Sponsor:** The Drackett Co. (Drano and Windex).  
**Agency:** Ralph H. Jones Co.  
**Origination:** New York.  
**Air Time:** Wednesday and Friday, 11:30 to 11:45 a.m. (Previous to June 1, 1938, 11:45 a.m. to 12 noon).  
**Network:** NBC Red; 20 stations.  
**Production:** Charles Warburton.  
**Script Writer:** George Sparling.  
**Talent:** Eunice Howard (Peggy); Alan Bunce (Ted); Jackie Kelk (Speedy); Lawson Zerbe (Windy).  
**Agency Director:** Charles J. Coward.  
**Announcer:** Clyde Kittell.  
**Length of Run:** Aug. 4, 1937, to July 29, 1938.

### Her Honor, Nancy James

**Sponsor:** International Cellucotton Products Co. (Kleenex).  
**Agency:** Lord & Thomas.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:15 to 12:30 p.m.  
**Network:** CBS; 41 stations.  
**Production:** Handled by Wolf Associates, Inc.  
**Script Writers:** David Victor, Herbert Little, Jr.  
**Talent:** Barbara Weeks (Her Honor, Nancy James); Ned Weaver (Anthony Hale); Alice Reinheart (Carrie Dean); Joseph Curtin (Richard Wharton); Chester Stratton (Stan Adamic).  
**Agency Director:** Basil Loughrane.  
**Announcer:** Frank Gallop.  
**Length of Run:** Started Oct. 3, 1938.

### Captain Herne

**Sponsor:** Axton-Fisher Tobacco Co., Inc.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** WGN, Chicago.

## NETWORK COMMERCIALS—Continued

**Air Time:** Monday through Friday, 7:15 to 7:30 p.m.

**Network:** Mutual; 3 stations.

**Talent:** Captain Herne, commentator.

**Announcers:** Staff announcers.

**Length of Run:** Started May 6, 1939.

### Jean Hersholt

(See "Dr. Christian")

### Hildegard

(See "Raymond Paige, 99 Men and a Girl")

### Edwin C. Hill

(See "Human Side of the News")

(See "Stop, Look and Listen with Edwin C. Hill")

### Harriet Hilliard

(See "Baker's Broadcast")

### Hilltop House

**Sponsor:** Colgate-Palmolive-Peet (Palmolive Soap).

**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 10:30 to 10:45 a.m. (Previous to April 22, 1938, 5:45 to 6 p.m.) (repeat from 4:30 to 4:45 p.m.).

**Network:** CBS; 57 stations.

**Production:** Handled by the agency.

**Script Writers:** Adelaide Marstone (previously Addy Richton, Lynn Stone).

**Talent:** Bess Johnson (Bess Johnson); Jackie Kelk (Marny); Laddie Seaman (Buzz); Gee Gee James (Tulip); Carleton Young (Dr. Robbie); Janice Gilbert (Jean); Jimmy Donnelly (Jerry); Irene Hubbard (Thelma Gidley); John Moore (David Barton); Alfred Swenson (Paul Hutchinson).

**Agency Directors:** Carlo de Angelo; Ed Mead.

**Announcer:** Frank Gallop.

**Conductor:** Abe Goldman, organist.

**Length of Run:** Started Nov. 1, 1937.

### Richard Himber Orchestra

(See "Monday Night Show")

### Hobby Lobby

**Sponsor:** The Fels Co. (Fels Naphtha Soap Chips).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Wednesday, 8:30 to 9 p.m.

**Network:** NBC Blue; 43 stations.

**Production:** Handled by the agency.

**Script Writers:** Dave Elman, Jerry Rice.

**Talent:** Dave Elman; Harry Salter's orchestra; guests.

**Agency Director:** Joseph Hill.

**Announcer:** Alan Kent.

**Conductor:** Harry Salter.

**Length of Run:** Oct. 5, 1938; closing date contemplated at press time was Sept. 27, 1939.

### Hobby Lobby

**Sponsor:** General Foods Corp. (Jell-O).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Sunday, 7 to 7:30 p.m. (repeat from 11:30 p.m. to 12 midnight).

**Network:** NBC Red; 74 stations.

**Production:** Bob Welch (of the agency).

**Script Writers:** Dave Elman, Jerry Rice.

**Talent:** Dave Elman; Harry Salter's orchestra; Ray Morton; Harry von Zell; guests.

**Agency Director:** Bob Welch.

**Announcer:** Harry von Zell.

**Conductor:** Harry Salter.

**Length of Run:** July 3, 1938 to Sept. 25, 1938 (replaced Jell-O Program Starring Jack Benny for the summer).

### Carl Hoff Orchestra

(See "Watch the Fun Go By")

(See "Al Pearce and His Gang")

### Portland Hoffa

(See "Town Hall Tonight")

### Carl Hohengarten's Orchestra

(See "Just Entertainment")

(See "The Laugh Liner")

### Hollywood Guild

**Sponsor:** Gulf Oil Corp.

**Agency:** Young & Rubicam, Inc.

**Origination:** Hollywood.

**Air Time:** Sunday, 7:30 to 8 p.m.

**Network:** CBS; 61 stations.

**Production:** Adrian Samish, Tom Lewis (of the agency).

**Script Writers:** Austin Peterson, Jess Oppenheimer, Charles Tazewell, Sam Kurtzman.

**Talent:** George Murphy, m.c.; stars of stage and screen; Oscar Bradley's orchestra.

**Agency Directors:** Tom Lewis, Adrian Samish.

## NETWORK COMMERCIALS—Continued

**Announcer:** John Conte.  
**Conductor:** Oscar Bradley.  
**Music Arranger:** Earl Lawrence.  
**Length of Run:** Jan. 8, 1939, to June 4, 1939.

### Hollywood Hotel

**Sponsor:** Campbell Soup Co.  
**Agency:** Ward Wheelock Co.  
**Origination:** Hollywood.  
**Air Time:** Friday, 9 to 10 p.m.  
**Network:** CBS; 52 stations.  
**Production:** Brewster Morgan (of CBS).  
**Script Writers:** Brewster Morgan, John McClain.  
**Talent:** William Powell, m.c. (replaced Herbert Marshall Oct. 21, 1938); Frances Langford; Jean Sablon; Victor Young's orchestra; guests.

**Agency Director:** Diana Bourbon.

**Announcer:** Ken Niles.

**Conductor:** Victor Young.

**Length of Run:** Original contract started Oct. 5, 1934; above program started Sept. 9, 1938, replacing Ken Murray & Oswald, and ended Dec. 2, 1938. (Replaced by Campbell Playhouse.)

### Hollywood Newsgirl

**Sponsor:** Aurora Laboratories, Inc. (Clear-Again).

**Agency:** Erwin, Wasey & Co.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 1:15 to 1:30 p.m.

**Network:** Mutual; 9 stations.

**Production:** Handled by the agency.

**Script Writer:** Stella Unger.

**Talent:** Stella Unger.

**Agency Director:** Gager Wasey.

**Announcer:** John Shultz.

**Length of Run:** Jan. 9 to Feb. 17, 1939.

### Hollywood Newsgirl

**Sponsor:** Lydia Pinkham Medicine Co.

**Agency:** Erwin, Wasey & Co.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 1:45 to 2 p.m.

**Network:** Mutual; 10 stations.

**Production:** Handled by the agency.

**Script Writer:** Stella Unger.

**Talent:** Stella Unger.

**Agency Director:** Gager Wasey.

**Announcer:** John Shultz.

**Length of Run:** June 27 to Sept. 2, 1938.

### Hollywood Screenscoops

**Sponsor:** P. Lorillard & Co. (Old Gold).

**Agency:** Lennen & Mitchell, Inc.

**Origination:** Hollywood.

**Air Time:** Tuesday and Thursday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).

**Network:** CBS; 62 stations.

**Production:** Jay Clark (of the agency).

**Script Writer:** George McCall.

**Talent:** George McCall; Grace Stafford; Bernard Phillips, and variable cast.

**Agency Director:** Mann Holiner.

**Announcer:** Wendall Niles.

**Length of Run:** Nov. 16, 1937, to Nov. 10, 1938.

### Lou Holtz

(See "Monday Night Show")

### Honolulu Bound

**Sponsor:** Hawaiian Pineapple Co. (Dole Pineapple Jems, Pineapple Juice).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Saturday, 9 to 9:30 p.m.

**Network:** CBS; 62 stations.

**Script Writers:** Mac Benoss, Howard Harris, David Schwartz, Douglas McCoy.

**Talent:** Phil Baker; Andrews Sisters (La Verne, Patty, Maxine); Harry McNaughton (Bottle); Ward Wilson (Beetle); Elise Cooper; Harry Salter's orchestra (replaced Eddie De Lange, April 15, 1939).

**Agency Director:** Jack Van Nostrand.

**Announcer:** Harry von Zell.

**Conductor:** Harry Salter (previously Eddie De Lange).

**Length of Run:** Started Jan. 14, 1939.

### Bob Hope

(See "Pepsodent Program Starring Bob Hope")

### Edna Wallace Hopper

(See "The Romance of Helen Trent")

### George A. Hormel & Co.

(See "It Happened in Hollywood")

### Billy House

(See "The Laugh Liner")

### Houseboat Hannah

**Sponsor:** Procter & Gamble (Lava Soap).

**Agency:** Blackett-Sample-Hummert, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** Chicago.

**Air Time:** Monday through Friday, 10:45 to 11 a.m. (NBC Blue); 5 to 5:15 p.m. (NBC Red).

**Network:** NBC Blue (12 stations); NBC Red (17 stations).

**Production:** Alan Wallace.

**Script Writer:** Irving Vendig.

**Talent:** Doris Rich (Hannah); Norman Gottschalk (Dan); William Rose (Shamus); Edwin Love (Kevin); Jean MacDonald (Rosie); Michael Romano (Joe Mosey); Jim Andelin (Clem); Gene Byron (Ellen); Mora Martin (Mrs. Krupnick); Frank Dane (Andy Kruper); Earl George (Tony Pasquale).

**Agency Director:** Henry Selinger.

**Announcer:** Eugene Baker.

**Length of Run:** Started Sept. 26, 1938.

**Network:** NBC Red; 39 stations.

**Script Writer:** Edwin C. Hill.

**Talent:** Edwin C. Hill, commentator.

**Agency Director:** Diana Bourbon.

**Announcer:** Ernest Chappell.

**Length of Run:** Sept. 26, 1938, to March 22, 1939.

### Human Side of the News, The

**Sponsor:** American Oil Co.

**Agency:** The Joseph Katz Co.

**Origination:** New York.

**Air Time:** Monday through Friday, 6:05 to 6:15 p.m. (repeat from 11:05 to 11:15 p.m.).

**Network:** CBS; 40 stations.

**Talent:** Edwin C. Hill, commentator.

**Announcer:** David Ross.

**Length of Run:** Started May 1, 1939.

### Household Finance Corp.

(See "It Can Be Done—with Edgar Guest")

### Tom Howard

(See "Model Minstrels")

### John B. Hughes

(See "News, Views and Sport Reviews by Hughes")

### Hughesreel

**Sponsor:** The Borden Co.

**Agency:** Young & Rubicam, Inc.

**Origination:** San Francisco.

**Air Time:** Monday through Friday, 4:30 to 4:45 p.m.

**Network:** NBC Red; 32 stations.

**Script Writer:** Rush Hughes.

**Talent:** Rush Hughes, commentator.

**Agency Director:** Charles Flesher.

**Announcer:** Dresser Dahlstead.

**Length of Run:** Jan. 31, 1938, to July 29, 1938.

### Ted Husing

(See "Monday Night Show")

### Hymns of All Churches

**Sponsor:** General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).

**Agency:** Knox Reeves Advertising, Inc.

**Origination:** Chicago.

**Air Time:** Monday, Tuesday and Thursday, 2:45 to 3 p.m.

**Network:** NBC Red and Blue; 29 stations.

**Production:** Fred Jacky.

**Talent:** Joe Emerson and choir; Betty Pietsch; Edna Thompson; Kenneth Stevens; Russell Pyle; John Naher; Jack Law; Harriet Brewer Nelson; Friedel Schlipfert; Betty Houston Herlocker; Paul Nettinga; Robert Speaker; Kenneth Morrow.

**Agency Director:** Lloyd Griffin.

**Announcer:** Pierre Andre.

**Conductor:** Fred Jacky (choir), William Sumner (organ).

**Length of Run:** May 30, 1938, to May 26, 1939.

### Budd Hulick

(See "Johnny Presents 'What's My Name?'" )

(See "Johnny Presents 'Where Are We?'" )

### Human Side of the News

**Sponsor:** Campbell Soup Co. (Tomato Juice).

**Agency:** Ward Wheelock Co.

**Origination:** New York.

**Air Time:** Monday and Wednesday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).

## I

### I Love a Mystery

**Sponsor:** Standard Brands, Inc. (Fleischmann's Foil Yeast).

**Agency:** J. Walter Thompson Co.

**Origination:** Hollywood.

**Air Time:** Monday through Friday, 2:15 to 2:30 p.m., PSDT (3:15 to 3:30 p.m. during Standard Time).

**Network:** NBC Red; 5 stations.

**Script Writer:** Carlton E. Morse.

## NETWORK COMMERCIALS—Continued

**Talent:** J. Anthony Smythe; Minetta Ellen; Page Gilman; Michael Raffetto; Kathleen Wilson; others.  
**Length of Run:** Started Jan. 16, 1939.

**Adams;** John Kiernan; Oscar Levant; guests.

**Agency Director:** Wilfred S. King.  
**Announcer:** Milton Cross.  
**Length of Run:** Started Nov. 15, 1938.

### I Want a Divorce

**Sponsor:** Sussman Wormser & Co. (S. & W. Fine Foods).  
**Agency:** Emil Brisacher and staff.  
**Origination:** San Francisco.  
**Air Time:** Friday, 8 to 8:15 p.m., PST.  
**Network:** CBS; 8 stations.  
**Production:** Bill Lawrence, Van Fleming.  
**Script Writers:** Peter B. Kyne, Hugh Wiley, Donald Henderson, Van Fleming, Rex Rivers, Elsie Robinson.  
**Talent:** Virginia Gordon; John Deering; dramatic cast.  
**Agency Directors:** Emil Brisacher, Walton Purdom, Weston Settlemyer.  
**Conductor:** Van Fleming.  
**Length of Run:** Started Oct. 16, 1938.

### Inside of Sports

**Sponsor:** Bayuk Cigars, Inc.  
**Agency:** Ivey & Ellington, Inc.  
**Origination:** Hollywood.  
**Air Time:** Monday through Saturday (Mon. to Fri., 7:45 to 8 p.m., 1 station); (Mon. to Sat., 7:45 to 8 p.m., 2 stations); (Tues., Thurs. and Sat., 7:45 to 8 p.m., 6 stations); (Tues., Thurs. and Sat., 10:15 to 10:30 p.m., 4 stations); (Mon., Wed. and Fri., 7:30 to 7:45 p.m., 4 stations).  
**Script Writer:** Sam Balter.  
**Talent:** Sam Balter (Jack Stevens on Mon., Wed. and Fri., 7:30 to 7:45 p.m.).  
**Length of Run:** Started June 14, 1938.

### I Want a Divorce

**Sponsor:** Sussman Wormser & Co. (S. & W. Fine Foods).  
**Agency:** Emil Brisacher and staff.  
**Origination:** San Francisco.  
**Air Time:** Friday, 8:15 to 8:30 p.m., PST. (Before May 5, 1939, Thursday, 9:15 to 9:30 p.m.; before Jan. 8, 1939, Sunday, 8:15 to 8:30 p.m.; before Jan. 16, 1938, Sunday, 8:15 to 8:30 p.m. and Thursday, 9:15 to 9:30 p.m.; before Dec. 5, 1937, Sunday, 8:15 to 8:30 p.m. and Wednesday, 9:15 to 9:30 p.m.).  
**Network:** NBC Red; 9 stations.  
**Script Writers:** Peter B. Kyne, Hugh Wiley, Donald Henderson, Van Fleming, Rex Rivers, Elsie Robinson.  
**Talent:** Vicki Vola; Lou Tobin, dramatic cast.  
**Agency Directors:** Emil Brisacher, Walton Purdom, Weston Settlemyer.  
**Announcers:** Archie Presby, Hal Gibney.  
**Conductor:** Van Fleming.  
**Length of Run:** Started Oct. 17, 1937 (Sunday), Oct. 20, 1937 (Wednesday); became once-a-week show on Jan. 16, 1938, and ended Oct. 9, 1938.

### Inside Story, The

**Sponsor:** Ralston Purina Co. (Shredded Ralston).  
**Agency:** Gardner Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Tuesday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.). (Test program was heard Thursday, 8 to 8:30 p.m., PST.)  
**Network:** NBC Blue; 61 stations. (CBS Pacific; 7 stations, on test program.)  
**Production:** Clarence L. Menser. (Test program was handled by M. P. Wamboldt).  
**Script Writer:** Lennard T. Holton.  
**Talent:** Fred Sullivan, m.c.; varied dramatic cast each week.  
**Agency Director:** Charles E. Claggett.  
**Conductor:** Glenn Welty.  
**Music Arranger:** Glenn Welty.  
**Length of Run:** Test program ran from Dec. 6, 1938, to March 2, 1939; coast-to-coast program started March 14, 1939.

### Information, Please

**Sponsor:** Canada Dry Ginger Ale Co., Inc.  
**Agency:** J. M. Mathes, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 8:30 to 9 p.m.  
**Network:** NBC Blue; 54 stations, plus transcriptions.  
**Production:** Dan Golenpaul (owner of the program).  
**Talent:** Clifton Fadiman, m.c.; Franklin P.

### Interesting Neighbors

**Sponsor:** F. W. Fitch Co. (Fitch Shampoo).  
**Agency:** L. W. Ramsey Co.  
**Origination:** Chicago and various other points.  
**Air Time:** Sunday, 7:30 to 8 p.m. (Before Jan. 9, 1938, Saturday, 11:45 a.m. to 12 noon).  
**Network:** NBC Red; 39 stations.  
**Production:** G. E. Bischoff.  
**Talent:** Jerry Belcher; Dean Fossler, organist; Roy Shield's orchestra; guests.  
**Agency Director:** E. G. Naeckel.  
**Announcer:** Fort Pearson.  
**Conductor:** Roy Shield.  
**Length of Run:** Sept. 26, 1937, to Aug. 28, 1938. (Replaced by Fitch Band Wagon).

## NETWORK COMMERCIALS—Continued

### Internat. Cellucotton Products Co.

(See "Her Honor, Nancy James" for Kleenex)

### International Shoe Co.

(See "It's a Fact")

### International Silver Co.

(See "The Silver Theatre")

### Ironized Yeast Co.

(See "Good Will Hour")

### It Can Be Done (with Edgar Guest)

**Sponsor:** Household Finance Corp. (Personal Loan Service).

**Agency:** Batten, Barton, Durstine & Osborn, Origination: Chicago.

**Air Time:** Wednesday, 10 to 10:30 p.m. (Previous to June 7, 1939, 10:30 to 11 p.m.).

**Network:** CBS; 28 stations.

**Production:** Handled by agency.

**Script Writer:** Edgar Guest.

**Talent:** Edgar Guest; Marion Francis; Frankie Masters' orchestra; dramatic cast.

**Agency Director:** Harry Klein.

**Announcer:** Vincent Pelletier.

**Conductor:** Frankie Masters.

**Length of Run:** Original contract started Jan. 6, 1931 on NBC; above program started April 6, 1938, on CBS, and ended June 28, 1939.

### It Happened in Hollywood

**Sponsor:** George A. Hormel & Co.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.

**Origination:** Hollywood.

**Air Time:** Monday, Wednesday and Friday, 11 to 11:15 a.m.

**Network:** CBS; 24 stations.

**Production:** Jack Smalley.

**Script Writer:** Dane Lussier.

**Talent:** Eddie Dunstedter and orchestra; Martha Mears; John Conti; others.

**Agency Director:** Wayne Tiss.

**Announcer:** John Hiestand.

**Length of Run:** Started April 3, 1939.

### It's a Fact

**Sponsor:** International Shoe Co.

**Agency:** Long Advertising Service.

**Origination:** San Francisco.

**Air Time:** Sunday, 2:45 to 3 p.m.

**Network:** NBC Red; 2 stations.

**Production:** John Ribbe.

**Script Writer:** Curtis W. Roberts (of the agency).

**Talent:** Ira Blue and Paul Carson.

**Agency Director:** Curtis W. Roberts.

**Announcer:** Cliff Engel.

**Length of Run:** May 22, to Nov. 20, 1938.

## J

### Jell-O Program, Starring Jack Benny

**Sponsor:** General Foods Corp. (Jell-O).

**Agency:** Young & Rubicam, Inc.

**Origination:** Hollywood.

**Air Time:** Sunday, 7 to 7:30 p.m. (repeat from 11:30 p.m. to 12 midnight).

**Network:** NBC Red; 110 stations.

**Production:** Murray Bolen (of the agency).

**Script Writers:** Bill Morrow, Ed Beloin.

**Talent:** Jack Benny; Mary Livingstone; Kenny Baker; Andy Devine; Eddie Anderson (Rochester); Don Wilson; Phil Harris' orchestra.

**Agency Director:** Murray Bolen.

**Announcer:** Don Wilson.

**Conductor:** Phil Harris.

**Length of Run:** Started Oct. 14, 1934. (Replaced from June 26 to Sept. 25, 1938, by Hobby Lobby). (Replaced June 25, 1939, by the Aldrich Family).

### Andrew Jergens Co.

(See "Jergens Journal—Walter Winchell")

(See "Win Your Lady" for Woodbury)

(See "Winchell Column Quiz")

### Jergens Journal (Walter Winchell)

**Sponsor:** Andrew Jergens Co. (Jergens' Lotion).

**Agency:** Lennen & Mitchell, Inc.

**Origination:** Hollywood and New York.

**Air Time:** Sunday, 9:30 to 9:45 p.m. (repeat from 11 to 11:15 p.m.).

**Network:** NBC Blue; 62 stations.

**Production:** Blayne Butcher.

**Script Writer:** Walter Winchell.

**Talent:** Walter Winchell.

**Agency Director:** Blayne Butcher.

**Announcer:** Ben Grauer.

**Length of Run:** Started Dec. 4, 1932. (Replaced for summer of 1938 from July 3 to July 31, by Winchell Column Quiz). (Replaced during summer of 1939 by Edwin C. Hill, beginning July 9).

### Jergens-Woodbury Sales Corp.

(See "Woodbury's Hollywood Playhouse")



## NETWORK COMMERCIALS—Continued

### George Jessel

(See "For Men Only")  
(See "Thirty Minutes in Hollywood")

### Johnny Presents

**Sponsor:** Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

**Agency:** The Biow Co., Inc.

**Origination:** WABC Playhouse No. 2, New York.

**Air Time:** Friday, 8:30 to 9 p.m. (Repeat from 11:30 to 12 midnight). (Previous to June 30, 1939, Saturday, 8 to 8:30 p.m., with repeat unchanged).

**Network:** CBS; 49 stations.

**Production:** Miss R. Schuebel (of the agency).

**Script Writers:** Milton Biow, Max Marcin.

**Talent:** Johnny Roventini; Genevieve Rowe; Ray Bloch's Swing Fourteen; Beverly (Freeland); Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Jack Johnstone's dramatizations (previously Charles Martin); Frances Adair; Johnny Green's orchestra (replaced Russ Morgan, Jan. 28, 1939).

**Agency Director:** Miss R. Schuebel.

**Announcer:** Charles O'Connor.

**Conductor:** Johnny Green (previously Russ Morgan).

**Length of Run:** Started Feb. 13, 1937.

### Johnny Presents

**Sponsor:** Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

**Agency:** The Biow Co., Inc.

**Origination:** New York.

**Air Time:** Tuesday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to 12 midnight).

**Network:** NBC Red; 59 stations.

**Production:** Miss R. Schuebel (of the agency), Lester O'Keefe (of NBC).

**Script Writers:** Milton H. Biow, Max Marcin.

**Talent:** Johnny Roventini; Beverly (Freeland); Ray Bloch's Swing Fourteen; Genevieve Rowe; Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Frances Adair; Johnny Green's orchestra (replaced Russ Morgan, Jan. 31, 1939); special feature: The Perfect Crime, conceived by Max Marcin, which replaced The Tale of the Tune, Nov. 22, 1938.

**Agency Director:** Miss R. Schuebel.

**Announcer:** Charles O'Connor.

**Conductor:** Johnny Green (previously Russ Morgan).

**Length of Run:** Started April 17, 1933; latest series runs from Jan. 31, 1939, to Jan. 23, 1940.

### Johnny Presents "What's My Name?"

**Sponsor:** Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

**Agency:** The Biow Co., Inc.

**Origination:** New York.

**Air Time:** Friday, 8 to 8:30 p.m.

**Network:** Mutual; 3 stations.

**Production:** Walter A. Tibbals (of the agency).

**Script Writers:** Joe A. Cross, Ed A. Byron.

**Talent:** Johnny Roventini; Budd Hulick; Arlene Francis; Ray Bloch's orchestra.

**Agency Director:** Miss R. Schuebel.

**Announcer:** Charles O'Connor.

**Conductor:** Ray Bloch.

**Length of Run:** March 25, 1938 to March 17, 1939. (Replaced by Where Are We?)

### Johnny Presents "Where Are We?"

**Sponsor:** Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

**Agency:** The Biow Co., Inc.

**Origination:** New York.

**Air Time:** Friday, 8 to 8:30 p.m.

**Network:** Mutual; 3 stations.

**Production:** Walter A. Tibbals (of the agency).

**Script Writer:** Max Marcin.

**Talent:** Johnny Roventini; Budd Hulick; Shirley Booth (replaced June Walker, March 31, 1939); Charles Cantor.

**Agency Director:** Miss R. Schuebel.

**Announcer:** Charles O'Connor.

**Length of Run:** March 24, 1939, to May 12, 1939. (Replaced by Breezing Along).

### John's Other Wife

**Sponsor:** A. S. Boyle Co. for Old English No-Rubbing Floor Wax (Monday, Tuesday and Wednesday), BiSoDol (Thursday and Friday).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 10:15 to 10:30 a.m.

**Network:** NBC Red; 38 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.

**Authors of Title and Original Story:** Frank and Anne Hummert.

**Dialogue Writers:** Doris Halman (Jan. 3, 1938, to Feb. 12, 1939), Jerry Cady (Feb. 13, 1939 to date).

**Agency Script Editor:** Lloyd Rosenmond.

**Talent:** William Post, Jr. (John Perry);

Adele Ronson (Elizabeth Perry); Elaine Kent (Carlie Prince).

**Agency Director:** Lester Vail.

**Announcer:** Hjerluf Provinsen.

**Conductor:** Stanley Davis (theme).

**Length of Run:** Started Sept. 14, 1936.

## NETWORK COMMERCIALS—Continued

### Edward Johnson

(See "Metropolitan Opera Auditions of the Air")

### Parks Johnson

(See "Radio Newsreel")  
(See "Vox Pop")

### S. C. Johnson & Son, Inc.

(See "Attorney-at-Law" for Johnson's Wax)  
(See "Fibber McGee & Co." for Glo-Coat, Johnson's Wax, Auto Cleaner and Polish)

### Johnson, Carvell & Murphy

(See "Woman's Magazine of the Air")

### Johnson Family, The

**Sponsor:** Ramsdell, Inc.  
**Agency:** William Irving Hamilton, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 6:45 to 7 p.m.  
**Network:** Mutual; 2 stations.  
**Talent:** Jimmy Scribner (plays all roles).  
**Announcer:** Tom Slater.  
**Length of Run:** Started April 17, 1939.

### Al Jolson

(See "Tuesday Night Party")

### Lorenzo Jones

**Sponsor:** Chas. H. Phillips Chemical Co. (Phillips' Magnesia Toothpaste, Milk of Magnesia Tablets).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 11:15 to 11:30 a.m.  
**Network:** NBC Red; 23 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Title and Original Story:** Frank and Anne Hummert.  
**Dialogue Writers:** Mr. and Mrs. Ted Ferro (April 29, 1937 to Sept. 23, 1938), Sue White (Sept. 26, 1938, to Oct. 13, 1938), Kay Semour (Oct. 14, 1938, to Nov. 25, 1938), Sue White (Nov. 28, 1938, to March 15, 1939), Jerry Cady (March 16, 1939, to date).  
**Agency Script Editor:** Charles Christoph.  
**Talent:** Karl Swenson (Lorenzo Jones); Betty Garde (Belle Jones), and dramatic cast.

**Agency Director:** Norman Sweetser.  
**Announcer:** Don Lowe.  
**Conductor:** Ann Leaf, organist (theme).  
**Length of Run:** Started April 26, 1937.

### Joyce Jordan—Girl Interne

**Sponsor:** McKesson & Robbins, Inc. (Calox Tooth Powder, Solid Albolene, Soretone).  
**Agency:** Bowman & Columbia, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 9:30 to 9:45 a.m.  
**Network:** CBS; 10 stations.  
**Production:** Himan Brown.  
**Script Writer:** Julian Funt.  
**Talent:** Elspeth Eric (Joyce Jordan); Erik Rolf (Dr. Hans Simon); George Coulouris (Neil Reynolds); Michael Fitzmaurice (David Morgan).  
**Agency Director:** Himan Brown (for the agency).  
**Announcer:** Len Sterling.  
**Length of Run:** May 30, 1938, to May 26, 1939; returned July 3, 1939, sponsored by General Foods thrice-weekly, and sustaining twice-weekly.

### Journal of Living

(See "Victor H. Lindlahr")

### Just Dogs\*

**Sponsor:** Old Trusty Dog Food Co.  
**Agency:** H. B. Humphrey Co.  
**Origination:** Boston.  
**Air Time:** Sunday, 5:15 to 5:30 p.m.  
**Network:** CBS; 3 stations.  
**Length of Run:** Started April 9, 1939.

\* This information was not supplied by the agency as the program appeared in CBS records too late for checking.

### Just Entertainment

**Sponsor:** William Wrigley, Jr., Co. (Wrigley Gum).  
**Agency:** Neisser-Meyerhoff, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).  
**Network:** CBS; 46 stations.  
**Production:** Walter Preston.  
**Script Writer:** Myron Chon.  
**Talent:** Jack Fulton; Andrews Sisters (La Verne, Patty, Maxine); Carl Hohengarten's orchestra.  
**Agency Director:** Nelson Shawn.  
**Announcer:** Don Hancock.  
**Conductor:** Carl Hohengarten.  
**Length of Run:** March 21, 1938 to July 1, 1938.

## NETWORK COMMERCIALS—Continued

### Just Plain Bill

**Sponsor:** Anacin (Mon., Tues., Wed.), Koly-nos Toothpaste (Thurs., Fri.).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 10:30 to 10:45 a.m.

**Network:** NBC Red; 44 stations.

**General Supervisors of Script and Production:** Anne and Frank Hummert.

**Authors of Title and Original Story Line:** Anne and Frank Hummert.

**Dialogue Writers:** Robert Andrews (Dec. 7, 1936 to Jan. 12, 1939), David Davidson (Jan. 13, 1939 to Jan. 20, 1939), Robert Andrews (Jan. 21, 1939 to date).

**Agency Script Editor:** George Nobbs.

**Talent:** Arthur Hughes (Bill); Ruth Russell (Nancy); James Meighan (Kerry Donovan).

**Agency Director:** Martha Atwell.

**Announcer:** Tom Shirley.

**Conductor:** Hal Brown (theme).

**Length of Run:** Started as evening show, Sept. 19, 1932; changed to daytime Aug. 14, 1933.

## K

### Kaltenborn Comments

**Sponsor:** General Mills, Inc. (Institutional).

**Agency:** Batten, Barton, Durstine & Osborn, Inc.

**Origination:** New York.

**Air Time:** Sunday, 10:30 to 10:45 p.m.

**Network:** CBS; 24 stations.

**Talent:** H. V. Kaltenborn, commentator.

**Length of run:** Jan. 1, 1939, to March 26, 1939.

### Kaltenborn Edits the News

**Sponsor:** The Pure Oil Co.

**Agency:** Leo Burnett Co., Inc.

**Origination:** New York and Chicago.

**Air Time:** Sunday and Tuesday, 10:30 to 10:45 p.m.

**Network:** CBS; 38 stations.

**Production:** R. W. Winsor (of the agency).

**Script Writers:** R. W. Winsor, Jack O'Kieffe.

**Talent:** H. V. Kaltenborn, commentator.

**Agency Director:** R. W. Winsor.

**Announcers:** Frank Gallop (New York); Ken Ellington (Chicago).

**Length of Run:** Started April 30, 1939.

### Milton Kaye Orchestra

(See "James McCormack & Milton Kay's Orchestra")

### Larry Keating

(See "Professor Puzzlewit")

### Kellogg Co.

(See "The Circle" for Corn Flakes)  
(See "Captain Tim Healy's Stamp Club" for Pep)

(See "Singing Lady")

(See "Howie Wing" for Corn Flakes)

(See "Don Winslow of the Navy" for Wheat Krispies)

### Mark Kelly

(See "Man to Man Sports")

### Patsy Kelly

(See "Pepsodent Program Starring Bob Hope")

### Hal Kemp Orchestra

(See "Time to Shine")

### John B. Kennedy

(See "People's Rally & Fun Quiz")

### Alan Kent

(See "Don't You Believe It")

### Walter Woolf King

(See "Eddie Cantor's Camel Caravan")

### Wayne King Orchestra

(See "Lady Esther Serenade")

### Kitty Keene, Inc.

**Sponsor:** Procter & Gamble (Dreft).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 11:45 a.m. to 12 noon.

**Network:** NBC Red; 16 stations.

**Production:** Wyn Orr.

**Script Writer:** Leston Huntley.

**Talent:** Gail Henshaw (Kitty Keene); Janet Logan (Jill); Dick Wells (Bob Jones); Beulah Brandon (Hulda); Bill Bouche (Charles Williams).

**Agency Director:** Henry Selinger.

**Announcer:** Jack Brinkley.

**Length of Run:** Latest series started Sept. 13, 1937.

## NETWORK COMMERCIALS—Continued

### Knickerbocker Playhouse

**Sponsor:** Procter & Gamble (Teel and Drene).  
**Agency:** H. W. Kastor & Sons Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Sunday, 10 to 10:30 p.m.  
**Network:** CBS; 59 stations.  
**Production:** George L. Fogle.  
**Script Writer:** Robert Gould, John L. Greene, and free lance writers.  
**Talent:** Elliott Lewis; guest stars.  
**Agency Director:** Robert G. Jennings.  
**Announcer:** Dick Wells.  
**Conductor:** Carl Hohengarten.  
**Music Arranger:** Larry Russell.  
**Length of Run:** Started May 21, 1939.

### Knox Gelatine

(See "Woman's Magazine of the Air")

### Josef Koestner Orchestra

(See "Ry-Krisp Presents Marion Talley")

### Kolynos Toothpaste

(See "Just Plain Bill")  
 (See "Our Gal Sunday")

### Andre Kostelanetz Orchestra

(See "Chesterfield Presents")  
 (See "Tune-Up Time")

### Kraft Music Hall

**Sponsor:** Kraft-Phenix Cheese Corp. (Cheese, Salad Dressing).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Thursday, 10 to 11 p.m.  
**Network:** NBC Red; 87 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Carrol Carroll for Bing Crosby, plus general dialogue; Duke Attebury for Bob Burns\*.  
**Talent:** Bing Crosby; Bob Burns; Music Maids (Denny Wilson, June Clifford, Dotty Messner, Alice Sizer, Virginia Erwin) (replaced Paul Taylor Choristers, Feb. 23, 1939); John Scott Trotter's orchestra; guests.  
**Announcer:** Ken Carpenter.  
**Conductor:** John Scott Trotter.  
**Length of Run:** Original contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

\*Information not supplied by agency.

### Benny Krueger Orchestra

(See "Pick & Pat in Pipe Smoking Time")

### Kay Kyser's College of Musical Knowledge

**Sponsor:** The American Tobacco Co. (Lucky Strike Cigarettes).  
**Agency:** Lord & Thomas.  
**Origination:** New York.  
**Air Time:** Wednesday, 10 to 11 p.m.  
**Network:** NBC Red; 96 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Frank Wilson, Gordon Auchincloss.  
**Talent:** Kay Kyser's orchestra; Virginia Simms; Harry Babbitt; Sully Mason; members of studio audience.  
**Agency Director:** Karl W. Schullinger.  
**Announcers:** Ben Grauer, Basil Ruysdael.  
**Conductor:** Kay Kyser.  
**Music Arranger:** George Dunning.  
**Length of Run:** Started March 30, 1938.

## L

### Peg La Centra

(See "For Men Only")  
 (See "Gulden Serenaders")

### Lady Esther Serenade \*

**Sponsor:** Lady Esther, Ltd. (Cosmetics).  
**Agency:** Pedlar & Ryan (since April 17, 1939; previous to Jan. 17, 1939, Lord & Thomas; placed direct in interim).  
**Origination:** New York (Chicago previous to Nov. 11, 1938).  
**Air Time:** Friday, 10 to 10:30 p.m. (Previous to Sept. 2, 1938, Tuesday, 8:30 to 9 p.m.).  
**Network:** NBC Red; 51 stations.  
**Production:** Edgar G. Sisson, Jr.  
**Talent:** Guy Lombardo's orchestra (Wayne King to Oct. 14, 1938).  
**Agency Director:** Edgar G. Sisson, Jr.  
**Announcer:** Kenneth Roberts.  
**Conductor:** Guy Lombardo (previously Wayne King).  
**Length of Run:** Started Sept. 27, 1931.

(\*See also "Guy Lombardo and his Orchestra")

### Lambert Pharmacal Co.

(See "Grand Central Station")  
 (See "True Detective Mysteries")

## NETWORK COMMERCIALS—Continued

### Lamont Corliss & Co.

(See "Quite By Accident" for Nestle's Everready Cocoa)  
(See "Those We Love" for Pond's)  
(See "Woman's Magazine of the Air" for Danya Hand Lotion)

### Dorothy Lamour

(See "Chase & Sanborn Program")

### Lamplighter, The

**Sponsor:** Local sponsors.  
**Agency:** Network Features, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 12:30 to 12:45 p.m.  
**Network:** Mutual; 3 stations.  
**Production:** Jeff Sparks.  
**Script Writers:** Jacob Tarshish (program); Leon A. Friedman (commercials).  
**Talent:** Jacob Tarshish, The Lamplighter.  
**Agency Director:** Leon A. Friedman.  
**Announcer:** Jeff Sparks.  
**Length of Run:** Sept. 12, 1938, to Jan. 22, 1939.

### Frances Langford

(See "Hollywood Hotel")  
(See "Texaco Star Theatre")

### Malcolm La Prade

(See "The Man from Cook's")

### Jesse Lasky

(See "Gateway to Hollywood")

### Laugh Liner, The

**Sponsor:** William Wrigley, Jr., Co. (Wrigley Doublemint Gum).  
**Agency:** Frances Hooper Advertising Agency.  
**Origination:** Chicago.  
**Air Time:** Sunday, 6:30 to 7 p.m.  
**Network:** CBS; 109 stations.  
**Production:** Robert Hafter.  
**Script Writers:** Sid Zelinka, Arthur Stander (replaced Hugh Wedlock and Howard Snyder, Nov. 9, 1938).  
**Talent:** Billy House; Jack Fulton; Carl Hohengarten's orchestra; Glee Club directed by Bernard Pearlman; guests.  
**Announcer:** Tommy Bartlett.  
**Conductor:** Carl Hohengarten.  
**Length of Run:** July 10, 1938, to Jan. 1, 1939. (Gateway to Hollywood followed this program).

### Warden Lewis E. Lawes

(See "Criminal Case Histories with Warden Lewis E. Lawes")

### Linda Lee

(See "Believe It or Not")

### Thomas Leeming & Co.

(See "Ed Fitzgerald—Informal Chatter")

### Lew Lehr

(See "Ben Bernie and All the Lads")

### Jack Leonard

(See "Tommy Dorsey's Orchestra")

### Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster

**Sponsor:** Westinghouse Electric & Mfg. Co.  
**Agency:** Fuller, Smith & Ross, Inc.  
**Origination:** New York (World's Fair).  
**Air Time:** Sunday, 5:45 to 6 p.m.  
**Network:** NBC Blue; 84 stations (later changed to 79 stations).  
**Talent:** Ray Perkins; Helen Bennett, assistant.  
**Announcer:** Milton Cross.  
**Length of Run:** Started May 7, 1939.

### Let's Go Back to the Bible

**Sponsor:** Moody Bible Institute.  
**Agency:** Critchfield & Co.  
**Origination:** WMBI, Chicago.  
**Air Time:** Sunday, 2 to 2:30 p.m. (repeat from 3 to 3:30 p.m.).  
**Network:** Mutual; 10 stations.  
**Talent:** Will H. Houghton; The Moody Singers.  
**Agency Directors:** W. Frank McClure, M. E. Blackburn.  
**Length of Run:** Sept. 25, 1938, to March 19, 1939.

### Lever Brothers Co.

(See "Aunt Jenny's Real Life Stories" for Spry)  
(See "Big Sister" for Rinso)  
(See "Big Town" for Rinso)  
(See "Life and Love of Dr. Susan" for Lux)  
(See "Lux Radio Theatre" for Lux)  
(See "Tuesday Night Party" for Lifebuoy, Rinso)

## NETWORK COMMERCIALS—Continued

### Elliott Lewis

(See "Knickerbocker Playhouse")  
(See "Midstream")

### Fulton Lewis, Jr.

**Sponsor:** Local sponsors (fuel companies).  
**Agency:** Varies.  
**Origination:** WOL, Washington, D. C.  
**Air Time:** Varies; quarter-hour periods.  
**Network:** Mutual; number of stations varies.  
**Talent:** Fulton Lewis, Jr., commentator.  
**Length of Run:** Started Oct. 17, 1938. (This program has been alternately a sustaining and commercial feature. Changes have been frequent and dates are not available).

### Lewis-Howe Co.

(See "Bert Lytell in 'Golden Theatre Group' for Tums")  
(See "Vocal Varieties" for Tums)

### Life and Love of Dr. Susan

**Sponsor:** Lever Brothers Co. (Lux Flakes and Toilet Soap).  
**Agency:** J. Walter Thompson Co.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m. (repeat from 5:15 to 5:30 p.m.).  
**Network:** CBS; 91 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Edith Meiser.  
**Talent:** Eleanor Phelps (Dr. Susan); variable dramatic cast.  
**Announcer:** Frank Luther.  
**Conductor:** Richard Leibert, organist.  
**Length of Run:** Started Feb. 13, 1939.

### Life Can Be Beautiful

**Sponsor:** Procter & Gamble (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 1:15 to 1:30 p.m.  
**Network:** CBS; 32 stations.  
**Production:** Chick Vincent (of Transamerican Broadcasting & Television Corp.).  
**Script Writers:** Don Becker, Carl Bixby.  
**Talent:** Alice Reinheart (Chichi Conrad); Ralph Locke (David Soloman); John Holbrook (Stephen Hamilton); Carl Eastman (Toby Nelson); Richard Kollmer (Barry Markham); Charles Webster (Dr. Markham); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Peggy Allenby (Kimball).

**Agency Director:** Hal E. James.  
**Announcer:** Ralph Edwards.  
**Length of Run:** Started Nov. 7, 1938.

### Life Can Be Beautiful

**Sponsor:** Procter & Gamble (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 4:30 to 4:45 p.m.  
**Network:** NBC Red; 20 stations.  
**Production:** Chick Vincent (of Transamerican Broadcasting & Television Corp.).  
**Script Writers:** Don Becker, Carl Bixby.  
**Talent:** Alice Reinheart (Chichi Conrad); Ralph Locke (David Soloman); John Holbrook (Stephen Hamilton); Carl Eastman (Toby Nelson); Richard Kollmer (Barry Markham); Charles Webster (Dr. Markham); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Peggy Allenby (Kimball).  
**Agency Director:** John Taylor.  
**Announcer:** Jack Fraser.  
**Length of Run:** Sept. 5, 1938, to Nov. 4, 1938.

### Lifetime Revue

**Sponsor:** W. A. Sheaffer Pen Co.  
**Agency:** Russel M. Seeds Co.  
**Origination:** WGN, Chicago.  
**Air Time:** Monday, 8 to 8:15 p.m.  
**Network:** Mutual; 4 stations.  
**Talent:** Harold Stokes' orchestra; guest soloists.  
**Agency Director:** Tom Wallace.  
**Conductor:** Harold Stokes.  
**Length of Run:** Nov. 28, 1938, to Dec. 12, 1938.

### Liggett & Myers Tobacco Co.

(See "Burns & Allen" for Chesterfield Cigarettes)  
(See "Chesterfield Daily Sports Column")  
(See "Chesterfield Presents")  
(See "Chesterfield Program")  
(See "Eddie Dooley's Last Minute Football News" for Chesterfields)

### Victor H. Lindlahr

**Sponsor:** Journal of Living.  
**Agency:** Austin & Spector Co., Inc. (replaced Franklin Bruck Adv. Corp.).  
**Origination:** WOR, New York.  
**Air Time:** Tuesday and Thursday, 9:30 to 10 a.m. (repeat from 12 to 12:30 p.m.).  
**Network:** Mutual; number of stations varied from 4 to 7 stations.

## NETWORK COMMERCIALS—Continued

**Script Writer:** Victor H. Lindlahr.  
**Talent:** Victor H. Lindlahr.  
**Announcer:** Jeff Sparks.  
**Length of Run:** Jan. 25, 1937, to July 29, 1938.

### Little Orphan Annie

**Sponsor:** The Wander Co. (Ovaltine).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5:45 to 6 p.m.  
**Network:** NBC Red; 16 stations plus WGN.  
**Production:** Alan Wallace (of the agency).  
**Script Writers:** Wallace K. Norman, Day Keene.  
**Talent:** Shirley Bell (Little Orphan Annie); Francis Derby (Joe Cornstassel); Henry Saxe (Daddy Warbucks); Edmund Sprague (Mr. Silo); Henrietta Tedro (Mrs. Silo); Al Halus.  
**Agency Director:** Alan Wallace.  
**Announcer:** Pierre Andre.  
**Length of Run:** Started April 6, 1931.

### Mary Livingstone

(See "Jello-O Program Starring Jack Benny")

### Carole Lombard

(See "The Circle")

### Guy Lombardo & His Orchestra

**Sponsor:** General Baking Co. (Bond Bread).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 5:30 to 6 p.m.  
**Network:** CBS; 27 stations.  
**Production:** David W. White (of the agency).  
**Script Writer:** David W. White.  
**Talent:** Guy Lombardo and orchestra; Carmen and Leibert Lombardo; commercial cast.  
**Agency Director:** David W. White.  
**Announcer:** Del Sharbutt.  
**Conductor:** Guy Lombardo.  
**Music Arranger:** Boyd Bunch.  
**Length of Run:** Sept. 6, 1936, to Aug. 14, 1938.

### Guy Lombardo & His Orchestra \*

**Sponsor:** Lady Esther, Ltd. (Cosmetics).  
**Agency:** Pedlar & Ryan, Inc. (since April

17, 1939; Lord & Thomas, to Jan. 17, 1939; handled direct in interim).  
**Origination:** Chicago.  
**Air Time:** Monday, 10 to 10:30 p.m.  
**Network:** CBS; 48 stations.  
**Production:** Edgar J. Sisson, Jr. (of the agency) (previously Leonard Hole).  
**Script Writers:** Agency staff.  
**Talent:** Guy Lombardo and orchestra (replaced Wayne King, Oct. 10, 1938); Carmen Lombardo; Kenneth Roberts speaking for Lady Esther (previously Basil Loughrane, Bess Johnson).  
**Agency Director:** Edgar J. Sisson, Jr.  
**Announcer:** Kenneth Roberts.  
**Conductor:** Guy Lombardo (originally Wayne King).  
**Music Arranger:** Boyd Bunch.  
**Length of Run:** Original contract started Oct. 9, 1933; above program started Oct. 10, 1938.

### Lone Ranger, The

**Sponsor:** General Baking Co. (Bond Bread).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** WXYZ, Detroit.  
**Air Time:** Monday, Wednesday and Friday, 7:30 to 8 p.m., 16 stations; Tuesday, Thursday and Saturday, 7:30 to 8 p.m., 2 stations.  
**Network:** Mutual; 18 stations.  
**Script Writer:** Fran Striker.  
**Talent:** John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal.  
**Announcer:** Harold True.  
**Conductor:** Ted Robertson.  
**Length of Run:** Program originally started Nov., 1933. General Baking took over sponsorship Feb. 13, 1939 (previously sponsored by Gordon Bakeries).

### Lone Ranger, The

**Sponsor:** Local sponsors.  
**Agency:** Various.  
**Origination:** WXYZ, Detroit.  
**Air Time:** Monday, Wednesday and Friday, half-hour periods at varying times.  
**Network:** Mutual, Michigan Radio Network, Don Lee, Independent Stations.  
**Script Writer:** Fran Striker.  
**Talent:** John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal; Brace Beemer, narrator.  
**Length of Run:** Program originally started in Nov., 1933. Local sponsors change frequently, hence no starting and closing dates can be given.

\*See also "Lady Esther Serenade."

## NETWORK COMMERCIALS—Continued

### Loose-Wiles Biscuit Co.

(See "Woman's Magazine of the Air")

### Phillips H. Lord

(See "Gang Busters")

(See "Seth Parker")

### P. Lorillard & Co.

(See "Don't You Believe It" for Sensation Cigarettes)

(See "Hollywood Screenscoops" for Old Golds)

(See "Melody and Madness" for Old Golds)

### Joe Lowe Corp.

(See "Popeye, The Sailor" for Popsicles)

### Barbara Luddy

(See "First Nighter")

### George W. Luft Co.

(See "The Right Thing to Do" for Tangee)

### Lum and Abner

**Sponsor:** General Foods Corp. (Postum).

**Agency:** Young & Rubicam, Inc.

**Origination:** Hollywood.

**Air Time:** Monday, Wednesday and Friday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.). (Before Sept. 26, 1938, 6:45 to 7 p.m., with repeat unchanged).

**Network:** CBS; 49 stations.

**Production:** William L. Stuart.

**Script Writers:** Chester Lauck, F. Norris Goff.

**Talent:** Chester Lauck (Lum); F. Norris Goff (Abner); Sybil Chism, organist.

**Agency Director:** William L. Stuart.

**Announcer:** Lew Crosby.

**Conductor:** Sybil Chism, organist.

**Length of Run:** Started Feb. 28, 1938. (Off during summer of 1938 from June 28 to Sept. 5). (Off during summer of 1939 from June 30 to August 28).

### Lutheran Hour

**Sponsor:** Lutheran Laymen's League.

**Agency:** Kelly, Stuhlman & Zahndt, Inc.

**Origination:** KFUP, St. Louis.

**Air Time:** Sunday, 1 to 1:30 p.m. (13 stations); 1:30 to 2 p.m. (1 station); 2:30 to 3 p.m. (1 station); 4:30 to 5 p.m. (51 stations).

**Network:** Mutual; 66 stations.

**Continuity Writer:** Virgil A. Kelly.

**Talent:** St. Louis A. Capella Choir, conducted by William B. Heyne; Lutheran Hour Chorus, conducted by Norman Gienapp.

**Agency Director:** Walter W. Zahndt.

**Announcer:** R. W. Janetzke.

**Conductors:** William B. Heyne, Norman Gienapp.

**Length of Run:** Original contract started Oct. 4, 1936; latest series ran from Oct. 23, 1938, to April 16, 1939. (Scheduled to return in October, 1939).

### Lux Radio Theatre, The

**Sponsor:** Lever Brothers Co. (Lux Toilet Soap, Lux Flakes).

**Agency:** J. Walter Thompson Co.

**Origination:** Music Box Theatre, Hollywood.

**Air Time:** Monday, 9 to 10 p.m.

**Network:** CBS; 86 stations.

**Production:** Handled by the agency.

**Talent:** Cecil B. DeMille, director; stage and screen stars; Louis Silvers' orchestra.

**Announcer:** Melville Ruick.

**Conductor:** Louis Silvers.

**Length of Run:** Started July 29, 1935. (Off during summer of 1938 from July 4 to Sept. 12).

### Abe Lyman Orchestra

(See "Waltz Time")

### Bert Lytell in "Golden Theatre Group"

**Sponsor:** Lewis-Howe Co. (Tums).

**Agency:** H. W. Kastor & Sons Advertising Co.

**Origination:** Chicago.

**Air Time:** Friday, 7 to 7:15 p.m. (repeat from 10:30 to 10:45 p.m.).

**Network:** NBC Blue; 43 stations.

**Production:** Winthrop Orr.

**Script Writers:** Various free lance.

**Talent:** Bert Lytell; dramatic cast.

**Agency Director:** Robert G. Jennings.

**Announcer:** Bob Brown.

**Length of Run:** February 17, 1939, to March 24, 1939.

## M

### Ma Perkins

**Sponsor:** Procter & Gamble (Oxydol).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** Chicago.



## NETWORK COMMERCIALS—Continued

**Air Time:** Monday through Friday, 3:15 to 3:30 p.m.

**Network:** NBC Red; 60 stations.

**Production:** George Fogle.

**Script Writer:** Orin Tovrov.

**Talent:** Virginia Payne (Ma Perkins); Rita Ascot (Fay); Dora Johnson (Evey); Gil Faust (John); Murray Forbes (Willie); Charles Egelston (Shuffle); Jack Brinkley (Rufus); Fred Howard (Toohey).

**Agency Director:** Henry Selinger.

**Announcer:** Dick Wells.

**Length of Run:** Started Dec. 4, 1933.

### Macfadden Publications, Inc.

(See "Mary & Bob's True Stories")

(See "True Story Time")

### Edward MacHugh

(See "The Gospel Singer")

### John MacPherson

(See "The Mystery Chef")

### Madame Courageous

**Sponsor:** Glidden Co. for Durkee Famous Foods (Margarine).

**Agency:** C. Wendel Muench & Co.

**Origination:** Chicago.

**Air Time:** Monday, Wednesday and Friday, 10:30 to 10:45 a.m.

**Network:** NBC Blue; 20 stations.

**Script Writer:** Howard McKent Barnes.

**Talent:** Betty Caine (Sarah Brayden); Harold Peary (Tom Brayden); Joan Winter (Cleo Brayden); Willard Farnum (Dick Brayden); Barbara Fuller (Peggy Brayden); Donald Kraatz (Paul Brayden); Catherine Card (Mary Brady).

**Agency Director:** Robert Gingrich.

**Announcer:** Lynn Brandt.

**Length of Run:** Sept. 26 to Dec. 23, 1938.

### Madison Square Garden Boxing Bouts

**Sponsor:** Adam Hat Stores.

**Agency:** Glicksman Advertising Co., Inc.

**Origination:** New York.

**Air Time:** Various days, according to boxing schedule; 10 p.m. to end of bout.

**Network:** NBC Blue; 53 stations.

**Talent:** Sam Taub, blow-by-blow description; Bill Stern, commentator between rounds.

**Agency Director:** Joseph Glicksman.

**Announcers:** Sam Taub, Bill Stern.

**Length of Run:** Started Nov. 26, 1937.

### Magic Key of RCA

**Sponsor:** Radio Corp. of America.

**Agency:** None.

**Origination:** New York (with worldwide pickups).

**Air Time:** Sunday, 2 to 3 p.m.; Monday, 8:30 to 9 p.m. after June 26, 1939.

**Network:** NBC Blue; 107 stations.

**Production:** Howard Wiley (NBC), and a special committee headed by Bertha Brainard, NBC Commercial Program Manager.

**Script Writer:** Welbourn Kelley.

**Talent:** Dr. Frank Black; Magic Key Orchestra; guests.

**Announcers:** Milton Cross, Ben Grauer.

**Conductor:** Dr. Frank Black.

**Music Arranger:** Dr. Frank Black.

**Length of Run:** Started Sept. 29, 1935.

### Maine Development Commission

(See "Girl From Maine")

### Pick Malone

(See "Pick & Pat in Pipe Smoking Time")

### Man From Cook's, The

**Sponsor:** Thomas Cook & Son—Wagon-Lits, Ltd. (Travel Service).

**Agency:** Newell-Emmett Co., Inc.

**Origination:** New York.

**Air Time:** Sunday, 5:30 to 5:45 p.m.

**Network:** NBC Blue; 22 stations.

**Talent:** Malcolm LaPrade; Lew White, organist.

**Length of Run:** Prior contract started on CBS, Dec. 6, 1936; latest series, on NBC, Dec. 18, 1938, to March 12, 1939.

### Man to Man Sports

**Sponsor:** American Tobacco Co. (Roi-Tan).

**Agency:** Lawrence C. Gumbinner Advertising Agency.

**Origination:** Hollywood.

**Air Time:** Tuesday, 9 to 9:15 p.m.

**Network:** CBS; 5 stations.

**Production:** Bernard Weinberg, W. H. Krauch.

**Talent:** Mark Kelly; guests.

**Announcer:** Tom Hanlon.

**Length of Run:** April 5, 1937, to June 28, 1938.

### Manhattan Merry-Go-Round

**Sponsor:** R. L. Watkins Co. (Dr. Lyon's Toothpowder).

**Agency:** Blackett-Sample-Hummert, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** New York.  
**Air Time:** Sunday, 9 to 9:30 p.m.  
**Network:** NBC Red; 31 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Author of Title and Original Story Line:** Frank Hummert.  
**Dialogue Writer:** Anne Hummert.  
**Agency Script Editor:** Anne Hummert.  
**Talent:** Men about Town (Harold [Scrap-  
 py] Lambert, Jack Parker, Phil Duey);  
 Pierre Le Kreun; Rachael Carlay; Al-  
 fred Rickey's orchestra.  
**Agency Director:** Anne Hummert.  
**Announcer:** Ford Bond.  
**Conductor:** Alfred Rickey (also known as  
 Don Donnie).  
**Length of Run:** Original contract started  
 Nov. 6, 1932; latest series runs from Feb.  
 5, 1939, to Jan. 28, 1940.

### Manhattan Mother

**Sponsor:** Procter & Gamble (Chipso).  
**Agency:** Pedlar & Ryan, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 9:15 to  
 9:30 a.m.  
**Network:** CBS; 10 stations.  
**Production:** John McLean (of the agency),  
 Stuart Dawson.  
**Script Writer:** Orin Tovrov.  
**Talent:** Margaret Hillas (Patricia Locke);  
 Louise Fitch (Dae); Dan Sutter (Tony);  
 Ken Griffin (Lawrence Locke); Marie  
 Nelson (Hannah); John Walsh (Bump).  
**Agency Director:** John McLean.  
**Announcer:** James Fleming.  
**Length of Run:** Started March 6, 1939.

### Manhattan Soap Co.

(See "Jack Berch, The Sweetheart Seren-  
 ader" for Sweetheart Soap)

### Lucille Manners

(See "Cities Service Concerts")

### Knox Manning

(See "Euclid Ballot Box")

### March of Time

**Sponsor:** Time, Life and Fortune Maga-  
 zines.  
**Agency:** Batten, Barton, Durstine & Os-  
 born, Inc.  
**Origination:** New York.  
**Air Times:** First series, Thursday, 8:30 to  
 9 p.m.; second series, Thursday, 8 to 8:30  
 p.m.; third series, Friday, 9:30 to 10 p.m.

**Network:** NBC Blue; 30 stations.  
**Production:** Homer Fickett, William Spier.  
**Script Writers:** William Geer, editor; Time  
 writers.

**Talent:** Ted de Corsia; Edwin Jerome;  
 Dwight Weist; C. Westbrook Van Voor-  
 his; Ted Jewett; William Johnstone;  
 Frank Readick; Agnes Moorehead; Wil-  
 liam Adams; Adelaide Klein; Paul Stew-  
 art; Patricia Reardon; others.

**Agency Directors:** Homer Fickett, Frank  
 Linder.

**Announcer:** C. Westbrook Van Voorhis.

**Conductor:** Howard Barlow.

**Length of Run:** First series, Oct. 14, 1937,  
 to March 31, 1938; second series, July 8,  
 1938, to Dec. 2, 1938; third series, Feb. 3,  
 1939, to April 28, 1939.

### March of Time

**Sponsor:** Servel, Inc (Electrolux Refrig-  
 erators).

**Agency:** Batten, Barton, Durstine & Osborn,  
 Inc.

**Origination:** New York.

**Air Time:** Tuesday, 8 to 8:30 p.m. (repeat  
 on NBC Red, 1:15 to 1:45 a.m.; before  
 April 28, 1938, 12:15 to 12:45 p.m.).

**Network:** NBC Blue (repeat on Red); 32  
 stations.

**Production:** Homer Fickett, William Spier.  
**Script Writers:** Editor of *Time* on script;  
 agency on commercials.

**Talent:** Ted de Corsia; Edwin Jerome;  
 Dwight Weist; C. Westbrook Van Voor-  
 his; Ted Jewett; William Johnstone;  
 Frank Readick; Agnes Moorehead; Wil-  
 liam Adams; Adelaide Klein; Paul Stew-  
 art; Patricia Reardon; others.

**Agency Directors:** Homer Fickett, William  
 Spier.

**Announcer:** C. Westbrook Van Voorhis.

**Conductor:** Howard Barlow.

**Length of Run:** April 7 to June 30, 1938.

### Marriage License Romances

**Sponsor:** Local cooperative program.

**Agency:** None.

**Origination:** Chicago.

**Air Time:** Monday, Wednesday and Fri-  
 day, 3 to 3:15 p.m.

**Network:** Mutual; 3 stations.

**Talent:** Quinn Ryan, interviewer.

**Announcer:** Jeff Sparks.

**Length of Run:** Started June 27, 1938.  
 (This program has been alternately a sus-  
 taining and commercial feature. Changes  
 were frequent and dates are not available).

### Mars, Inc.

(See "Dr. I. Q.")

## NETWORK COMMERCIALS—Continued

### Herbert Marshall

(See "Hollywood Hotel")

### Jane Martin

(See "Town Hall Big Game Hunt")

### Tony Martin

(See "Burns & Allen" for Chesterfields)

### Mary and Bob's True Stories

**Sponsor:** Macfadden Publications, Inc.  
(True Story Magazine.)

**Agency:** Arthur Kudner, Inc.

**Origination:** New York.

**Air Time:** Tuesday, 9:30 to 10 p.m. (before May 23, 9 to 9:30 p.m.).

**Network:** NBC Blue; 25 stations.

**Production:** Handled by the agency.

**Script Writer:** William Sweets.

**Talent:** Joan Banks (Mary); Erik Rolf (Bob); varying dramatic cast.

**Agency Director:** Alan Ward.

**Announcer:** Nelson Case.

**Conductor:** Arnold Johnson.

**Music Arranger:** Arnold Johnson.

**Length of Run:** Oct. 11, 1938, to May 16, 1939. (Replaced by True Story Time).

### Sully Mason

(See "Kay Kyser's College of Musical Knowledge")

### Frankie Masters' Orchestra

(See "It Can Be Done—with Edgar Guest")

### Harpo and Chico Marx

(See "The Circle")

### Mary Margaret McBride

**Sponsor:** General Foods Corp. (LaFrance, Satina and Minute Tapioca at various periods).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 12 to 12:15 p.m. (repeat from 4:45 to 5 p.m., April 25 to May 6, 1938, and May 1, 1939, to date).

**Network:** CBS; 39 stations.

**Production:** Handled by the agency.

**Script Writer:** Mary Margaret McBride.

**Talent:** Mary Margaret McBride (also known in radio as Martha Deane); Milt Krass, pianist.

**Agency Director:** Carol Irwin.

**Announcer:** Ken Roberts.

**Conductor:** Milt Krass, pianist.

**Length of Run:** Started Oct. 4, 1937. (Off for summer of 1938 from July 1 to Aug. 1).

### George McCall

(See "Hollywood Screenscoops")

### Ed McConnell

(See "Ballard's OvenReady Biscuit Program")

(See "Smilin' Ed McConnell")

### James McCormack and Milton Kaye's Orchestra

**Sponsor:** Slide Fasteners, Inc. (Talon).

**Agency:** G. Lynn Sumner Co., Inc.

**Origination:** New York.

**Air Time:** Tuesday and Thursday, 11:45 to 12 noon.

**Network:** Mutual; 2 stations.

**Production:** Miss R. L. Dunbacher (no longer with the agency).

**Script Writer:** Miss R. L. Dunbacher.

**Talent:** James McCormack; Milton Kaye's orchestra.

**Agency Director:** Miss R. L. Dunbacher.

**Announcer:** Vincent Connolly.

**Conductor:** Milton Kaye.

**Length of Run:** April 26, 1938, to July 21, 1938.

### McKesson & Robbins, Inc.

(See "Joyce Jordan—Girl Interne" for Calox Tooth Powder, Solid Albolene, Soretone)

### Graham McNamee

(See "The Royal Crown Revue")

### Harry McNaughton ("Bottle")

(See "Honolulu Bound")

(See "Phil Baker")

### Dorothy McNulty

(See "Thirty Minutes in Hollywood")

### Jim McWilliams

(See "Colgate Ask-It-Basket")

(See "Jim McWilliams' National Question Bee")

## NETWORK COMMERCIALS—Continued

### Jim McWilliams' National Question Bee

**Sponsor:** G. Washington Coffee Refining Co.  
**Agency:** Cecil & Presbrey, Inc. (previously Warwick & Legler, Inc.).  
**Origination:** New York.  
**Air Time:** Saturday, 7:30 to 8 p.m.  
**Network:** NBC Blue; 7 stations.  
**Production:** Keith McLeod (of the agency; previously Preston H. Pumphrey, of Warwick & Legler), Joseph Bell (of NBC).  
**Script Writers:** Material used from letters sent in by listeners.  
**Talent:** Jim McWilliams (replaced by Bill Slater in April, 1939); Joseph Bell; members of studio audience.  
**Agency Director:** Henry Souvaine (for the agency) (previously Preston H. Pumphrey, of Warwick & Legler).  
**Announcer:** Joseph Bell.  
**Length of Run:** Original contract started Sept. 26, 1936; latest series started Sept. 24, 1938.

### Martha Meade

**Sponsor:** Sperry Flour Co.  
**Agency:** Westco Advertising Agency.  
**Origination:** San Francisco.  
**Air Time:** Thursday, 8:30 to 8:45 a.m., PST.  
**Network:** NBC Red; 6 stations.  
**Production:** Fred Hegelund (of NBC).  
**Script Writer:** Memory Roberts.  
**Talent:** Martha Meade; occasional guests.  
**Agency Director:** R. W. Stafford.  
**Announcers:** NBC staff members.  
**Music Arranger:** Charles Runyon.  
**Length of Run:** Started in the spring of 1931 (definite date not available).

### Jack Meakin's Orchestra

(See "Quite By Accident")

### Melody and Madness

**Sponsor:** P. Lorillard Co. (Old Gold Cigarettes).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** Hollywood (New York previous to March 26, 1939).  
**Air Time:** Tuesday, 9 to 9:30 p.m. (Previous to May 23, 1939, Sunday, 10 to 10:30 p.m.).  
**Network:** NBC Blue; 90 stations (CBS; 78 stations, prior to May 14, 1939).  
**Production:** Mann Holiner (of the agency).  
**Script Writers:** Al Lewis, Hank Garson.  
**Talent:** Robert Benchley; Artie Shaw's orchestra; Dick Todd (to Feb. 26, 1939).  
**Agency Director:** Mann Holiner.

**Announcer:** Del Sharbutt.  
**Conductor:** Artie Shaw.

**Length of Run:** Started Nov. 20, 1938, on CBS; shifted to NBC May 23, 1939. (Off for the summer of 1939 beginning June 27).

### Men About Town

(See "Believe It or Not")  
(See "Manhattan Merry-Go-Round")

### Adolphe Menjou

(See "Texaco Star Theatre")

### Helen Menken

(See "Second Husband" for Bayer Aspirin)

### Mennen Co.

(See "People's Rally & Fun Quiz")  
(See "The People's Vote")

### Johnny Mercer

(See "Benny Goodman's Orchestra")

### Una Merkle

(See "Texaco Star Theatre")

### Merry Macs

(See "For Men Only")  
(See "Town Hall Tonight")  
(See "Town Hall Varieties")

### Metro-Goldwyn-Mayer

(See "Good News of 1939")

### Metropolitan Life Insurance Co.

(See "Stop, Look & Listen with Edwin C. Hill")

### Metropolitan Opera Auditions of the Air

**Sponsor:** Sherwin-Williams Co. (Paints).  
**Agency:** Warwick & Legler, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 5 to 5:30 p.m.  
**Network:** NBC Blue; 51 stations.  
**Production:** James Haupt (of NBC).  
**Script Writers:** Agency staff.  
**Talent:** Wilfred Pelletier and orchestra; Edward Johnson, m. c.; guests.  
**Agency Director:** Preston H. Pumphrey.

## NETWORK COMMERCIALS—Continued

**Announcer:** Milton Cross.  
**Conductor:** Wilfred Pelletier.  
**Music Arranger:** Louis Brunelli.  
**Length of Run:** Original contract started Dec. 22, 1935; latest series ran from Oct. 9, 1938 to April 2, 1939.

### Midstream

**Sponsor:** Procter & Gamble (Teel).  
**Agency:** H. W. Kastor & Sons.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5 to 5:15 p.m.  
**Network:** NBC Red; 39 stations.  
**Production:** Gordon Hughes.  
**Script Writer:** Pauline Hopkins.  
**Talent:** Betty Lou Gerson; Hugh Studebaker; Connie Osgood; Mercedes McCambridge; Willard Farnum; Elliott Lewis; Glen Goodwin; Bill Bouche; Lenore Kingston; Helen Behmiller.  
**Agency Director:** Robert G. Jennings.  
**Announcer:** Dick Wells.  
**Conductor:** Larry Larsen, organist.  
**Length of Run:** Started May 1, 1939.

### Mighty Show, The

**Sponsor:** Penick & Ford, Ltd. (My-T-Fine Dessert).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 5:45 to 6 p.m.  
**Network:** CBS; 11 stations.  
**Production:** Irving Mitchell (BBD & O).  
**Script Writers:** Thomas Cochran, John Martin (of the agency).  
**Talent:** Bradley Barker (animal imitator); Agnes Moorehead; Fred Irving Lewis; Jay Meredith; Elliott (Ted) Reid; Don Costello; Helen Lewis; Artells Dickson; Waldemar Kappel; Harold DeBecker; Frank Readick; Paul Stewart; Kingsley Colton; William Pringle; Ann Boley; Kenneth Daigheau; Arnold Moss; Sarah Fussell; Ed Latimer; Jerry Macy; Julian Noa; Stefan Schnabel; Alf Shirley; Francis Woodbury; Karl Swenson; James Boles; James Monks; Robert Lynn; Craig McDonnell; John Milton; Said Riza; Jack Orrison; Maurice Franklin.  
**Agency Directors:** Irving Mitchell, John Martin.  
**Announcer:** Ted Jewett.  
**Conductor:** Fred Feibel, organist.  
**Length of Run:** Started Sept. 12, 1938.

### Miles Laboratories, Inc.

(See "National Barn Dance" for Alka-Seltzer)

(See "Uncle Ezra" for Alka-Seltzer)  
 (See "Uncle Ezra's Sunday Afternoon in Rosedale" for Alka-Seltzer)

### Jack Miller Orchestra

(See "Kate Smith's Hour")

### Felix Mills' Orchestra

(See "The Silver Theatre")

### Marjorie Mills

(See "Girl From Maine")

### Mr. Keen, Tracer of Lost Persons

**Sponsor:** The BiSoDol Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, Wednesday and Thursday, 7:15 to 7:30 p.m.  
**Network:** NBC Blue; 39 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.  
**Dialogue Writer:** Jerome Ross (Dec. 19, 1937, to date).  
**Agency Script Editor:** Mildred Fenton.  
**Talent:** Bennett Kilpack (Mr. Keen); Florence Malone (Miss Ellis); others.  
**Agency Director:** Martha Atwell.  
**Announcer:** Ben Grauer.  
**Conductor:** Ann Leaf (organ theme).  
**Length of Run:** Started Oct. 12, 1937.

### Mrs. Wiggs of the Cabbage Patch

**Sponsor:** Old English No-Rubbing Floor Wax and BiSoDol (in the past, at various periods, Anacin, Hill's Nose Drops, Fly Dred, Three-in-One Oil).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10 to 10:15 a.m. (repeat from 1:15 to 1:30 p.m.)  
**Network:** NBC Red; 24 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.  
**Dialogue Writers:** Robert Andrews (Jan. 1 to Aug. 26, 1938), John DeWitt (Aug. 27 to Oct. 17, 1938), Stuart Sterling (Oct. 18 to Nov. 4, 1938), Jerome Ross (Nov. 7 to 18, and Nov. 22 to Dec. 2, 1938), Robert Webb (one script, Nov. 21, 1938), Friend Lawson (Dec. 5 to 23, 1938).

## NETWORK COMMERCIALS—Continued

**Agency Script Editor:** Mildred Fenton.  
**Talent:** Betty Garde (Mrs. Wiggs); Jay Jostyn (Mr. Wiggs); Agnes Young (Miss Hazy); John McGovern (Mr. Prentiss); Peg Calvert (Mrs. Prentiss); Andy Donnelly (Billy); Mary Lou Forster (Eropina); Peggy Zinke (Australia); Van Heflin (Joe); Ed O'Brien (Gregory).

**Agency Director:** Martha Atwell.

**Announcer:** George Ansbro.

**Length of Run:** Sept. 14, 1936, to Dec. 23, 1938.

### Tom Mix Straight Shooters Program

**Sponsor:** Ralston Purina Co. (Ralston Wheat Cereal).

**Agency:** Gardner Advertising Co.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).

**Network:** NBC Blue; 24 stations.

**Production:** M. P. Wamboldt.

**Script Writer:** M. P. Wamboldt.

**Talent:** Jack Holden (Tom Mix); Jane Webb (Jane); Percy Hemus (The Old Wrangler); Hugh Rowlands (Reginald Tittle); Harold Peary (Li Loo, Henry Aikens, Mike Shaw, Bertie and Foghorn); Forest Lewis (Prof. Bentley, Zug and other roles); Sidney Ellstrom (Clamshell Pete); George Goebel (Jimmy); Helen Jane Behlke (Peggy).

**Agency Director:** Charles E. Claggett.

**Announcer:** Jack Stilwill.

**Length of Run:** Original contract started Sept. 25, 1933; latest series ran from Sept. 26, 1938, to March 24, 1939.

### Model Minstrels

**Sponsor:** U. S. Tobacco Co. (Model Tobacco).

**Agency:** Arthur Kudner, Inc.

**Origination:** New York.

**Air Time:** Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).

**Network:** CBS; 50 stations.

**Production:** Frank McMahon (free lance).

**Script Writer:** Tom Howard.

**Talent:** Tom Howard; George Shelton; double male quartet; Ray Bloch's orchestra.

**Agency Director:** Frank McMahon (for the agency).

**Announcer:** Mel Allen.

**Conductor:** Ray Bloch.

**Length of Run:** Started Feb. 27, 1939. (Replaced Pick and Pat in Pipe Smoking Time.)

### Modern Food Process Co.

(See "Dog Heroes" for Thrivo Dog Food)

### The Modernaires

(See "Chesterfield Program")

### Monday Night Show

**Sponsor:** Brewers' Radio Show Association.

**Agency:** U. S. Advertising Corp.

**Origination:** New York.

**Air Time:** Monday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

**Network:** CBS; 46 stations.

**Production:** Tom McKnight, Frederick Mayer.

**Talent:** Henny Youngman (replaced Lou Holtz, Sept. 5, 1938); Ted Husing; Connie Boswell (after April 25, 1938); Stuart Allen (replaced Kay Thompson, Sept. 5, 1938); Richard Himber's orchestra.

**Agency Director:** Frederick Mayer (for the agency).

**Announcers:** Ken Roberts (Dan Seymour for several weeks).

**Conductor:** Richard Himber.

**Length of Run:** March 7, 1938, to Nov. 28, 1938.

### Moody Bible Institute

(See "Let's Go Back to the Bible")

### Moonbeams

**Sponsor:** Gambarelli & Davitto (Speas California Apple Wine, Italian Swiss-Colony Wines, G. & D. Vermouth).

**Agency:** De Biasi Advertising Agency, Inc.

**Origination:** New York.

**Air Time:** Friday, 9:30 to 10 p.m.

**Network:** Mutual; 3 stations.

**Production:** George Shackley.

**Talent:** Moonbeams Trio (Rhoda Arnold, Veronica Wiggins, May Merker).

**Agency Director:** A. de Biasi.

**Announcer:** Jerry Lawrence.

**Conductor:** George Shackley.

**Music Arranger:** George Shackley.

**Length of Run:** Nov. 11, 1938, to Dec. 23, 1938.

### Benjamin Moore & Co.

(See "Betty Moore" for Paints, Varnish, Muresco)

### Betty Moore

**Sponsor:** Benjamin Moore & Co. (Paints, Varnish, Muresco).

**Agency:** Placed direct.

**Origination:** New York.

**Air Time:** Saturday, 11 to 11:15 a.m.

## NETWORK COMMERCIALS—Continued

**Network:** NBC Red; 41 stations, plus 4 spot stations on Wednesday and Saturday.

**Production:** Aldo Ghisalbetti (of NBC).

**Script Writer:** Betty Moore.

**Talent:** Betty Moore; George Crook, organist.

**Agency Director:** Fred Thrower (of NBC).

**Announcer:** Hjerluf Provensen.

**Conductor:** George Crook, organist.

**Length of Run:** Original contract started May 8, 1929; latest series ran from Jan. 7, 1939, to April 1, 1939.

### Grace Moore

(See "Chesterfield Presents")

### Agnes Moorehead

(See "Ben Bernie and All the Lads")

(See "Big Sister")

(See "March of Time")

(See "The Mighty Show")

(See "The Shadow")

(See "Spy Secrets")

(See "Terry and the Pirates")

### Frank Morgan

(See "Good News of 1939")

### Russ Morgan Orchestra

(See "Johnny Presents")

### John Morrell & Co.

(See "Bob Becker's 'Chats About Dogs'" for Red Heart Dog Food)

### Philip Morris & Co., Ltd.

(See "Breezing Along")

(See "Johnny Presents" for Philip Morris)

(See "Johnny Presents 'What's My Name?'" for Philip Morris Cigarettes)

(See "Johnny Presents 'Where Are We?'" for Philip Morris Cigarettes)

### Frank Munn

(See "American Album of Familiar Music")

(See "Waltz Time")

### George Murphy

(See "Hollywood Guild")

### Feg Murray

(See "Baker's Broadcast")

### Ken Murray

(See "Texaco Star Theatre")

### Lyn Murray

(See "Raymond Paige, 99 Men and a Girl")

(See "Town Hall Tonight")

### Musical Steelmakers, The

**Sponsor:** Wheeling Steel Corp.

**Agency:** Critchfield & Co.

**Origination:** WWVA, Wheeling.

**Air Time:** Sunday, 6 to 6:30 p.m. (Previous to March 26, 1939, 5 to 5:30 p.m.).

**Network:** Mutual; 18 stations.

**Production:** J. L. Grimes; Walter S. Patterson.

**Production:** J. L. Grimes; S. Patterson.

**Talent:** Earl Summers' orchestra; Dorothy Anne Crow; John Winchell; The Singing Millmen; the Old Timer; Steele Sisters (Lucille Bell, Lois Mae Nolte, Kathleen Nelson); Walter S. Patterson, m.c.

**Agency Directors:** R. C. Schrymiger; M. E. Blackburn.

**Announcer:** Walter S. Patterson.

**Conductor:** Earl Summers.

**Music Arranger:** Maury Longfellow.

**Length of Run:** Started Jan. 2, 1938. (Off during summer of 1938 from June 26 to Sept. 11). (Off during the summer of 1939, beginning June 25).

### Musterole Co.

(See "Carson Robison & His Buckaroos")

### My Secret Ambition

**Sponsor:** Durkee Famous Foods, Inc.

**Agency:** Bostford, Constantine and Gardner.

**Origination:** San Francisco (previous to Jan. 16, 1938, Hollywood).

**Air Time:** Friday, 7:30 to 8 p.m. (Previous to April 17, 1938, Sunday, 6:30 to 7 p.m.).

**Network:** CBS; 12 stations.

**Production:** Caryl Coleman (of the agency).

**Script Writer:** Caryl Coleman.

**Talent:** Ted Maxwell, m.c. (replaced Tom Breneman in June, 1938); dramatic cast; Newell Chase's orchestra. (Cast changed weekly; most frequent appearances were made by Bobbe Deane, Grace Holtby, Marjorie Smith, Ruth Sprague, Joyce Cole, Charles McAlister, Earl Lee, Carl Kronke, Ivan Green, Lew Tobin, William H. Royle, Kenneth Garcia).

**Agency Director:** Caryl Coleman.

**Announcers:** Allan Sheppard, Jack Moyles.

**Conductor:** Newell Chase.

## NETWORK COMMERCIALS—Continued

**Music Arranger:** Newell Chase.  
**Length of Run:** Dec. 26, 1937, to July 1, 1938.

### Myrt and Marge

**Sponsor:** Colgate-Palmolive-Peet (Concentrated Super Suds).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4:15 to 4:30 p.m.; previous to Sept. 23, 1938, 4 to 4:15 p.m.).

**Network:** CBS; 58 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Stuart Hawkins.  
**Talent:** Myrtle Vail (Myrt); Donna Damarel (Marge); Gene Morgan; Ray Hedge; Edith Evanson; Santos Ortega; Leo Curley; Linda Carlon; Joe Latham; Joanne Myers; John Pickard; Roger De Koven; others.  
**Agency Director:** Jack Mullen.  
**Announcer:** Del Sharbutt (previously Jean Paul King).  
**Conductor:** John Winters, organist.  
**Music Arranger:** John Winters.  
**Length of Run:** Started Jan. 4, 1937.

### Mystery Chef, The

**Sponsor:** Regional Advertisers (Gas Companies).  
**Agency:** McCann-Erickson, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 9:45 to 10 a.m. (previous to May 30, 1938, 11:45 to 12 noon) (repeat from 1 to 1:15 p.m.).  
**Network:** NBC Red; 17 stations.  
**Production:** Various NBC personnel.  
**Script Writer:** John Macpherson.  
**Talent:** John Macpherson.  
**Announcer:** Ben Grauer.  
**Length of Run:** Original contract started Dec. 4, 1935; latest series ran from May 30, 1938, to Nov. 24, 1938.

## N

### Conrad Nagel

(See "Passing Parade with John Nesbitt")  
 (See "The Seventy-Six Revue with Conrad Nagel")  
 (See "The Silver Theatre")

### Name Three

**Sponsor:** Dunhill Cigarettes.  
**Agency:** The Biow Co., Inc.  
**Origination:** WOR, New York.  
**Air Time:** Monday, 8 to 8:30 p.m.

**Network:** Mutual; 4 stations.  
**Production:** Walter Tibbals (of the agency).  
**Script Writers:** Letters from listeners comprise script.  
**Talent:** Bob Hawk, m. c.  
**Agency Director:** Walter Tibbals.  
**Announcer:** Frank Knight.  
**Conductor:** Dave Terry.  
**Length of Run:** Started April 10, 1939.

### Nash-Kelvinator Corp.

(See "Professor Quiz")

### National Barn Dance

**Sponsor:** Miles Laboratories, Inc. (Alka-Seltzer).  
**Agency:** Wade Advertising Agency.  
**Origination:** Chicago.  
**Air Time:** Saturday 9 to 10 p.m. (repeat from 11 p.m. to 12 midnight).  
**Network:** NBC Blue; 68 stations.  
**Production:** William E. Jones.  
**Script Writers:** P. C. Lund, A. R. Rice.  
**Talent:** Joe Kelly, m. c.; Henry Burr; Lulu Belle (Mrs. Scott Wiseman); Hoosier Hot Shots (Frank Kettering, Kenneth Trietsch, Paul Trietsch, Charles O. Ward); Joe Parsons; Pat Barrett; Maple City Four (Al Rice, Fritz Meissner, Art Janes, Pat Petterson); Skyland Scotty (Scott Wiseman); Lucille Long; Arkie, the Arkansas Woodchopper (Luther Osenbrink); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Bill O'Connor; Skip Farrell; Trio (Ann, Pat and Judy); octet.  
**Agency Director:** W. A. Wade.  
**Announcer:** Jack Holden.  
**Conductor:** Glenn Welty.  
**Length of Run:** Original contract started July 15, 1933; latest series runs from Oct. 1, 1938 to Sept. 23, 1939.

### National Biscuit Co.

(See "Dan Harding's Wife")

### Nehi Corp.

(See "Believe It or Not" for Royal Crown)  
 (See "The Royal Crown Revue")

### Ozzie Nelson Orchestra

(See "Baker's Broadcast")

### John Nesbitt

(See "Passing Parade")  
 (See "Passing Parade with John Nesbitt")



## NETWORK COMMERCIALS—Continued

### News, Views and Sport Reviews by Hughes

**Sponsor:** Brown & Williamson Tobacco Corp.  
**Agency:** Russel M. Seeds Co., Inc.  
**Origination:** Hollywood.  
**Air Time:** Sunday, Monday, Wednesday and Friday, 8:30 to 8:45 p.m., EST.  
**Network:** CBS; 7 stations.  
**Talent:** John B. Hughes.  
**Length of Run:** Started March 19, 1939.

### Night Editor

**Sponsor:** Cardinet Candy Co., Inc.  
**Agency:** Tomaschke-Elliott, Inc.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 9 to 9:15 p.m., PST. (At previous periods, Tuesday, 8:15 to 8:30 p.m.; 7:45 to 8 p.m.).  
**Network:** NBC Red; 7 to 11 stations (seasonal).  
**Production:** Dave Drummond.  
**Script Writer:** Hal Burdick.  
**Talent:** Hal Burdick (Night Editor); Wally Elliott (Bobby).  
**Agency Director:** Wallace F. Elliott.  
**Announcers:** Cliff Engle, Larry Keating.  
**Length of Run:** Started Sept. 12, 1934.

### Night Editor

**Sponsor:** Cardinet Candy Co., Inc.  
**Agency:** Tomaschke-Elliott, Inc.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 7:45 to 8 p.m.  
**Network:** CBS; 10 stations.  
**Production:** Tom Breneman.  
**Script Writer:** Hal Burdick.  
**Talent:** Hal Burdick (Night Editor); Wally Elliott (Bobby).  
**Agency Director:** Wallace F. Elliott.  
**Announcer:** Allan Sheppard.  
**Length of Run:** Oct. 16, 1938 to Jan. 22, 1939.

### Ray Noble Orchestra

(See "Burns & Allen")

### Noxzema Chemical Co.

(See "Professor Quiz")

### O

### Oakland Chemical Co.

(See "Two on a Shoestring" for Dioxogen Face Cream)

### Charles O'Connor

(See "Breezing Along")

### Walter O'Keefe

(See "Tune-Up Time")

### Old Fashioned Revival

**Sponsor:** Gospel Broadcasting Association.  
**Agency:** R. H. Alber Co.  
**Origination:** KHJ, Los Angeles.  
**Air Time:** Sunday, 6 to 7 p.m., PST (repeat from 11 p.m. to 12 midnight). (During daylight saving time, 5 to 6 p.m., with repeat unchanged).  
**Network:** Mutual; 50 stations, plus transcriptions on 25 stations Sunday night.  
**Production:** Charles E. Fuller.  
**Talent:** Rev. Charles E. Fuller; quartet; audience participation.  
**Agency Director:** R. H. Alber.  
**Announcer:** Hugh Brundage.  
**Music Arranger:** Rudy Atwood.  
**Length of Run:** Original contract started April 4, 1937; latest series runs from Jan. 1, 1939, to Dec. 24, 1939.

### Old Trusty Dog Food Co.

(See "Just Dogs")

### George Olsen Orchestra

(See "The Royal Crown Revue")

### O'Neills, The

**Sponsor:** Procter & Gamble (Ivory Flakes).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:15 to 12:30 p.m.  
**Network:** NBC Red; 19 stations.  
**Production:** Carlo De Angelo.  
**Script Writer:** Jane West.  
**Talent:** Kate McComb (Mrs. O'Neill); James Tansey (Danny O'Neill); Violet Dunn (Peggy O'Neill Kayden); Janice Gilbert (Janice Collins); Chester Stratton (Monte Kayden); Jane West (Mrs. Bailey); Jack Rubin (Mr. Levy); Ethel Everett (Mayme Gordon); Charles Carroll (Jack Vernon); Helen Claire (Sally Scott).  
**Agency Director:** John Taylor.  
**Announcers:** Howard Petrie.  
**Length of Run:** Original contract started Oct. 8, 1935; latest series ran from July 4, 1938, to June 30, 1939.

## NETWORK COMMERCIALS—Continued

### One Man's Family

**Sponsor:** Standard Brands, Inc. (Tender Leaf Tea).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Wednesday, 8 to 8:30 p.m. (repeat, Sunday, from 12:30 to 1 a.m.)  
**Network:** NBC Red; 77 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Carlton E. Morse.  
**Talent:** J. Anthony Smythe (Henry Barbour); Minetta Ellen (Fanny Barbour); Page Gilman (Jack Barbour); Michael Raffetto (Paul Barbour); Kathleen Wilson (Claudia Barbour); Winifred Wolfe (Teddy); Helen Musselman (Ann Waite); Barton Yarborough (Clifford); Bernice Berwin (Hazel); Walter Patterson (Nicky); Jean Rouveral (Betty); Barbara Jo Allen (Beth Holly); Lucy Gilman (various roles).  
**Announcer:** Ken Carpenter.  
**Length of Run:** Original contract started April 3, 1935; latest series runs from Jan. 1, 1939, to Dec. 27, 1939.

### Orphans of Divorce

**Sponsor:** R. L. Watkins Co. (Dr. Lyon's Tooth Powder).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 7 to 7:30 p.m.  
**Network:** NBC Blue; 36 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Title and Original Story Line:** Frank and Anne Hummert.  
**Dialogue Writer:** Doris Halman.  
**Agency Script Editor:** George Nobbs.  
**Talent:** Margaret Anglin (Nora Kelly Worthington); Richard Gordon (Cyril Worthington); Joan Tompkins (Barbara Worthington Pratt); James Creiger (Alexander Pratt); Vivian Ogden (Annie Smith).  
**Agency Director:** Martha Atwell.  
**Announcer:** Ford Bond.  
**Conductor:** Al Rickey (also known as Don Donnie).  
**Length of Run:** Started Feb. 20, 1939.

### Our Gal Sunday

**Sponsor:** Kolynos Toothpaste (Monday and Tuesday), Anacin (Wednesday, Thursday and Friday).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:45 to 1 p.m.  
**Network:** CBS; 30 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.  
**Dialogue Writers:** William McMorrow (Nov. 29, 1937, to Jan. 14, 1938), Marie Baumer (Jan. 17 to April 4, 1938), Jerome Ross (April 5 to 15, 1938), Marie Baumer (April 18 to 27, 1938), Jerome Ross (April 28 to June 7, 1938), Ruth Borden (June 8, 1938 to date).  
**Agency Script Editor:** Lloyd Rosenmond.  
**Talent:** Dorothy Lowell (Sunday); Karl Swenson (Lord Henry); variable cast.  
**Agency Director:** Stephen Gross.  
**Announcer:** John Reed King.  
**Conductor:** Fred Feibel (organ theme).  
**Length of Run:** Started March 29, 1937.

## P

### Pacific Coast Borax Co.

(See "Death Valley Days")

### Pat Padgett

(See "Pick & Pat in Pipe Smoking Time")

### Raymond Paige, 99 Men and a Girl

**Sponsor:** United States Rubber Co.  
**Agency:** Campbell-Ewald Co. of New York, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 9 to 9:30 p.m. (Before June 9, 1939, Wednesday, 10 to 10:30 p.m.).  
**Network:** CBS; 82 stations.  
**Production:** Louis Dean (of the agency).  
**Talent:** Raymond Paige, 99-piece orchestra; Hildegard; Lyn Murray Chorus.  
**Agency Director:** Louis Dean.  
**Announcer:** Dan Seymour.  
**Conductor:** Raymond Paige.  
**Music Arrangers:** Raymond Paige and staff.  
**Length of Run:** Started Feb. 22, 1939.

### Park Avenue Penners

**Sponsor:** R. B. Davis Co. (Cocomalt).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 6 to 6:30 p.m. (repeat from 12 midnight to 12:30 a.m.; before April 24, 1938, 11 to 11:30 p.m.).  
**Network:** CBS, 39 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Don Prindle, Roswell Rogers, Max Hayes.  
**Talent:** Joe Penner; Julie Gibson; Gene Austin; Coco & Malt (Dick Ryan and

## NETWORK COMMERCIALS—Continued

Phil Kramer); Martha Wentworth; Dick Lane; Margaret Brayton; Gay Seabrook; Roy Atwell; Joe Marks, Paula (Peegee) Gayle; Ben Pollack's orchestra (replaced Jimmy Grier). (Note: Not all talent listed was on program for entire length of run).

**Agency Director:** Nathan Tufts.

**Announcer:** Jackson Wheeler.

**Conductor:** Ben Pollack (replacing Jimmy Grier).

**Length of Run:** Oct. 4, 1936, to June 26, 1938. (Off during summer of 1937 from June 27 to Oct. 3).

### Frank Parker

(See "Burns & Allen" for Chesterfields)

### Seth Parker

**Sponsor:** Vick Chemical Co. (VapoRub, Va-Tro-Nol, Cough Drops).

**Agency:** Morse International, Inc.

**Origination:** New York.

**Air Time:** Sunday, 7:30 to 8 p.m. (repeat from 12 midnight to 12:30 a.m.).

**Network:** NBC Blue and Red; 57 stations.

**Production:** Phillips H. Lord.

**Script Writers:** Phillips H. Lord and staff.

**Talent:** Phillips H. Lord (Seth Parker); Effie Shannon (Ma Parker); Mrs. Phillips H. Lord (Lizzie Peters); Raymond Hunter (Capt. Bang); Bennett Kilpack (Cefus).

**Agency Director:** Richards Nicholls.

**Announcer:** George Hicks.

**Length of Run:** Sept. 25, 1938, to March 19, 1939.

### Bert Parks

(See "Eddie Cantor's Camel Caravan")

### Epy Parsons

(See "Thirty Minutes in Hollywood")

### Harriet Parsons (Hollywood News)

**Sponsor:** Emerson Drug Co. (Bromo-Seltzer).

**Agency:** J. Walter Thompson Co.

**Origination:** Hollywood.

**Air Time:** Wednesday, 8:30 to 8:45 p.m.

**Network:** NBC Blue; 32 stations.

**Production:** Handled by the agency.

**Talent:** Harriet Parsons.

**Announcer:** Joy Storm.

**Length of Runs:** Jan. 19 to June 29, 1938.

### Passing Parade

**Sponsor:** Gulf Oil Corp.

**Agency:** Young & Rubicam, Inc.

**Origination:** Hollywood.

**Air Time:** Sunday, 7:30 to 8 p.m.

**Network:** CBS; 61 stations.

**Production:** Austin Peterson (of the agency).

**Script Writer:** John Booth Nesbitt.

**Talent:** John Booth Nesbitt; Al Garr; Oscar Bradley's orchestra.

**Agency Director:** Austin Peterson.

**Announcer:** John Conte.

**Conductor:** Oscar Bradley.

**Length of Run:** July 10, 1938, to Jan. 1, 1939. (Replaced Phil Baker program).

### Passing Parade with John Nesbitt, The

**Sponsor:** Union Oil Co.

**Agency:** Lord & Tomas.

**Origination:** Hollywood.

**Air Time:** Monday, 8 to 8:30 p.m.

**Network:** NBC Red; 11 stations.

**Production:** Thomas A. McAvity.

**Script Writer:** Paul Dudley.

**Talent:** John Nesbitt (April 25 to July 18, 1938); Conrad Nagel (July 25 to Oct. 22, 1938).

**Agency Director:** Jack Runyon.

**Announcer:** Carlton Kadell.

**Conductor:** David Broekman.

**Length of Run:** April 25, 1938, to Oct. 22, 1938.

### Al Pearce

(See "Al Pearce & His Gang")

(See "Watch the Fun Go By")

### Al Pearce and His Gang

**Sponsor:** General Foods Corp. (Grape Nuts).

**Agency:** Young & Rubicam, Inc.

**Origination:** Hollywood (New York from Jan. 30 to April 3, 1939).

**Air Time:** Monday, 8 to 8:30 p.m., EST (repeat, 9:30 to 10, PST) (during daylight saving time, program remained at 8 p.m., EDT, with repeat from 8:30 to 9 p.m., PST).

**Network:** NBC Red; 58 stations.

**Production:** Carroll O'Meara (of the agency).

**Script Writers:** Monroe Upton, Jack Roberts, Jack Hasty, Thomas K. Carpenter, Jr.

**Talent:** Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady;

## NETWORK COMMERCIALS—Continued

Bill Wright (Zeb, of Eb & Zeb); Charlene Wyatt; Barbara Jo Allen; Elvia Allman; Bill Comstock (Tizzie Lish) (off after March 6, 1939); Hanley Stafford (off, Jan. 23, 1939); Alice Frost; Teddy Bergman; Vince Barnett (Jan. 30 to April 3, 1939).

**Agency Director:** Carroll O'Meara.

**Announcers:** Bill Goodwin (previous to April 10, 1939, Harry von Zell; previous to Jan. 30, 1939, John Conte).

**Conductor:** Carl Hoff.

**Music Arrangers:** Carl Hoff, Dick McCaffery.

**Length of Run:** Started Oct. 10, 1938; closing date contemplated at press time was Sept. 25, 1939.

### Wilfred Pelletier Orchestra

(See "Metropolitan Opera Auditions of the Air")

### Penick & Ford, Ltd.

(See "The Mighty Show")

### Penn Tobacco Co.

(See "Vox Pop" for Kentucky Club Pipe Tobacco)

### Joe Penner

(See "Park Avenue Penners")  
(See "Joe Penner")

### Joe Penner

**Sponsor:** General Foods Corp. (Huskies).

**Agency:** Benton & Bowles, Inc.

**Origination:** Hollywood.

**Air Time:** Thursday, 7:30 to 8 p.m.

**Network:** CBS; 62 stations.

**Production:** Kenneth MacGregor; Max E. Hayes.

**Script Writers:** Don Prindle; Sid Cornell; Wendall Niles.

**Talent:** Joe Penner; Roy Atwell; Gay Seabrook; Cliff Hall; Dick Ryan; Margaret Brayton; Joe Fort; Mel Blanc; Ben Pollack's orchestra.

**Announcer:** Lew Crosby.

**Conductor:** Ben Pollack.

**Length of Run:** Oct. 6, 1938, to March 30, 1939.

### People's Rally and Fun Quiz, The

**Sponsor:** The Mennen Co.

**Agency:** H. M. Kiesewetter Advertising Agency, Inc.

**Origination:** New York.

**Air Time:** Sunday, 3:30 to 4 p.m.

**Network:** Mutual; 12 stations.

**Talent:** John B. Kennedy; Bob Hawk.

**Agency Director:** Samm S. Baker.

**Announcers:** Al Helfer, John Holbrook.

**Length of Run:** Started Oct. 16, 1938.

### People's Vote, The

**Sponsor:** The Mennen Co.

**Agency:** H. M. Kiesewetter Advertising Agency, Inc.

**Origination:** Hollywood.

**Air Time:** Tuesday, 8:15 to 8:30 p.m. (Before April, 1939, Monday, 8 to 8:15 p.m.).

**Network:** CBS; 7 stations.

**Talent:** Sam Hayes, news and voting.

**Agency Director:** Samm S. Baker.

**Length of Run:** Started Oct. 10, 1938.

### Pepper Young's Family

**Sponsor:** Procter & Gamble (Camay Soap).

**Agency:** Pedlar & Ryan, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 3:30 to 3:45 p.m. (NBC Red), 11:30 to 11:45 a.m. (NBC Blue).

**Network:** NBC Red, 58 stations; NBC Blue, 16 stations.

**Production:** Edwin Wolfe.

**Script Writer:** Elaine Sterne Carrington.

**Talent:** Betty Wragge (Peggy Young); Curtis Arnall (Pepper Young); Marion Barney (Mrs. Mary Young); Jack Roseleigh (Mr. Sam Young); Johnny Kane (Nick Havens); Jean Sothern (Eddie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Corder (Andy Holt); Florence Freeman (Connie Davis).

**Agency Director:** Elisabeth Howard.

**Announcer:** Stuart Metz.

**Length of Run:** Original contract started Jan. 13, 1936, for "Forever Young"; above program began June 29, 1936, on the Red; Aug. 31, 1936, on the Blue.

### Pepsodent Co.

(See "Candid Lady" for Antiseptic)  
(See "Pepsodent Program Starring Bob Hope" for Toothpaste, Toothpowder, Antiseptic)

### Pepsodent Program Starring

#### Bob Hope

**Sponsor:** The Pepsodent Co. (Toothpaste, Toothpowder and Antiseptic).

**Agency:** Lord & Thomas.

**Origination:** Hollywood.

## NETWORK COMMERCIALS—Continued

**Air Time:** Tuesday, 10 to 10:30 p.m.

**Network:** NBC Red; 58 stations.

**Production:** Thomas A. McAvity.

**Script Writers:** Mel Frank, Norman Panima, Al Schwartz, Norman Sullivan, Milt Josephsberg, Mel Shavelson, Jack Douglas, Arthur Stander.

**Talent:** Bob Hope; Patsy Kelly (replaced Honey Chile [Patricia Wilder], Jan. 7, 1939); Skinnay Ennis and orchestra; Jerry Colonna; Six Hits & a Miss (Pauline Byrnes, Bill Seckler, Vincent Degan, Marvin Bailey, Howard Hudson, Mack McLean); guests.

**Agency Director:** Carl M. Stanton.

**Announcer:** Bill Goodwin.

**Conductor:** Skinnay Ennis.

**Music Arranger:** Claude Thornhill.

**Length of Run:** Sept. 27, 1938, to June 20, 1939. (Replaced by Mr. District Attorney).

### Ray Perkins

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster")

### Bill Perry

(See "Saturday Night Serenade")

### Personal Finance Co.

(See "Doc Barclay's Daughters")

### Pet Milk Co.

(See "Pet Milky Way" for Irradiated Milk)  
(See "Saturday Night Serenade" for Irradiated Milk)

### Pet Milky Way

**Sponsor:** Pet Milk Co. (Irradiated Pet Milk).

**Agency:** Gardner Advertising Co.

**Origination:** St. Louis (Experimental Kitchen, Gardner Adv. Co.).

**Air Time:** Tuesday and Thursday, 11 to 11:15 a.m. (repeat from 1:45 to 2 p.m.).

**Network:** CBS; 63 stations.

**Production:** Chester Ranier (Program Director, KMOX).

**Script Writer:** Mrs. Erma Proetz (of the agency).

**Talent:** Mary Lee Taylor, home economist.

**Agency Director:** Mrs. Erma Proetz.

**Announcer:** John Cole.

**Length of Run:** Started Nov. 7, 1933.

### Eleanor Phelps

(See "Two on a Shoestring")

### Louis Philippe, Inc.

(See "The Romance of Helen Trent")

### Chas. H. Phillips Chemical Co.

(See "Stella Dallas" for Phillips' Milk of Magnesia and Milk of Magnesia Cream)

(See "Lorenzo Jones" for Phillips' Milk of Magnesia Toothpaste and Tablets)

(See "Waltz Time" for Phillips' Milk of Magnesia)

(See "Young Widder Brown" for Cal-Aspirin and Haley's M-O)

### Pick and Pat in Pipe Smoking Time

**Sponsor:** U. S. Tobacco Co. (Model Tobacco).

**Agency:** Arthur Kudner, Inc.

**Origination:** New York.

**Air Time:** Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).

**Network:** CBS; 50 stations.

**Production:** Frank McMahon (free lance).

**Script Writers:** Dale Jackson, Harry Pepper (previous to Jan. 17, 1938, Mort Lewis).

**Talent:** Pick Malone; Pat Padgett; Ed Ro-ecker; Ray Bloch's orchestra (replaced Benny Krueger, Dec. 7, 1938); Eton Boys.

**Agency Director:** Frank McMahon (for the agency).

**Announcer:** Mel Allen.

**Conductor:** Ray Bloch (previously Benny Krueger).

**Length of Run:** Original contract started June 3, 1935; last series ran from May 30, 1938, to Feb. 20, 1939. (Replaced by Model Minstrels).

### Jane Pickens

(See "Ben Bernie and All the Lads")

### Pillsbury Flour Mills Co.

(See "The Woman in White")

### Lydia Pinkham Medicine Co.

(See "Hollywood Newsgirl")

(See "Voice of Experience")

### Pittsburgh Coal Co.

(See "Champions of the Keyboard")

### Plantation Party

**Sponsor:** Brown & Williamson Tobacco Co. (Bugler Tobacco).

**Agency:** Russel M. Seeds Co.

## NETWORK COMMERCIALS—Continued

**Origination:** Cincinnati.  
**Air Time:** Saturday, 10 to 10:30 p.m. (Previous to Oct. 1, 1938, 9:30 to 10 p.m.).  
**Network:** Mutual; 3 stations.  
**Production:** Tom Wallace (of the agency).  
**Script Writer:** Margot O'Flaherty.  
**Talent:** Red (Clyde J.) Foley; Girls of the Golden West (Dolly and Milly Good); Southern Planters Orchestra; Tobacco-town Quartette (members varied); John Lair and his Album of American Folk Music.  
**Agency Director:** Tom Wallace.  
**Announcer:** Del King.  
**Length of Run:** Aug. 27, 1938, to Nov. 19, 1938. (Started May 7, 1938, as local show on WLW).

### Plantation Party

**Sponsor:** Brown & Williamson Tobacco Corp. (Bugler Tobacco).  
**Agency:** Russel M. Seeds Co., Inc.  
**Origination:** Cincinnati.  
**Air Time:** Friday, 9 to 9:30 p.m.  
**Network:** NBC Blue; 45 stations.  
**Production:** Tom Wallace (of the agency).  
**Script Writers:** Margot O'Flaherty, Harry Maus, Tom Wallace.  
**Talent:** Whitey Ford, m.c.; Range Riders (Guy Blakeman, Roland Gaines, Jerry Behrens, Arnold Staley); the Planters Orchestra; Girls of the Golden West (Dolly and Milly Good); Tom, Dick and Harry (Bud Van Dover, Marlin Hurt, Gordon Van Dover).  
**Agency Director:** Tom Wallace.  
**Announcer:** Jimmy Leonard.  
**Music Arranger:** Grace Raine.  
**Length of Run:** Started Dec. 9, 1938.

### Ben Pollack Orchestra

(See "Park Avenue Penners")  
 (See "Joe Penner")

### Popeye, The Sailor

**Sponsor:** Joe Lowe Corp. (Popsicles).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 6:15 to 6:30 p.m.  
**Network:** CBS; 16 stations.  
**Dialogue Writer:** Don Johnson.  
**Agency Script Editor:** Lloyd Rosenmond.  
**Talent:** Don Costello (Popeye); Jay Jostyn (Captain Dick); Everett Sloane (Wimpy); Jean Roy (Olive Oyl).  
**Agency Director:** Lloyd Rosenmond.  
**Announcer:** Art Millet.  
**Length of Run:** May 2, 1938, to July 29, 1938.

### Emily Post

(See "The Right to Do")

### Dick Powell

(See "Tuesday Night Party")

### William Powell

(See "Hollywood Hotel")

### Tyrone Power

(See "Woodbury's Hollywood Playhouse")

### Manny Prager

(See "Ben Bernie and All the Lads")

### Pretty Kitty Kelly

**Sponsor:** Continental Baking Co. (Wonder Bread, Hostess Cake).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10 to 10:15 a.m. (repeat from 4 to 4:15 p.m.; before Sept. 23 1938, 4:15 to 4:30 p.m.).  
**Network:** CBS; 32 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Frank Dahm.  
**Talent:** Arline Blackburn (Kitty Kelly); Clayton Collyer (Michael); Helen Choat (Bunny); Dennis Hoey (Mr. Welby); Ethel Intropidi (Mrs. Welby); Matt Crowley, narrator.  
**Agency Director:** Chester MacCracken.  
**Announcer:** Andrew Stanton.  
**Conductor:** Ann Leaf, organist.  
**Length of Run:** Started March 8, 1937. (Replaced Renfrew of the Mounted).

### Princess Pat, Ltd.

(See "A Tale of Today")

### Problem Clinic

**Sponsor:** Duart Mfg. Co. (Crema of Milk Face Cream, Lotion, Lipstick).  
**Agency:** Erwin, Wasey & Co.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 2:30 to 3 p.m.  
**Network:** CBS; 7 stations.  
**Production:** Marigold Cassin (of the agency) assisted by Van Fleming (of CBS).  
**Script Writer:** Marigold Cassin.  
**Talent:** Tom Breneman as "Clinic Counselor"; with varying members on Clinic board of discussion.

## NETWORK COMMERCIALS—Continued

**Agency Director:** Marigold Cassin.  
**Announcer:** Joe Walters.  
**Length of Run:** Started Jan. 15, 1939.

### Procter & Gamble

(See "Central City" for Oxydol)  
 (See "Jimmie Fidler" for Drene Shampoo)  
 (See "Jimmie Fidler's Hollywood Gossip" for Drene Shampoo)  
 (See "The Goldbergs" for Oxydol)  
 (See "The Gospel Singer" for Ivory Soap)  
 (See "Houseboat Hannah" for Lava Soap)  
 (See "Kitty Keene, Inc." for Dreft)  
 (See "Knickerbocker Playhouse" for Teel and Drene)  
 (See "Life Can Be Beautiful" for Ivory Soap)  
 (See "Ma Perkins" for Oxydol)  
 (See "Manhattan Mother" for Chipso)  
 (See "Midstream" for Teel)  
 (See "The O'Neills" for Ivory Flakes)  
 (See "Pepper Young's Family" for Camay)  
 (See "The Road of Life" for Chipso)  
 (See "Story of Mary Marlin" for Ivory Soap and Snow)  
 (See "This Day Is Ours" for Crisco)  
 (See "Vic and Sade" for Crisco)

### Professor Puzzlewit

**Sponsor:** Gallenkamp's Stores, Inc. (Shoes).  
**Agency:** Long Advertising Service.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 3 to 3:30 p.m. (Before May, 1939, 4 to 4:30 p.m.).  
**Network:** NBC Red; 4 stations.  
**Production:** Arnold Marquis.  
**Script Writer:** Mrs. Gertrude Murphy.  
**Talent:** Larry Keating, the Professor Puzzlewit.  
**Agency Director:** Hassel W. Smith.  
**Announcer:** Burton Bennett.  
**Length of Run:** Started March 19, 1937.

### Professor Quiz

**Sponsor:** Nash-Kelvinator Corp. (Nash Motors Division, Kelvinator Division, Mar. 6 to Sept. 4, 1937).  
**Agency:** Geyer, Cornell & Newell, Inc.  
**Origination:** New York.  
**Air Time:** Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.; previous to Oct. 15, 1938, program was heard 9 to 9:30 p.m.).  
**Network:** CBS; 72 stations.  
**Production:** George Allen (of CBS) (replaced Leonard Hole in spring of 1938), E. L. Larsen (of the agency).  
**Script Writers:** Craig Earl and staff.  
**Talent:** Craig Earl (Professor Quiz); Bob Trout (replaced Arthur Godfrey, Sept. 4, 1937); audience participation.

**Agency Director:** E. L. Larsen.  
**Announcers:** Bob Trout (previously Arthur Godfrey), Lee Little.  
**Length of Run:** March 6, 1937, to Sept. 24, 1938.

### Professor Quiz

**Sponsor:** Noxzema Chemical Co. (Noxzema Skin Cream).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** New Amsterdam Roof, New York.  
**Air Time:** Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.).  
**Network:** CBS; 42 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Craig Earl and staff, agency writers.  
**Talent:** Craig Earl (Professor Quiz); Bob Trout; audience participation.  
**Agency Director:** John Gordon.  
**Announcer:** Bob Trout.  
**Length of Run:** Oct. 1, 1938, to June 24, 1939.

### Prudential Life Insurance Co. of America

(See "When a Girl Marries")

### Public Hero No. 1

**Sponsor:** Falstaff Brewing Corp. (Beer).  
**Agency:** Gardner Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Monday, 10:30 to 11 p.m. (Previous to Sept. 26, 1938, 8 to 8:30 p.m.).  
**Network:** NBC Red; 23 stations.  
**Production:** Melvin P. Wamboldt.  
**Script Writer:** Charles E. Claggett (of the agency).  
**Talent:** Sydney Ellstrom; Forest Lewis; Edward Davison; Gilbert Faust; Murray Forbes; Bernardine Flynn; Templeton Fox; Robert Griffin; Raymond Johnson; Willard Waterman; others; cast varied weekly.  
**Agency Director:** Charles E. Claggett.  
**Announcers:** Charles Lyon, Jack Holden.  
**Conductor:** Glenn Welty.  
**Music Arranger:** Glenn Welty.  
**Length of Run:** Oct. 18, 1937, to Oct. 10, 1938.

### Pull Over, Neighbor

**Sponsor:** Wilshire Oil Co.  
**Agency:** Dan B. Miner Co.  
**Origination:** Hollywood.  
**Air Time:** Saturday, 6 to 6:30 p.m., PST.  
 (Previously Tuesday same time).  
**Network:** NBC Red; 2 stations.

## NETWORK COMMERCIALS—Continued

**Production:** John Guedel (of the agency); Bob Maas (of NBC).  
**Script Writer:** John Guedel.  
**Talent:** Arthur Shank (program conductor, guide of "mythical tour"); Herb Allen ("Polly," who handles scoring and standing of drivers).  
**Agency Director:** John Guedel.  
**Announcer:** Herb Allen.  
**Length of Run:** Started June 8, 1938.

### Pure Oil Co.

(See "Red Grange Forecasts & Scores")  
 (See "Kaltenborn Edits the News")

## Q

### Quaker Oats Co.

(See "Girl Alone" for Quaker Oats, Aunt  
 Jimima Pancake Flour)  
 (See "Quaker Party")  
 (See "Dick Tracy" for Puffed Wheat and  
 Rice)  
 (See "We, The Wives Quiz" for Farina)

### Quaker Party

**Sponsor:** Quaker Oats Co.  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** New York. (Hollywood, March 4 to April 8, 1939).  
**Air Time:** Saturday, 8 to 8:30 p.m.  
**Network:** NBC Red; 60 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Gene Conrad, Jerry Devine.  
**Talent:** Tommy Riggs and Betty Lou; Bea Wain; Freddie Rich's orchestra (replaced Larry Clinton, March 4, 1939), guests.  
**Agency Director:** Nate Tufts.  
**Announcer:** Dan Seymour.  
**Conductor:** Larry Clinton.  
**Length of Run:** Oct. 1, 1938, to May 27, 1939. (At press time, this program was scheduled to return Sept. 2, 1939).

### Quite By Accident

**Sponsor:** Lamont Corliss & Co. (Nestle's Everready Cocoa).  
**Agency:** Warwick & Legler, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 7:30 to 8 p.m.  
**Network:** NBC Red; 2 stations.  
**Production:** Harry MacFayden (of NBC).  
**Script Writer:** Gene Stafford.  
**Talent:** William Worthington; Jack Meakin's orchestra; guests.  
**Agency Director:** Preston H. Pumphrey.  
**Announcer:** Kelvin Keech.

**Conductor:** Jack Meakin.  
**Music Arranger:** Jack Meakin.  
**Length of Run:** Oct. 4, 1938, to Dec. 27, 1938.

## R

### R & R Entertainers, The

**Sponsor:** Richardson & Robbins (Boned Chicken).  
**Agency:** Charles W. Hoyt Co., Inc.  
**Origination:** New York.  
**Air Time:** Wednesday and Friday, 7:30 to 7:45 p.m. (Previous to July 13, 1938, Monday, Wednesday and Friday, 6:15 to 6:25 p.m.).  
**Network:** NBC Red and Blue; 5 stations.  
**Production:** David Jeidell, R. Pratt (of the agency).  
**Scripts:** Handled by the agency.  
**Talent:** The Revelers (Robert Simmons, Lewis James, John Herrick, Wilfred Glenn); Sam Herman; Three Singing Strings directed by Joseph Stopak.  
**Agency Director:** R. Pratt.  
**Announcer:** Jack Costello.  
**Conductor:** Joseph Stopak.  
**Music Arranger:** Joseph Stopak.  
**Length of Run:** April 18, 1938, to July 7, 1939. (Previously local.)

### Radio Corp. of America

(See "Magic Key of RCA")

### Radio Newsreel, The

**Sponsor:** Cummer Products Co. (Engine).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Sunday, 5:30 to 6 p.m. (Previous to May 22, 1938, 3 to 3:30 p.m.).  
**Network:** NBC Red; 23 stations.  
**Production:** Handled by the agency.  
**Talent:** Bob Barrie (prior to June 12, 1938, Wallace Butterworth and Parks Johnson).  
**Agency Director:** R. A. Porter.  
**Announcer:** Bob Barrie (previously Wallace Butterworth).  
**Length of Run:** Oct. 24, 1937, to July 31, 1938. (Replaced by Spy Secrets.)

### Ralston Purina Co.

(See "Inside Story" for Shredded Ralston)  
 (See "Tom Mix Straight Shooters Program" for Ralston Wheat Cereal)  
 (See "Ry-Krisp Presents Marion Talley")



## NETWORK COMMERCIALS—Continued

### **Ramsdell, Inc.**

(See "Johnson Family")

### **Basil Rathbone**

(See "The Circle")

### **Martha Raye**

(See "Tuesday Night Party")

### **Jack Raymond**

(See "Thirty Minutes in Hollywood")

### **Regional Advertisers**

(See "The Mystery Chef")

### **Max Reinhardt**

(See "Texaco Star Theatre")

### **Renfro Barn Dance**

**Sponsor:** Allis Chalmers Mfg. Co.

**Agency:** Russel M. Seeds Co.

**Origination:** Cincinnati.

**Air Time:** Saturday, 10 to 10:30 p.m. (Previous to April 9, 1938, 7 to 7:30 p.m.).

**Network:** Mutual; 4 stations.

**Production:** John Lair (of the agency).

**Script Writer:** John Lair.

**Talent:** Whitey Ford; Brown County Revelers; Harvest Hands; Aunt Idy and Little Clifford; Coon Creek Girls.

**Agency Director:** John Lair.

**Announcer:** Eugene Trace.

**Length of Run:** Feb. 19, 1938, to July 2, 1938. (Continued as a local show on WLW until Sept. 24, 1938).

### **R. J. Reynolds Tobacco Co.**

(See "Eddie Cantor's Camel Caravan" for Camels, Prince Albert)

(See "Benny Goodman's Orchestra" for Camels, Prince Albert)

### **Rhyming Minstrel, The**

**Sponsor:** Bosco Co. (Chocolate Health Drink).

**Agency:** Kenyon & Eckhardt, Inc.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 12 noon to 12:15 p.m. (repeat from 2:30 to 2:45 p.m.).

**Network:** Mutual; 4 stations.

**Production:** Tyler Davis (of the agency).

**Script Writer:** Don Ross.

**Talent:** Don Ross.

**Agency Director:** Tyler Davis.

**Announcer:** Roger Lyons.

**Music Arranger:** Paul Baron.

**Length of Run:** April 4, 1938, to July 1, 1938.

### **Irene Rich**

(See "Welch Presents Irene Rich")

### **Richardson & Robbins**

(See "R. & R. Entertainers")

### **Richfield Reporter, The**

**Sponsor:** Richfield Oil Corp.

**Agency:** Hixson-O'Donnell, Inc.

**Origination:** Hollywood.

**Air Time:** Monday through Friday, 10 to 10:15 p.m.

**Network:** NBC Red; 7 stations.

**Script Writers:** Wayne Miller, John Wald, Ken Barton.

**Talent:** John Wald, Ken Barton.

**Agency Director:** C. K. Breitenstein.

**Announcers:** John Wald, Ken Barton.

**Length of Run:** Started Aug. 1, 1932.

### **Richman Clothes**

(See "Front Page Parade")

### **Alfred Rickey Orchestra**

(See "Manhattan Merry-Go-Round")

### **Tommy Riggs**

(See "Quaker Party")

### **Right Thing To Do, The**

**Sponsor:** George W. Luft Co. (Tangee Lipstick).

**Agency:** Warwick & Legler, Inc.

**Origination:** New York.

**Air Time:** Tuesday, 7:45 to 8 p.m. (Before Jan. 3, 1939, Monday, 7:30 to 8 p.m.).

**Network:** NBC Red; 9 stations.

**Production:** Morris Hamilton (of NBC).

**Script Writers:** Garcia Wood, Cecil Secrest.

**Talent:** Emily Post; dramatic cast.

**Agency Director:** Preston H. Pumphrey.

**Announcer:** Nelson Case.

**Length of Run:** Oct. 3, 1938, to April 25, 1939.

### **Rio Grande Oil, Inc.**

(See "Calling All Cars")

## NETWORK COMMERCIALS—Continued

### Robert L. Ripley

(See "Believe It or Not")

### Road of Life, The

**Sponsor:** Procter & Gamble (Chipso).

**Agency:** Pedlar & Ryan, Inc.

**Origination:** Chicago (New York prior to Oct. 24, 1938).

**Air Time:** NBC: Monday through Friday, 11:45 a.m. to 12 noon; CBS: Monday through Friday, 1:30 to 1:45 p.m. (prior to May 30, 1938, 9:30 to 9:45 a.m.).

**Networks:** NBC Red, 29 stations; CBS, 28 stations.

**Production:** Elisabeth Howard (of the agency), Howard Keegan.

**Script Writer:** Irna Phillips.

**Talent:** Chicago cast: Leo Curley (Mr. Brent); Percy Hemus (Dr. Winslow); Fannie Ellen Hogg (Julia Brent); Allen Baruch (Andy Brent); Joan Kay (Myrtle Brooks); Frankie Pacelli (Junior Stephenson); Dorothy Shideler (Sally Barnett); Malcolm Meacham (Dr. Bill Evans); John Larkin (Dr. Sam Martin); Janet Lane (Helen Gowan); Ken Griffin (Jim Brent); Reese Taylor (Dr. Parsons); Lesley Woods (Carol Evans Martin); Vivian Fridell (Mary Holt); Frank Dane (Fred Brent); Doris Rich (Mrs. Evans); Donald Kraaz (Butch McEwen); Cecil Roy (Mrs. McEwen); Sidney Breese (Dr. Thompson); Hugh Studebaker (Grandpa Sutter); Mary Smith (Sylvia Bertram); Ken Christy (Pete); Grace Lockwood (Mrs. Brent); Marie Nelson (Mrs. Holt).

New York cast (prior to Oct. 24, 1938): Matt Crowley (Jim Brent); Effie Palmer (Mrs. Brent); Joseph Latham (Mr. Brent); Dale Burch (Mary Holt); Jack Roseleigh (Dr. Winslow); Peggy Allenby (Helen Gowan); John Anthony (Dr. Parsons); Jennette Dowling (Sally Barnett); Olive Parker (Julia Brent); Lawson Zerbe (Fred Brent); Andy Donnelly (Andy Brent).

**Agency Director:** Elisabeth Howard.

**Announcer:** James Fleming (previous to Feb. 27, 1939, Stuart Metz, on NBC).

**Length of Run:** Started Sept. 13, 1937, on NBC, Jan. 3, 1938, on CBS.

### Edward G. Robinson

(See "Big Town")

### Carson Robison & His Buckaroos

**Sponsor:** The Musterole Co.

**Agency:** Erwin, Wasey & Co.

**Origination:** Chicago.

**Air Time:** Monday, 8 to 8:30 p.m.

**Network:** NBC Blue; 45 stations.

**Production:** Handled by the agency.

**Script Writer:** Carson Robison

**Talent:** Carson Robison; Pearl Mitchell; John Mitchell; Bill Mitchell.

**Agency Director:** Gager Wasey.

**Announcer:** Jack Costello.

**Conductor:** Carson Robison.

**Music Arranger:** Carson Robison.

**Length of Run:** Oct. 4, 1938, to April 3, 1939.

### Romance of Helen Trent, The

**Sponsor:** Louis Philippe, Inc. (Thurs. and Fri.), Edna Wallace Hopper (Mon., Tues., Wed.).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 12:30 to 12:45 p.m.

**Network:** CBS; 30 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.

**Authors of Title and Original Story Line:** Frank and Anne Hummert.

**Dialogue Writer:** Mary Watkins Reeves.

**Agency Script Editor:** Mildred Fenton.

**Talent:** Virginia Clark (Helen Trent); dramatic cast.

**Agency Director:** Blair Walliser.

**Announcer:** Paul Luther.

**Conductor:** Leslie Clucas (theme).

**Length of Run:** Started July 24, 1933.

### B. A. Rolfe Orchestra

(See "Believe It or Not")

### Don Ross

(See "The Rhyming Minstrel")

### Lanny Ross

(See "Your Hit Parade")

### Genevieve Rowe

(See "Johnny Presents")

### Royal Crown Revue, The

**Sponsor:** Nehi, Inc. (Soft Drinks).

**Agency:** James A. Greene & Co.

**Origination:** New York.

**Air Time:** Friday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).

**Network:** NBC Blue; 46 stations.

**Production:** Lester O'Keefe (of NBC).

**Script Writers:** Bud Pearson; Les White.

## NETWORK COMMERCIALS—Continued

**Talent:** Tim & Irene (Tim Ryan and Irene Noble); George Olsen's orchestra; Ted Bergman (Uncle Happy); Fredda Gibson; Graham McNamee; The Golden Gate Quartette (Willie Johnson, William Lankford, Henry Owens, Arlandis Wilson).

**Announcer:** Graham McNamee.

**Conductor:** George Olsen.

**Length of Run:** March 11, 1938, to Sept. 2, 1938.

### Royal Desserts Program

(*Royal Gelatin Hour before April 18, 1938*)

**Sponsor:** Standard Brands, Inc. (first half-hour: Royal Desserts; second half-hour: Fleischmann's Foil Yeast).

**Agency:** J. Walter Thompson Co.

**Origination:** New York and Hollywood.

**Air Time:** Thursday, 8 to 9 p.m.

**Network:** NBC Red; 51 stations.

**Production:** Handled by the agency.

**Talent:** Rudy Vallee and orchestra, guests.

**Announcers:** Graham McNamee; others.

**Conductor:** Rudy Vallee.

**Length of Run:** Original Standard Brands contract with Rudy Vallee (for Fleischmann's Yeast) started Sept. 5, 1929; latest series started Sept. 24, 1936.

### Charles Ruggles

(*See "Texaco Star Theatre"*)

### Ry-Krisp Presents Marion Talley

**Sponsor:** Ralston Purina Co. (Ry-Krisp).

**Agency:** Gardner Advertising Co.

**Origination:** Hollywood.

**Air Time:** Sunday, 5 to 5:30 p.m.

**Network:** NBC Red; 35 stations.

**Production:** Marvin Young.

**Script Writer:** Roland Martini (of the agency).

**Talent:** Marion Talley; Paul Taylor's Chordsters; Josef Koestner's orchestra.

**Agency Director:** Roland Martini.

**Announcer:** Ken Carpenter.

**Conductor:** Josef Koestner.

**Length of Run:** Original contract started April 3, 1936; latest series ran from Sept. 26, 1937 to Sept. 18, 1938.

### Dick Ryan

(*See "Joe Penner"*)

### Quin Ryan

(*See "Marriage License Romances"*)

(*See "Quin Ryan's News Commentary"*)

### Quin Ryan's News Commentary

**Sponsor:** Bathasweet Corp.

**Agency:** H. M. Kiesewetter Advertising Agency, Inc.

**Origination:** WGN, Chicago.

**Air Time:** Monday, Wednesday and Friday, 12:30 to 12:45 p.m.

**Network:** Mutual; 2 stations.

**Talent:** Quin Ryan, commentator.

**Agency Director:** A. C. Cristensen.

**Length of Run:** Started Feb. 27, 1939.

## S

### Jean Sablon

(*See "Hollywood Hotel"*)

### Sales Affiliates, Inc.

(*See "Fray & Braggiotti" for Loxol Oil Tint Shampoo*)

### Harry Salter Orchestra

(*See "Hobby Lobby"*)

(*See "Honolulu Bound"*)

### Julia Sanderson

(*See "Battle of the Sexes"*)

### Saturday Night Serenade

**Sponsor:** Pet Milk Co. (Irradiated Pet Milk).

**Agency:** Gardner Advertising Co.

**Origination:** New York.

**Air Time:** Saturday, 9:45 to 10:15 p.m. (Before July 8, 1939, 9:30 to 10 p.m.).

**Network:** CBS; 54 stations.

**Production:** Roland Martini (of the agency).

**Script Writer:** Mrs. Erma Proetz (of the agency).

**Talent:** Mary Eastman; Bill Perry; Gustav Haenschel's orchestra; The Serenaders (14 choral voices).

**Agency Directors:** Mrs. Erma Proetz, Roland Martini.

**Announcer:** William Adams.

**Conductor:** Gustav Haenschel.

**Music Arranger:** Gustav Haenschel.

**Length of Run:** Started Oct. 3, 1936; latest series began Oct. 1, 1938.

### Scattergood Baines

**Sponsor:** William Wrigley, Jr., Co. (Wrigley Gum).

**Agency:** Neisser-Meyerhoff, Inc.

**Origination:** Chicago.

## NETWORK COMMERCIALS—Continued

**Air Time:** Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4 to 4:15 p.m.).

**Network:** CBS; 72 stations (previous to Oct. 31, 1938, program was heard on Pacific Coast only).

**Production:** Walter Preston.

**Script Writers:** George Milburn, Allan Seager.

**Talent:** Jess Pugh (Scattergood Baines); Frances Trout (Pliny Pickett); Catherine McCune (Clara Potts); Arnold Robertson (Ed Potts).

**Agency Director:** Nelson Shawn.

**Announcer:** Tom Bulta.

**Length of Run:** Started Feb. 22, 1937.

Gilbert (Fran); Tommy Donnelly (Dick); Carleton Young (Bill Cummings); Ralph Locke (Milt Brownspun).

**Agency Director:** Stephen Gross.

**Announcer:** Andre Baruch.

**Conductor:** Victor Arden.

**Length of Run:** Started June 2, 1937, on NBC; shifted to CBS, Aug. 3, 1937.

### R. B. Semler, Inc.

(See "Gabriel Heatter" for Kreml)

### Servel, Inc.

(See "March of Time" for Electrolux)

### 76 Review with Conrad Nagel\*

**Sponsor:** Union Oil Co.

**Agency:** Lord & Thomas.

**Origination:** Hollywood.

**Air Time:** Monday, 8 to 8:30 p.m., PST.

**Network:** NBC Red; 10 stations.

**Talent:** Conrad Nagel.

**Length of Run:** Jan. 26, 1938, to Oct. 22, 1938.

\* This information was not supplied by the agency.

### Col. Norman H. Schwarzkopf

(See "Gang Busters")

### Raymond Scott Quintet

(See "Your Hit Parade")

### Jimmy Scribner

(See "Johnson Family")

### Gay Seabrook

(See "Joe Penner")

### Sealtest, Inc.

(See "Your Family and Mine")

### Second Husband

**Sponsor:** The Bayer Co. (Bayer Aspirin).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Tuesday, 7:30 to 8 p.m.

**Network:** CBS; 32 stations.

**General Supervisors of Script and Production:** Frank and Anne Hummert.

**Authors of Title and Original Story:** Frank and Anne Hummert.

**Dialogue Writers:** Carl L. Bixby (June 2, 1937, to April 26, 1938), Katherine Seymour (April 20, 1938, one script), Marie Baumer (May 3, 1938, to Aug. 23, 1938), Mary W. Reeves (Aug. 30, 1938, one script), Ruth Borden (Sept. 6, 1938, one script), Kenneth L. Watt (Sept. 13, 1938, to Sept. 20, 1938), Winifred Dunn (Sept. 20, 1938, to Oct. 4, 1938), David Davidson and Charles O'Neill, alternately (Oct. 11, 1938, to date).

**Agency Script Editor:** Lloyd Rosenmond.

**Talent:** Helen Menken (Brenda Cummings); Joseph Curtain (Grant Cummings); Jay Jostyn (Ben Porter); Janice

### Shadow, The

**Sponsor:** Delaware, Lackawanna & Western Coal Co. (Blue Coal).

**Agency:** Ruthrauff & Ryan, Inc.

**Origination:** WOR Playhouse, New York.

**Air Time:** Sunday, 4:30 to 5 p.m. (8 stations), 5:30 to 6 p.m. (6 stations), 6 to 6:30 p.m. (1 station).

**Network:** Mutual; 15 stations.

**Production:** Handled by the agency.

**Script Writers:** Free lance writers.

**Talent:** Bill Johnstone; Agnes Moorehead; others.

**Agency Director:** Nathan Tufts.

**Announcer:** Kenneth Roberts.

**Length of Run:** Original contract ran from Sept. 26, 1937, to March 20, 1938; latest series ran from Sept. 25, 1938, to March 19, 1939.

### Artie Shaw Orchestra

(See "Melody and Madness")

### W. A. Sheaffer Pen Co.

(See "Lifetime Revue")

### George Shelton

(See "Model Minstrels")

## NETWORK COMMERCIALS—Continued

### Sherwin-Williams Co.

(See "Metropolitan Opera Auditions of the Air")

### Roy Shield Orchestra

(See "Interesting Neighbors")  
(See "Win Your Lady")

### Show of the Week, The

**Sponsor:** Local Cooperative Campaign.  
**Agency:** Redfield-Johnstone, Inc.  
**Origination:** WOR Playhouse, New York.  
**Air Time:** Sunday, 6:30 to 7 p.m.  
**Network:** Mutual; 80 stations.  
**Production:** Ernest Chappell (of Rocke Productions, Inc.).  
**Script Writers:** William Barr, Leonard Feinstein, Jules Pollock.  
**Talent:** Ernest Chappell, m.c. and news editor (replaced Ray Perkins, Jan. 1, 1939); name band and guest singers each week.  
**Agency Director:** Norman Livingston.  
**Announcers:** Local announcers.  
**Conductor:** Changed weekly.  
**Music Arranger:** Changed weekly.  
**Length of Run:** Sept. 25, 1938, to June 18, 1939.

### Signal Carnival

**Sponsor:** Signal Oil Co.  
**Agency:** Barton A. Stebbins (formerly Logan & Stebbins).  
**Origination:** Hollywood (originally San Francisco).  
**Air Time:** Tuesday, 9:30 to 10 p.m. (at previous periods, 9:30 to 10 p.m., 7 to 7:30 p.m., 6 to 6:30 p.m.).  
**Network:** NBC Red; 11 stations.  
**Production:** Dave Elton.  
**Script Writers:** Marvin Fisher, Karl Herzinger.  
**Talent:** Rush Hughes, m.c.; Barbara Jo Allen (Vera Vague); John Gibson (Deems); Hans Conried (J. Thorndike Boone); Signaleer Quartette (Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton); Kay St. Germaine, soloist.  
**Agency Director:** Barton A. Stebbins.  
**Announcer:** John Frazer.  
**Conductor:** Meredith Willson.  
**Music Arranger:** Meredith Willson.  
**Length of Run:** Started Nov. 20, 1936.

### Silver Theatre, The

**Sponsor:** International Silver Co. (1847 Rogers Bros., Wm. Rogers & Son).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 6 to 6:30 p.m.

**Network:** CBS, 50 stations.  
**Production:** Glenhall Taylor.  
**Script Writers:** Grover Jones, True Boardman.  
**Talent:** Conrad Nagel; guest stars of stage and screen; Felix Mills orchestra.  
**Announcer:** John Conte.  
**Conductor:** Felix Mills.  
**Length of Run:** Original contract started Oct. 3, 1937; latest series, with above set-up, started Oct. 2, 1938 and ended May 28, 1939.

### Louis Silvers' Orchestra

(See "Lux Radio Theatre")

### Virginia Simms

(See "Kay Kyser's College of Musical Knowledge")

### Frank Simon & His Armco Band

**Sponsor:** American Rolling Mills Co. (Sheet Steel).  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** Cincinnati.  
**Air Time:** Sunday, 3 to 3:30 p.m.  
**Network:** NBC Blue; 25 stations.  
**Production:** Bradford Browne (of the agency).  
**Script Writers:** Agency writers: Dave Gudebrod, Larry Sizer, Meredith Page.  
**Talent:** Dr. Frank Simon and band; The Ironmaster; guest artists.  
**Agency Director:** Bradford Browne.  
**Announcer:** Stuart Finley.  
**Conductor:** Dr. Frank Simon.  
**Length of Run:** Original contract started Nov. 10, 1933; latest series ran from Jan. 15, 1939, to April 9, 1939.

### Singing Lady

**Sponsor:** Kellogg Co.  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Thursday, 5:30 to 5:45 p.m.  
**Network:** NBC Blue; 13 stations.  
**Production:** Irene Wicker.  
**Script Writer:** Irene Wicker.  
**Talent:** Irene Wicker.  
**Agency Director:** Nicholas Keesely.  
**Announcer:** Milton J. Cross.  
**Conductor:** Milton Rettenberg.  
**Length of Run:** Original contract started Jan. 11, 1932; last series ran from Jan. 3, 1938, to Aug. 11, 1938.

### Skelly Oil Co.

(See "Court of Missing Heirs")

## NETWORK COMMERCIALS—Continued

### Bill Slater

(See "Jim McWilliams' National Question Bee")

### Slide Fasteners, Inc.

(See "James McCormack & Milton Kaye's Orchestra")

### Mary Small

(See "Ben Bernie and All the Lads")

### Smilin' Ed McConnell

**Sponsor:** Acme White Lead and Color Works (Paint Products and Lin-X).

**Agency:** Henri, Hurst & McDonald, Inc.

**Origination:** Cincinnati.

**Air Time:** Tuesday and Thursday, 10:30 to 10:45 a.m. (repeat on the Red from 5:30 to 5:45 p.m. to Dec. 22, 1938, and April 14, 1939, to date).

**Network:** NBC Blue, with repeat on the Red; 31 stations.

**Script Writers:** Ed McConnell, Marguerite Lyon.

**Talent:** Smilin' Ed McConnell, the Singing Philosopher.

**Agency Director:** Frank W. Ferrin.

**Announcers:** Gene Trace, Peter Grant.

**Music Arranger:** Jock Saatkomp.

**Length of Run:** Sept. 27, 1938, to June 22, 1939.

### Smilin' Jack

**Sponsor:** Sweets Co. of America (Tootsie Rolls).

**Agency:** The Biow Co., Inc.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 5:30 to 5:45 p.m. (repeat from 6:30 to 6:45 p.m.).

**Network:** Mutual; 3 stations.

**Production:** Jack Johnstone.

**Script Writers:** George Lowther, Jack Johnstone.

**Talent:** Frank Readick (Smilin' Jack); Wanna Paul (Dixie); Chester Stratton (Rufus); Paul Nugent (Dude); John Griggs (Top Hat).

**Agency Director:** Jack Johnstone.

**Announcer:** John Jaeger.

**Length of Run:** Started Feb. 13, 1939.

### Kate Smith—Noonday Chats

**Sponsor:** General Foods Corp. (Diamond Crystal Salt).

**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Tuesday, Thursday and Saturday, 12 noon to 12:15 p.m.

**Network:** CBS; 14 stations.

**Production:** Handled by the agency.

**Script Writers:** Jane Tompkins, Ed Mead.

**Talent:** Kate Smith.

**Agency Director:** Ed Mead.

**Announcer:** Ted Collins.

**Conductor:** Charles Paul, organist.

**Length of Run:** Started Oct. 4, 1938.

### Kate Smith's Hour

**Sponsor:** General Foods Corp. (Calumet Baking Powder, Swans Down Cake Flour).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Thursday, 8 to 9 p.m. (repeat from 11:30 p.m. to 12:30 a.m.).

**Network:** CBS; 76 stations.

**Production:** Ted Collins (Kate Smith's manager), Bob Welch (of the agency).

**Script Writers:** Sylvan Taplinger, Bob Welch, Clifford Goldsmith (for the Aldrich Family).

**Talent:** Kate Smith; Ted Collins; Abbott & Costello (Bud Abbott, Lou Costello); Ted Straeter's Choir; The Ambassadors; the Aldrich Family (Ezra Stone, Tom Shirley [replaced Clyde Fillmore], Regina Wallace [replaced Leah Penman]); Jack Miller's orchestra; guests.

**Agency Director:** Ted Collins (for the agency), Bob Welch.

**Announcer:** Andre Baruch.

**Conductor:** Jack Miller.

**Length of Run:** Started Sept. 30, 1937. (Off during summer of 1938 from June 23 to Sept. 29). (Off during summer of 1939 from June 29 to Oct. 6).

### Smoke Dreams

**Sponsor:** H. Fendrich, Inc. (La Fendrich and Charles Denby Cigars).

**Agency:** Ruthrauff & Ryan, Inc.

**Origination:** Cincinnati.

**Air Time:** Tuesday, 10:45 to 11 p.m.

**Network:** NBC Blue; 21 stations.

**Production:** Mr. Carr (of WLW).

**Script Writer:** Arthur E. Trask (of the agency).

**Talent:** "The Dreamer"; Virginio Maruccio and orchestra; soloists; guests.

**Agency Director:** A. K. Bucholz.

**Announcer:** Charles Wood.

**Conductor:** Virginio Maruccio.

**Music Arranger:** Virginio Maruccio.

**Length of Run:** Oct. 2, 1938, to May 16, 1939.

## NETWORK COMMERCIALS—Continued

### The Smoothies

(See "Time to Shine")  
(See "Vocal Varieties")

### Phil Spitalny Orchestra

(See "General Electric Hour of Charm")

### Soil-Off Mfg. Co.

(See "Fletcher Wiley" for Cleaning Fluid)

### Song Shop, The

**Sponsor:** The Coca-Cola Co.  
**Agency:** D'Arcy Advertising Co., Inc.  
**Origination:** New York.  
**Air Time:** Friday, 10 to 10:45 p.m.  
**Network:** CBS; 94 stations.  
**Production:** Walter Craig.  
**Script Writers:** Ken Burton, Howard Miller.  
**Talent:** Nadine Conner (replaced Kitty Carlisle, Jan. 28, 1938); Frank Crumit; Del Sharbutt; Reed Kennedy; Alice Cornett; Song Shop Quartet directed by Kenneth Christie (Scrappy [Harold] Lambert; Robert Moody, Leonard Stokes, Randolph Weyant); Gus Haenschen's orchestra; occasional guests.  
**Agency Director:** Felix W. Coste.  
**Announcer:** Del Sharbutt.  
**Conductor:** Gus Haenschen.  
**Length of Run:** Sept. 10, 1937, to June 10, 1938.

### Harry Sosnik Orchestra

(See "Joe E. Brown")  
(See "Woodbury's Hollywood Playhouse")

### Margaret Speaks

(See "The Voice of Firestone")

### Spelling Bee

**Sponsor:** Cummmer Products Co. (Energine).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Sunday, 5:30 to 6 p.m.  
**Network:** NBC Red; 21 stations.  
**Production:** Harold Kemp (of the agency).  
**Script Writer:** Paul Wing.  
**Talent:** Paul Wing, conductor; contestants.  
**Agency Director:** R. A. Porter.  
**Announcers:** Jack Costello, Alan Kent.  
**Length of Run:** Started Sept. 11, 1938. (Replaced Spy Secrets).

### Sperry Flour Co.

(See "Dangerous Road" for Pancake and Waffle Flour)  
(See "Dr. Kate")  
(See "Martha Meade")  
(See "Woman's Magazine of the Air")

### Spy Secrets

**Sponsor:** Cummmer Products Co. (Energine).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Sunday, 5:30 to 6 p.m.  
**Network:** NBC Red; 24 stations.  
**Production:** Himan Brown.  
**Script Writers:** Various writers.  
**Talent:** Ed Jerome; Erik Rolf; Charles Cantor; William Podmore; Ray Collins; Agnes Moorehead; Peggy Allenby; Karl Swenson.  
**Agency Director:** Himan Brown (for the agency).  
**Announcer:** Jack Costello.  
**Length of Run:** Aug. 7, 1938, to Sept. 5, 1938. (Replaced by Spelling Bee.)

### Hanley Stafford

(See "Al Pearce and His Gang")  
(See "Good News of 1939")

### Standard Brands, Inc.

(See "Baker's Broadcast" for Fleischmann's Yeast for Bread)  
(See "Chase & Sanborn Program")  
(See "Getting the Most Out of Life" for Fleischmann's Yeast for Health)  
(See "I Love a Mystery" for Fleischmann's)  
(See "One Man's Family" for Tender Leaf Tea)  
(See "Royal Desserts Program")

### Standard School Broadcast

**Sponsor:** Standard Oil Co. of California.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** San Francisco and Honolulu.  
**Air Time:** Thursday, 11 to 11:45 a.m. (Honolulu, Tuesday, 8:15 to 9 a.m.).  
**Network:** NBC Blue; 13 stations.  
**Production:** John Ribbe.  
**Script Writers:** Adrian F. Michaelis, Arthur S. Garbett, John Ribbe.  
**Talent:** Standard Ensemble of 10 pieces; "Rondomel," the Music Sprite; Bob Rockwell (Philomel, the Troubadour); Raymond Marlowe (tenor); Jack-of-Old-Tunes; Armand Girard, baritone.  
**Agency Directors:** H. G. Anderson; Adrian F. Michaelis (sponsor director).  
**Announcer:** Grant Pollock.  
**Conductor:** Arthur Schwarzman.  
**Length of Run:** Throughout each school season since Oct. 1, 1928; Honolulu, since Oct., 1937.

## NETWORK COMMERCIALS—Continued

### Standard Symphony

**Sponsor:** Standard Oil Co. of California.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** San Francisco.  
**Air Time:** Thursday, 8:15 to 9:15 p.m.  
**Network:** NBC Red; 5 stations.  
**Production:** John Ribbe.  
**Script Writers:** John Ribbe, Adrian F. Michaelis.

**Talent:** San Francisco Symphony Orchestra; Los Angeles Philharmonic Orchestra; Seattle Symphony Orchestra; Portland Symphony Orchestra; Standard Symphony Orchestra of San Francisco; Standard Symphony Orchestra of Los Angeles.

**Agency Directors:** H. G. Anderson; Adrian F. Michaelis (sponsor director).

**Announcers:** Hal Gibney (San Francisco, 1938); Clinton Twiss (Los Angeles, 1938); Burton Bennett (San Francisco, 1939); Dresser Dahlstead (Los Angeles, 1939); Hal Wolff (Seattle); Jack Little (Portland).

**Conductors:** (1938-39), Pierre Monteux, Gaetano Merola, Otto Klemperer, Nikolai Sokoloff, Henry Svedrofsky, Basil Cameron, Willem Van Hoogstraten, Mischel Piastro, Willem Van den Burg, Edouard Hurlimann, and guest conductors.

**Length of Run:** Started Oct. 23, 1927.

### Josephine Starr

(See "Thirty Minutes in Hollywood")

### Judy Starr

(See "Time to Shine")

### Stepmother

**Sponsor:** Colgate-Palmolive-Peet (Colgate Toothpowder).

**Agency:** Benton & Bowles of Chicago, Inc.  
**Origination:** Chicago.

**Air Time:** Monday through Friday, 10:45 to 11 a.m. (Previous to April 25, 1938, 5:30 to 5:45 p.m.) (repeat 4:45 to 5 p.m.).

**Network:** CBS; 26 stations.

**Production:** Les Weinrott.

**Script Writers:** Jocelyn Gerry; Les Weinrott.

**Talent:** Francis X. Bushman (John Fairchild); Sunda Love (Kay Fairchild); Peggy Wall (Peg Fairchild); Cornelius Peeples (Bud Fairchild); Edith Davis (Mattie); Ethel Owen (Gen Porter and Grandma Fairchild).

**Agency Director:** Edward Aleshire.

**Announcer:** Don Hancock.

**Length of Run:** Started Jan. 17, 1938.

### Bill Stern

(See "Madison Square Garden Boxing Bouts")

### Jack Stevens

(See "Inside of Sports")

### Virginia Stewart

(See "Vanette Fashion Previews")

### Stewart-Warner Corp.

(See "Horace Heidt & His Brigadiers")

### Harold Stokes Orchestra

(See "Lifetime Revue")

### Stop, Look & Listen with Edwin C. Hill\*

**Sponsor:** Metropolitan Life Insurance Co.  
**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday (previously heard Friday only), 9:15 to 9:30 p.m.

**Network:** Mutual; 2 stations.

**Talent:** Edwin C. Hill.

**Length of Run:** Started May 22, 1939.

\* This information not supplied by the agency.

### Story of Mary Marlin

**Sponsor:** Procter & Gamble (Ivory Soap and Snow).

**Agency:** Compton Advertising, Inc.

**Origination:** Chicago.

**Air Time and Network:** Monday through Friday, 3 to 3:15 p.m. (NBC Red; 60 stations) and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 19 stations). (Previous to May 30, 1938, Red was heard 4:15 to 4:30 p.m.; previous to Jan. 3, 1938, Red was 4:30 to 4:45 p.m., the Blue 10 to 10:15 a.m.).

**Production:** Maurice Lowell.

**Script Writer:** Jane Cruisberry.

**Talent:** Anne Seymour (Mary Marlin); Robert Griffin (Joe Marlin); Carlton Brickert (David Post); Arthur Kohl (Arnold); June Meredith (Eve Underwood); Dolores Gillon (Davey Marlin); Phillip Lord (Frazer Mitchell); Frances Carlon (Bunny Mitchell); Rupert La Belle (Rufus Kane); Harvey Hays (Michael Dorne); Frankie Pacelli (Timothy); Helen Behmiller (Sarah Jane Kane);



## NETWORK COMMERCIALS—Continued

Arthur Peterson (Pater Hujas); Catherine Card (Della Worthington); Robert Jellison (Oswald Ching); Renne Radier (Celeste); Mary McKinley (Maria Higgins).

**Agency Director:** John Taylor.

**Announcer:** Bob Brown.

**Length of Run:** Started March 29, 1937.

### Fred Sullivan

(See "Inside Story")

### Sun Oil Co.

(See "Lowell Thomas—The Day's News")

### Sunbrite Smile Parade

**Sponsor:** Swift & Co. (Sunbrite Cleanser).

**Agency:** Stack-Goble Advertising Agency.

**Origination:** Chicago.

**Air Time:** Thursday, 4 to 4:30 p.m. (Before March 2, 1939, Friday, 9:30 to 10 a.m. on the Red and Blue, with repeat from 12:30 to 1 p.m. on the Pacific Coast Red).

**Network:** NBC Blue; 55 stations (previously Red and Blue).

**Production:** Wyn Orr, Alden Goble (of the agency).

**Script Writer:** Ransom Sherman.

**Talent:** Ransom Sherman; Rex Maupin and orchestra; Francis Allison; Wayne Van Dyne; Ethel Owen; Serenaders Quartet.

**Agency Director:** Alden Goble.

**Announcer:** Louis Roen.

**Conductor:** Rex Maupin.

**Length of Run:** Started Sept. 30, 1938; closing date contemplated at press time was Sept. 22, 1939.

### Sussman Wormser & Co.

(See "I Want a Divorce")

### Sweets Co. of America

(See "Smilin' Jack" for Tootsie Rolls)

### Swift & Co.

(See "Sunbrite Smile Parade" for Sunbrite)

## T

### Tale of Today, A

**Sponsor:** Princess Pat, Ltd. (Cosmetics).

**Agency:** Gale & Pietsch, Inc. (replaced McJunkin Advertising Co., July 3, 1938).

**Origination:** Chicago.

**Air Time:** Sunday, 8:30 to 7 p.m.

**Network:** NBC Red; 14 stations.

**Production:** Wynthrop Orr.

**Script Writer:** Gordon St. Clair.

**Talent:** Carlton Brickert (Robert Houston); Laurette Fillbrandt (Dot Houston); Frank Pacelli (Billy Houston); Willard Farnum (Dick Martin); Luise Barclay (Joan Houston Allen); Ethel Owen (Harriet Houston); Ruth Bailey (Maisie Lavelle); Robert Jellison (John Lester Ward); Ed Prentiss (David Allen); David Gothard (Otis Cliff).

**Announcer:** Verne Smith.

**Conductor:** Milton Preeves.

**Length of Run:** Original contract started Jan. 7, 1934; latest series ran from Dec. 18, 1938, to April 9, 1939.

### Marion Talley

(See "Ry-Krisp Presents Marion Talley")

### Jacob Tarshish

(See "The Lamplighter")

### Sam Taub

(See "Madison Square Garden Boxing Bouts")

### Deems Taylor

(See "Chesterfield Presents")

### F. Chase Taylor (Col. Stoopnagle)

(See "Town Hall Varieties")

### Dr. M. Sayle Taylor

(See "Voice of Experience")

### Mary Lee Taylor

(See "Pet Milky Way")

### Robert Taylor

(See "Good News of 1939")

### Terry and the Pirates

**Sponsor:** Bowey's, Inc. (Dari-Rich).

**Agency:** Stack-Goble Advertising Agency.

**Origination:** New York.

**Air Time:** Monday, Tuesday and Wednesday, 5:15 to 5:30 p.m.

**Network:** NBC Blue; 19 stations.

**Production:** Himan Brown.

## NETWORK COMMERCIALS—Continued

**Script Writer:** George Lowther.

**Talent:** Jackie Kelk (Terry); Clayton Collyer (Pat Ryan); Charles Cantor (Chang); Peter Donald (Connie); Agnes Moorehead (the Dragon Lady, since Jan. 12, 1939; previously William Podmore was a member of the cast).

**Agency Director:** R. A. Porter.

**Announcer:** Howard Petrie.

**Length of Run:** Nov. 1, 1937, to March 22, 1939. (Off during the summer of 1938 from June 1 to Sept. 26).

**Talent:** George Jessel; Dorothy McNulty; Tommy Tucker's orchestra; Tommy Tucker Trio (Amy Arnell, Kerwin Somerville, Al Evans [replaced Archie Berdahl]); Jack Raymond; Epy Persons; Josephine Starr.

**Agency Director:** Norman S. Livingston.

**Announcers:** Local announcers.

**Conductor:** Tommy Tucker.

**Length of Run:** Oct. 10, 1937, to July 3, 1938.

### This Day Is Ours

**Sponsor:** Procter & Gamble (Crisco).

**Agency:** Compton Advertising, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 1:45 to 2 p.m.

**Network:** CBS; 22 stations.

**Production:** Chick Vincent (of Transamerican Broadcasting & Television Corp.).

**Script Writers:** Don Becker, Carl Bixby.

**Talent:** Jay Jostyn (Curt Curtis); Templeton Fox (Eleanor MacDonald); Erik Rolf (Paul Cromwell); Alan Devitt (Wong); Joe Granby (Rev. MacDonald); Julian Noa (Eugene Snell); Helene Dumas (Beulah); Santos Ortega (General Ming); Florence Golden (San Su); Peter Goo Chong (various Chinese parts); Spencer Bentley (Wallace Thayer).

**Agency Director:** John Taylor.

**Announcer:** Melvin Allen.

**Length of Run:** Started Nov. 7, 1938.

### Lowell Thomas—The Day's News

**Sponsor:** Sun Oil Co. (Sunoco Motor Oil).  
**Agency:** Roche, Williams & Cunningham, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 6:45 to 7 p.m.

**Network:** NBC Blue; 24 stations.

**Production:** Charles Warburton (of NBC).

**Script Writer:** Lowell Thomas.

**Talent:** Lowell Thomas.

**Announcer:** Hugh James.

**Length of Run:** Original contract started June 13, 1932; latest series runs from Jan. 30, 1939, to Jan. 26, 1940.

### Dorothy Thompson

(See "General Electric Hour of Charm")

### Kay Thompson

(See "Monday Night Show") ..

### Those Happy Gilmans

**Sponsor:** General Mills, Inc. (Corn Kix).

**Agency:** Blackett-Sample-Hummert, Inc.

### Texaco Star Theatre

**Sponsor:** The Texas Co.

**Agency:** Buchanan & Co., Inc.

**Origination:** Hollywood.

**Air Time:** Wednesday, 9 to 10 p.m. (Previous to Nov. 16, 1938, 9:30 to 10:30 p.m.).

**Network:** CBS; 95 stations.

**Production:** Bill Bacher.

**Script Writers:** Harry Kronman, Hal Block, Leo Townsend, Rosewell Rogers, Robert J. Ross; and various free lance, including Ashmead Scott, Konrad Berco-  
vicci, Paul Conlon, Forrest Barnes, Ed Gardner, Samuel French, John L. Greene, Milton Geiger, Charles Isaacs, Larry Giffen, Ed Kelso, Ed Eberdeer, Len Levinson, Edward James, Patterson McNutt, Arch Oboler, Jess Oppenheimer, Edward Sheldon, Richard Weil, Ken Browne, Shirley Warde, Alex Gottlieb.

**Talent:** Ken Murray, m.c. (John Barrymore, Nov. 9, 1938, to Jan. 11, 1939; Adolphe Menjou, Oct. 5, 1938, to Nov. 2, 1938); Frances Langford; Kenny Baker; James Wallington; Sidney Fine; David Broekman's orchestra; guests. (Formerly also Charlie Ruggles; Texaco Star Chorus directed by Harry Simeone; Una Merkel; Jane Froman; Max Reinhardt's radio plays.)

**Agency Directors:** Fred M. Jordan, Louis A. Witten.

**Announcer:** James Wallington.

**Conductor:** David Broekman.

**Music Arrangers:** Sidney B. Cutner, Theodore Duncan, Sidney Fine.

**Length of Run:** Oct. 5, 1938 to June 28, 1939. (Scheduled to return Sept. 13.)

### Thirty Minutes in Hollywood

**Sponsor:** Local sponsors.

**Agency:** Redfield-Johnstone, Inc.

**Origination:** WOR Playhouse, New York.

**Air Time:** Sunday, 6 to 6:30 p.m.

**Network:** Mutual; 53 stations.

**Production:** Rocke Productions, Inc.

**Script Writer:** Sam Carleton (for George Jessel).

## NETWORK COMMERCIALS—Continued

**Origination:** Chicago.

**Air Time:** Monday through Friday, 1:45 to 2 p.m.

**Network:** NBC Red and Blue; 17 stations.

**Production:** Jack Hurdle.

**Script Writer:** Cliff Thomas.

**Talent:** Bill Bouchee (Gordon Gilman); Edith Adams (Ethel Gilman); Cornelius Peeples (Wheezy); Henrietta Tedro (Aunt Bessie); John Hench (Stan); Joan Kay (Phyllis).

**Agency Director:** David Owen.

**Announcer:** Don Thompson.

**Length of Run:** Aug. 22, 1938, to May 26, 1939.

### Those We Love

**Sponsor:** Lamont Corliss & Co. (Pond's Cream and Face Powder).

**Agency:** J. Walter Thompson Co.

**Origination:** Hollywood.

**Air Time:** Monday, 8:30 to 9 p.m.

**Network:** NBC Blue; 34 stations.

**Production:** Handled by the agency.

**Script Writer:** Agnes Ridgway.

**Talent:** Nan Grey (Kathy Marshall); Richard Cromwell (Kit Marshall); Alma Kruger (Aunt Emily); Victor Rodman (Jerry Marshall); Donald Woods (Dr. Leslie Foster); Owen Davis, Jr. (Alan); Virginia Sale (Martha).

**Length of Run:** Jan. 4, 1938, to March 27, 1939. (Replaced Husbands and Wives).

### Three Esquires

(See "Tommy Dorsey's Orchestra")

### The Three Jesters

(See "Gulden Serenaders")

### Lawrence Tibbett

(See "Chesterfield Presents")

(See "The Circle")

### Tide Water Associated Oil Co.

(See "Football Broadcasts")

### Tillamook County Creamery Assn.

(See "Bennie Walker's Tillamook Kitchen")

### Martha Tilton

(See "Benny Goodman's Orchestra")

### Tim & Irene

(See "The Royal Crown Revue")

### Time, Inc.

(See "March of Time")

### Time to Shine

**Sponsor:** Griffin Mfg. Co. (Griffin All-wite).

**Agency:** Bermingham, Castleman & Pierce, Inc.

**Origination:** New York.

**Air Time:** Tuesday, 10 to 10:30 p.m.

**Network:** CBS; 40 stations (first series), 45 stations (second series).

**Production:** Ed. Cashman.

**Script Writer:** Jack Rose.

**Talent:** First series: Hal Kemp's orchestra; Judy Starr; Bob Allen; Saxie Dowell. Second series: Hal Kemp's orchestra; Bob Allen; Saxie Dowell; Jack LeMaire; Nan Wynn; Mickey Bloom; Eddie Kusby; Bob Trout; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan).

**Agency Directors:** Arch Bermingham, Stewart Wark.

**Announcer:** David Ross.

**Conductor:** Hal Kemp.

**Length of Run:** First series: April 19, 1938 to Oct. 11, 1938. Second series: started May 2, 1939.

### Town Hall Big Game Hunt

**Sponsor:** Bristol-Myers Co. (Ipana, Sal Hepatica).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Wednesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

**Network:** NBC Red; 50 stations.

**Production:** Jack Van Nostrand (of the agency).

**Talent:** Norman Prescott; Jane Martin; Peter Van Steeden's orchestra; guests.

**Agency Director:** Jack Van Nostrand.

**Announcer:** Harry von Zell.

**Conductor:** Peter Van Steeden.

**Length of Run:** July 6 to July 27, 1938. (Replaced first half-hour of Town Hall Tonight for portion of summer and was, in turn, replaced by Town Hall Varieties. Second half of Town Hall Tonight was taken over by For Men Only.)

### Town Hall Tonight

**Sponsor:** Bristol-Myers Co. (Ipana, Sal Hepatica; Minute Rub, since Oct. 5, 1938).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York (originally Hollywood).

**Air Time:** Wednesday, 9 to 10 p.m., (repeat from 12 midnight to 1 a.m.).

**Network:** NBC Red; 53 stations.

## NETWORK COMMERCIALS—Continued

**Production:** Jack Van Nostrand and Tom Smith (of the agency), William Schorr (for Fred Allen).

**Script Writers:** Fred Allen, assisted by Arnold Auerbach and Herman Wouk.

**Talent:** Fred Allen; Portland Hoffa; Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael); Town Hall Singers, directed by Lyn Murray; Peter Van Steeden's orchestra; guests.

**Agency Directors:** Jack Van Nostrand, Tom Smith.

**Announcer:** Harry von Zell.

**Conductor:** Peter Van Steeden.

**Length of Run:** Started Jan. 3, 1934, as Sal Hepatica Revue; present program began March 21, 1934.

**Agency Director:** Lawrence Holcomb.

**Announcer:** Dan Seymour.

**Length of Run:** Jan. 3, 1938, to March 24, 1939. (Off from June 1 to Sept. 26, 1938.)

### Lester Tremayne

(See "Betty & Bob")

(See "First Nighter")

### Claire Trevor

(See "Big Town")

### John Scott Trotter Orchestra

(See "Kraft Music Hall")

### Bob Trout

(See "Time to Shine")

## Town Hall Varieties

**Sponsor:** Bristol-Myers Co. (Ipana, Sal Hepatica).

**Agency:** Young & Rubicam, Inc.

**Origination:** New York.

**Air Time:** Wednesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

**Network:** NBC Red; 50 stations.

**Production:** Jack Van Nostrand (of the agency).

**Talent:** Colonel Lemuel Q. Stoopnagle (F. Chase Taylor); Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael); Peter Van Steeden's orchestra; Harry von Zell.

**Agency Director:** Jack Van Nostrand.

**Announcer:** Harry von Zell.

**Conductor:** Peter Van Steeden.

**Length of Run:** Aug. 10, 1938 to Sept. 28, 1938. (One of several shows replacing Town Hall Tonight during summer. See also Town Hall Big Game Hunt and For Men Only.)

## Dick Tracy

**Sponsor:** Quaker Oats Co. (Puffed Wheat and Rice).

**Agency:** Sherman K. Ellis & Co., Inc.

**Origination:** New York.

**Air Time:** Saturday, 7 to 7:30 p.m. (repeat from 10:30 to 11 p.m.). (Previous to May 6, 1939, Monday through Friday, 5 to 5:15 p.m., with no repeat.)

**Network:** NBC Red; 20 stations, plus transcriptions.

**Production:** Himan Brown (supervised by Lawrence Holcomb, of the agency).

**Script Writer:** George Lowther.

**Talent:** Ned Weaver (Dick Tracy); Walter Kinsella (Pat Patton); Andy Donnelly (Junior Tracy); John Brown (Inspector); Charles Cantor (Blackie Moran); Gilbert Mack (Franklin Webb).

## True Detective Mysteries

**Sponsor:** Lambert Pharmacal Co. (Listerine).

**Agency:** Lambert & Feasley.

**Origination:** Cincinnati.

**Air Time:** Tuesday, 10 to 10:15 p.m.

**Network:** Mutual; 5 stations.

**Production:** Handled by WLW, Cincinnati.

**Script Writer:** Felix Jager.

**Talent:** Varied dramatic cast.

**Agency Director:** Martin Horrell.

**Length of Run:** April 5, 1938, to March 28, 1939.

## True or False

**Sponsor:** J. B. Williams Co. (Glider and Williams Shaving Cream).

**Agency:** J. Walter Thompson Co.

**Origination:** New York and elsewhere.

**Air Time:** Monday, 10 to 10:30 p.m.

**Network:** NBC Blue; 44 stations.

**Production:** Handled by the agency.

**Script Writer:** Dr. Harry Hagen (prepares questions).

**Talent:** Dr. Harry Hagen and two competing teams each week.

**Announcer:** Bill Spargrove (replaced Al Robinson, Oct. 2, 1938).

**Length of Run:** Started July 4, 1938; closing date contemplated at press time was Dec. 25, 1939.

## True or False

**Sponsor:** J. B. Williams Co. (Glider and Williams Shaving Cream).

**Agency:** J. Walter Thompson Co.

## NETWORK COMMERCIALS—Continued

**Origination:** New York and elsewhere.  
**Air Time:** Monday, 10 to 10:30 p.m.  
**Network:** Mutual; 12 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Dr. Harry Hagen (prepares questions).  
**Talent:** Dr. Harry Hagen and two competing teams each week.  
**Announcer:** Tom Slater.  
**Length of Run:** Started Jan. 3, 1938. (Shifted to NBC, July 4, 1938).

### True Story Time\*

**Sponsor:** Macfadden Publications, Inc.  
**Agency:** Arthur Kudner, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 9:30 to 10 p.m.  
**Network:** NBC Blue; 42 stations.  
**Talent:** Dramatic cast.  
**Announcer:** Nelson Case.  
**Length of Run:** Started May 23, 1939. (Replaced Mary & Bob's True Stories).

\* This information not supplied by agency. Program started too near press time to permit checking.

### Sophie Tucker & Her Show

**Sponsor:** American Tobacco Co. (Roi-Tan Cigars).  
**Agency:** Lord & Thomas.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 6:45 to 7 p.m. (repeat from 12:30 to 12:45 a.m., Monday and Wednesday; from 1 to 1:15 a.m., Friday). (Not heard in New York.)  
**Network:** CBS; 59 stations.  
**Script Writers:** Frank Wilson, Gordon Auchincloss.  
**Talent:** Sophie Tucker; Mark Warnow and orchestra; Kenneth Roberts.  
**Agency Directors:** Norman Morrell, John Hymes.  
**Announcers:** Kenneth Roberts, John Reed King.  
**Length of Run:** Started Nov. 7, 1938.

### Tuesday Night Party

(Al Jolson Show to March 21, 1939)  
**Sponsor:** Lever Brothers Co. (Lifebuoy and Rinso, at various periods).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Hollywood.  
**Air Time:** Tuesday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.; previous to April 26, 1938, 11:30 to 12 midnight).  
**Network:** CBS; 60 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Ed Ettinger, Ken Brown, Wilkie Mahoney, Bob Marko. (Before March 22, 1938: Al Lewis, Hank Garson,

Joe Watson, Ben Freedman, Bob Marko, Sam Kurtzman, Ray Buffum, Sid Zealinka, Howard Snyder, Hugh Wedlock.)  
**Talent:** Dick Powell (replaced Al Jolson, March 21, 1939); Martha Raye; Harry Einstein (Parkyakarkus); Lud Gluskin's orchestra (replaced Victor Young, July 5, 1938); guests.  
**Agency Director:** Everard Meade (replaced G. Bennett Larson, Sept. 20, 1938).  
**Announcer:** Tiny (Edmund B.) Ruffner.  
**Conductor:** Lud Gluskin (formerly Victor Young).  
**Music Arranger:** Lud Gluskin.  
**Length of Run:** Original contract started March 24, 1936, with Ken Murray; Al Jolson Show started Dec. 22, 1936; Dick Powell show started March 21, 1939. (Off during summer from July 12 to Sept. 20, 1938.)

### Tune-Up Time

**Sponsor:** Ethyl Gasoline Corp.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.). (Before June 5, 1939, program was heard Thursday, 10 to 10:45 p.m.)  
**Network:** CBS; 62 stations.  
**Production:** William Spier (of the agency).  
**Script Writer:** William Spier.  
**Talent:** Walter O'Keefe, m.c., and cast; Andre Kostelanetz and orchestra; Kay Thompson's Rhythm Singers; guest stars.  
**Agency Director:** William Spier.  
**Announcer:** Dan Seymour.  
**Conductor:** Andre Kostelanetz.  
**Music Arranger:** Carroll Huxley.  
**Length of Run:** Started Jan. 12, 1939.

### Two on a Shoestring

**Sponsor:** Oakland Chemical Co. (Dioxogen Face Cream).  
**Agency:** Kleppner Co., Inc.  
**Origination:** WOR, New York.  
**Air Time:** Monday through Friday, 2 to 2:15 p.m.  
**Network:** Mutual; 6 stations.  
**Talent:** Honey Dean, Eleanor Phelps.  
**Length of Run:** Oct. 17, 1938, to Dec. 16, 1938.

## U

### Uncle Ezra

**Sponsor:** Miles Laboratories, Inc. (Alka-Seltzer).  
**Agency:** Wade Advertising Agency.

## NETWORK COMMERCIALS—Continued

**Origination:** Chicago.

**Air Time:** Tuesday and Friday, 10:30 to 10:45 p.m. (Previous to Nov. 15, 1938, 10:45 to 11 p.m.) (repeat from 11:15 to 11:30 p.m.)

**Network:** NBC Red; 44 stations.

**Production:** Edward Simmons, P. C. Lund.

**Script Writer:** Pat Barrett.

**Talent:** Pat Barrett (Uncle Ezra); Cliff Soubier; Carleton Guy; Nora Cunneen; Henry Burr; Lucille Long; Cornelius Peeples; Charles Egelston; Hoosier Hot Shots (Frank D. Kettering, Paul E. [Hezzie] Trietsch, Kenneth H. Trietsch, Charles O. Ward); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Florence Folsom (Mrs. Whipple); Clarence Hartzell (Uncle Billy).

**Agency Director:** W. A. Wade.

**Announcers:** Jack Holden, Charles Lyon.

**Length of Run:** Oct. 17, 1934, to April 21, 1939. (Off during 1938 from Aug. 12, to Oct. 22).

### Uncle Ezra's Sunday Afternoon in Rosedale

**Sponsor:** Miles Laboratories, Inc. (Alka-Seltzer).

**Agency:** Wade Advertising Agency.

**Origination:** Chicago.

**Air Time:** Sunday, 5 to 5:30 p. m.

**Network:** NBC Red; 30 stations.

**Production:** Edward Simmons.

**Script Writer:** Pat Barrett.

**Talent:** Pat Barrett (Uncle Ezra); Henry Burr; Cliff Soubier; Clarence Hartzell (Uncle Billy); Florence Folsom (Mrs. Whipple); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Hoosier Hot Shots (Frank D. Kettering, Paul E. [Hezzie] Trietsch, Kenneth H. Trietsch, Charles O. Ward).

**Agency Director:** W. A. Wade.

**Announcer:** Jack Holden.

**Music Arranger:** Eugene Ostergren.

**Length of Run:** Oct. 23, 1938 to April 16, 1939.

### Uncle Walter's Dog House\*

**Sponsor:** Brown & Williamson Tobacco (Raleigh).

**Agency:** Russel M. Seeds Co.

**Origination:** Cincinnati.

**Air Time:** Tuesday, 10:30 to 11 p.m.

**Network:** NBC Red; 62 stations.

**Talent:** Tom Wallace (Uncle Walter); Phil Davis and orchestra; Dog House Male Trio; Sweet Adeline (Dorothy Davis).

**Conductor:** Phil Davis.

**Length of Run:** Started May 2, 1939.

\* Information not supplied by agency.

### Stella Unger

(See "Hollywood Newsgirl")

### Union Oil Co.

(See "Passing Parade with John Nesbitt")

(See "The Seventy-Six Review with Conrad Nagel")

(See "Woman's Magazine of the Air")

### U. S. Rubber Co.

(See "Raymond Paige, 99 Men and a Girl")

### U. S. Tire Dealers Mutual Corp.

(See "Ben Bernie and All the Lads")

### U. S. Tobacco Co.

(See "Model Minstrels")

(See "Pick & Pat in Pipe Smoking Time for Model")

### Fred Uttal

(See "For Men Only")

## V

### Vadsco Sales Corp.

(See "Court of Human Relations")

### Lew Valentine

(See "Dr. I. Q.")

### Valiant Lady

**Sponsor:** General Mills, Inc. (Wheaties; Bisquick before Aug. 22, 1938).

**Agency:** Knox Reeves Advertising, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 2:30 to 2:45 p.m.

**Network:** NBC Red and Blue; 29 stations (formerly CBS).

**Production:** D. Gordon Graham.

**Script Writers:** Katherine Chase and Thomas Goodrich (Bayard Veiller, before Dec. 2, 1938).

**Talent:** Joan Blaine (Joan Barrett); Bill Johnstone (Jim Barrett); Ray Johnson (Paul Morrison); Kingsley Colton (Billy); Judith Lowry (Stevie); Charles Carroll (Dr. Tubby Scott); Parker Fennelly (Mike).

**Agency Director:** Lloyd Griffin.

## NETWORK COMMERCIALS—Continued

**Announcer:** Art Millet.

**Length of Run:** Started March 7, 1938 on CBS; shifted to NBC on May 30, 1938 and ended May 26, 1939.

### Rudy Vallee Orchestra

(See "Royal Desserts Program")

### Peter Van Steeden Orchestra

(See "For Men Only")

(See "Town Hall Big Game Hunt")

(See "Town Hall Tonight")

(See "Town Hall Varieties")

### Vanette Fashion Previews

**Sponsor:** Vanette Hosiery Mills.

**Agency:** Grant Advertising, Inc.

**Origination:** Chicago.

**Air Time:** Saturday 9:45 to 10 a.m. (Before May, 1939, 8:45 to 9 a.m.).

**Network:** NBC Blue; 12 stations.

**Production:** Bob White.

**Script Writer:** Virginia Stewart.

**Talent:** Virginia Stewart (Miss Vanette) in interviews with celebrities from all fields.

**Agency Director:** Jean Love.

**Announcer:** Gene Rause.

**Conductor:** Dean Fossler, organist.

**Length of Run:** Started Jan. 14, 1939.

### Virginia Verrill

(See "Wonder Show—Jack Haley")

### Vic and Sade

**Sponsor:** Procter & Gamble (Crisco).

**Agency:** Compton Advertising, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 1:15 to 1:30 p.m.

**Network:** CBS; 42 stations.

**Production:** Clint Stanley.

**Script Writer:** Paul Rhymmer.

**Talent:** Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).

**Agency Director:** John Taylor.

**Announcer:** Bob Brown.

**Length of Run:** May 30, 1938, to Nov. 4, 1938.

### Vic and Sade

**Sponsor:** Procter & Gamble (Crisco).

**Agency:** Compton Advertising, Inc.

**Origination:** Chicago (commercials, lead-in, etc., from New York).

**Air Time:** Monday through Friday, 11:15

to 11:30 a.m. (NBC Blue); 4:30 to 4:45 p.m. (NBC Red).

**Network:** NBC Blue, 20 stations; NBC Red, 51 stations.

**Production:** Ted MacMurray, Chicago; James Haupt, New York (both of NBC).  
**Script Writer:** Paul Rhymmer.

**Talent:** Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).

**Agency Director:** Frederick K. Gropper.

**Announcer:** Ralph Edwards.

**Length of Run:** Original contract started Nov. 5, 1934; latest series ran from July 4, 1938, to June 30, 1939.

### Vick Chemical Co.

(See "Seth Parker" for VapoRub, Va-Tro-Nol, Cough Drops)

### Vocal Varieties

**Sponsor:** Lewis-Howe Co. (Tums).

**Agency:** H. W. Kastor & Sons Advertising Co., Inc.

**Origination:** Cincinnati.

**Air Time:** Tuesday and Thursday, 7:15 to 7:30 p.m.; Friday, 7 to 7:15 p.m. (Before March 31, 1939, Tuesday and Thursday only) (repeat Tuesday, from 11:15 to 11:30 p.m.).

**Network:** NBC Red; 22 stations Tuesday, 29 stations Thursday.

**Production:** Samuel C. Fuller.

**Talent:** Jerry Cooper; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan); De Vore Sisters (Marjorie, Bille, Ruth); The 8 Men (Ezra Hoffman, Steve Merrill, Herbert Spieckerman, Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs); Lynn Cole; Ellis Frakes; Deon Craddock; Hal Edison's orchestra; William Stoess, director of choral group.

**Agency Director:** Robert G. Jennings.

**Announcer:** James Leonard.

**Conductor:** Hal Edison.

**Length of Run:** Original contract started April 6, 1936, for Pratt & McNeill, Unlimited; above program started Jan. 28, 1937.

### Voice of Experience

**Sponsor:** Lydia Pinkham Medicine Co.

**Agency:** Erwin, Wasey & Co.

**Origination:** New York (Hollywood, May and June, 1939).

**Air Time:** Monday, Wednesday and Friday, 1:45 to 2 p.m.

**Network:** Mutual; 80 stations.

**Production:** Handled by the agency.

**Script Writer:** Dr. M. Sayle Taylor.

**Talent:** Dr. M. Sayle Taylor (Voice of Experience).

## NETWORK COMMERCIALS—Continued

**Agency Director:** John T. Gibson.  
**Announcer:** John Shultz.  
**Length of Run:** Original contract started Dec. 27, 1937; latest series started Sept. 5, 1938.

### Voice of Firestone, The

**Sponsor:** Firestone Tire & Rubber Co.  
**Agency:** Sweeney & James Co.  
**Origination:** New York.  
**Air Time:** Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).  
**Network:** NBC Red; 78 stations.  
**Talent:** Alfred Wallenstein and orchestra; Margaret Speaks; Richard Crooks.  
**Agency Director:** Frank G. James.  
**Announcer:** Gene Hamilton.  
**Conductor:** Alfred Wallenstein.  
**Music Arranger:** Alfred Wallenstein.  
**Length of Run:** Original contract started Dec. 3, 1928; last continuous series started Dec. 4, 1933.

### Don Voorhees Orchestra

(See "Cavalcade of America")

### Vox Pop

**Sponsor:** Cummer Products (Molle Shaving Cream).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Tuesday, 9 to 9:30 p.m. (repeat on Monday, 12:30 to 1 a.m.).  
**Network:** NBC Red; 29 stations.  
**Production:** Agency and Paul Wing (of NBC).  
**Talent:** Parks Johnson and Wallace Butterworth in interviews.  
**Agency Director:** R. A. Porter.  
**Announcer:** Wallace Butterworth.  
**Length of Run:** Original contract started Feb. 7, 1935; last series ran from Jan. 19, 1937 to Sept. 13, 1938. (Replaced by Battle of the Sexes).

### Vox Pop

**Sponsor:** Penn Tobacco Co. (Kentucky Club Pipe Tobacco).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** New York.  
**Air Time:** Saturday, 9 to 9:30 p.m.  
**Network:** NBC Red; 30 stations.  
**Production:** Handled by the agency.  
**Talent:** Parks Johnson and Wallace Butterworth in interviews.  
**Agency Director:** Nathan Tufts.  
**Announcer:** Graham McNamee.  
**Length of Run:** Started Oct. 1, 1938; closing date contemplated at press time was Sept. 23, 1939.

## W

### Bea Wain

(See "Quaker Party")

### Oliver Wakefield

(See "Chesterfield Program")

### June Walker

(See "Johnny Presents 'Where Are We?'" )

### Bennie Walker's Tillamook Kitchen

**Sponsor:** Tillamook County Creamery Association.  
**Agency:** Botsford, Constantine & Gardner.  
**Origination:** San Francisco.  
**Air Time:** Thursday, 9:45 to 10 a.m.  
**Network:** NBC Red; 5 stations.  
**Production:** Edith Abbott (of the agency).  
**Script Writer:** Edith Abbott.  
**Talent:** Bennie Walker (Ben McLaughlin); Tillamook Dairy Maid (Virginia Dawson).  
**Agency Director:** Edith Abbott.  
**Announcers:** Commercials handled by Ben McLaughlin and Virginia Dawson.  
**Length of Run:** Kitchen demonstrations, as above, started Jan., 1934, but Tillamook has been on the air for 8 years. Present contract ended June 29, 1939; scheduled to return the middle of Sept., 1939.

### Tom Wallace

(See "Uncle Walter's Dog House")

### Alfred Wallenstein Orchestra

(See "The Voice of Firestone")

### James Wallington

(See "Texaco Star Theatre")

### Waltz Time

**Sponsor:** Charles H. Phillips Chemical Co. (Phillips' Milk of Magnesia).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 9 to 9:30 p.m.  
**Network:** NBC Red; 44 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Author of Title and Original Story Line:** Frank Hummert.



## NETWORK COMMERCIALS—Continued

**Dialogue Writer:** Frank Hummert.  
**Agency Script Editors:** Frank and Anne Hummert.  
**Talent:** Frank Munn; Abe Lyman's orchestra; Manhattan Chorus.  
**Announcer:** Andre Baruch.  
**Conductor:** Abe Lyman.  
**Length of Run:** Original contract started Sept. 27, 1933; latest series runs from Feb. 3, 1939 to Jan. 26, 1940.

### Wander Co.

(See "Carters of Elm Street" for Ovaltine)  
 (See "Little Orphan Annie" for Ovaltine)

### Ward Baking Co.

(See "Jane Arden" for Bread and Cake)

### Fred Waring & His Pennsylvanians

**Sponsor:** Grove Laboratories, Inc. (Bromo-Quinine).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Saturday, 8:30 to 9 p.m. (repeat from midnight to 12:30 a.m.).  
**Network:** NBC Red; 51 stations.  
**Script Writers:** Waring Productions.  
**Talent:** Fred Waring and orchestra; All-College Glee Club; Two Bees and a Honey (Hal Kanner, Murray Kane, June Perron); Donna Dae; Patsy Garrett (since Jan. 14, 1939); Twin Trio (Roy Ringwald, Craig Letch, Paul Gibbons, Margaret Bullard, Lucy James, Jean Norman); Jane Wilson; Stuart Churchill; Gordon Goodman; Tom Waring; Jimmy Atkins (since Dec. 10, 1938).  
**Agency Director:** R. A. Porter.  
**Announcer:** David Ross.  
**Conductor:** Fred Waring.  
**Length of Run:** Oct. 8, 1938, to March 4, 1939.

### William R. Warner Co.

(See "Criminal Case Histories with Warden Lewis E. Lawes" for Sloan's Liniment)

### Mark Warnow Orchestra

(See "Sophie Tucker and Her Show")  
 (See "We, The People")  
 (See "Your Hit Parade")

### G. Washington Coffee Refining Co.

(See "Jim McWilliams' National Question Bee")

## Watch the Fun Go By

**Sponsor:** Ford Motor Co. (Ford, Lincoln, Lincoln-Zephyr).  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).  
**Network:** CBS; 71 stations.  
**Production:** Bradford Browne (of the agency).  
**Script Writers:** Monroe Upton, Thomas K. Carpenter, Jr.  
**Talent:** Al Pearce; Arlene Harris; Tizzie Lish (Bill Comstock); Monroe Upton; Carl Hoff's orchestra.  
**Agency Director:** Bradford Browne.  
**Announcer:** Kenneth Roberts.  
**Conductor:** Carl Hoff.  
**Length of Run:** Jan. 5, 1937 to June 28, 1938.

### R. L. Watkins Co.

(See "Alias Jimmy Valentine" for Dr. Lyon's Toothpowder)  
 (See "Backstage Wife" for Toothpowder)  
 (See "Manhattan Merry-Go-Round" for Toothpowder)  
 (See "Orphans of Divorce" for Toothpowder)

## We, The People

**Sponsor:** General Foods Corp. (Jell-O Chocolate Pudding; Sanka Coffee before May, 1939).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 9 to 9:30 p.m. (Previous to May 12, 1938, Thursday, 7:30 to 8 p.m.).  
**Network:** CBS; 55 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Various.  
**Talent:** Gabriel Heatter and guests; Mark Warnow's orchestra.  
**Agency Director:** Hendrik Boocraem (formerly Adrian Samish).  
**Announcer:** Harry von Zell.  
**Conductor:** Mark Warnow.  
**Length of Run:** Started Oct. 7, 1937. (Off during summer of 1938 from May 12 to Sept. 27).

## We, The Wives, Quiz

**Sponsor:** Quaker Oats Co. (Farina).  
**Agency:** Benton & Bowles of Chicago, Inc.  
**Origination:** WGN, Chicago.  
**Airtime:** Sunday, 4 to 4:30 p.m.  
**Network:** Mutual; 4 stations.  
**Script Writer:** Chuck Acree.

## NETWORK COMMERCIALS—Continued

**Talent:** Chuck Acree; Peggy Fuller; audience participation.  
**Agency Director:** Ed Aleshire.  
**Announcer:** Jess Kirkpatrick.  
**Length of Run:** Feb. 5, 1939 to April 16, 1939.

### Marek Weber Orchestra

(See "Carnation Contented Hour")

### Welch Presents Irene Rich

**Sponsor:** Welch Grape Juice Co.  
**Agency:** H. W. Kastor & Sons Advertising Co.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 9:45 to 10 p.m. (repeat from 11:15 to 11:30 p.m.).  
**Network:** NBC Blue; 51 stations.  
**Production:** Robert Redd (of NBC).  
**Script Writers:** Free Lance.  
**Talent:** Irene Rich; Gale Gordon (replaced John Deering in Feb., 1938); dramatic cast.  
**Agency Director:** Robert G. Jennings.  
**Announcer:** Bob Sherwood.  
**Length of Run:** Original contract started Oct. 4, 1933; latest series runs from Aug. 14, 1938 to Aug. 6, 1939.

### Orson Welles

(See "Campbell Playhouse")

### Wesson Oil & Snowdrift Sales Co., Inc.

(See "Hawthorne House")

### Westinghouse Electric & Mfg. Co.

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster")

### Wheatena Corp.

(See "Dad and Junior")  
 (See "Dorothy Gordon—The Children's Corner")

### Wheeling Steel Corp.

(See "The Musical Steelmakers")

### When a Girl Marries

**Sponsor:** Prudential Insurance Co. of America.  
**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 2:45 to 3 p.m., EDST.

**Network:** CBS; 50 stations.

**Script Writer:** Elaine Sterne Carrington.

**Talent:** John Raby (Harry Davis); Frances Woodbury (Mrs. Stella Field); Noel Mills (Joan Field); Ed Jerome (Samuel Tilden Field); Joan Tetzl (Sylvia Field); Michael Fitzmaurice (Phil Stanley); Irene Winston (Eve Topping); Marion Barney (Anne Davis); Laddie Seaman (Tom Davis).

**Announcer:** Frank Gallop.

**Length of Run:** Started May 29, 1939.

### Paul Whiteman Orchestra

(See "Chesterfield Program")

### Irene Wicker

(See "Singing Lady")

### Louise Wilcher at the Musette

**Sponsor:** Winter & Co. (Musette Pianos).  
**Agency:** Samuel C. Croot Co.  
**Origination:** New York.  
**Air Time:** Tuesday 5:45 to 6 p.m.  
**Network:** Mutual; 2 stations.  
**Script Writer:** S. C. R. Parkhurst.  
**Talent:** Louise Wilcher.  
**Agency Director:** William Krieger.  
**Announcer:** Ray Winters.  
**Length of Run:** Jan. 10, 1939, to April 4, 1939.

### Fletcher Wiley

**Sponsor:** Calavo Growers of California.  
**Agency:** Lord & Thomas.  
**Origination:** Hollywood.  
**Air Time:** Thursday, 12:45 to 1 p.m.  
**Network:** CBS; 8 stations.  
**Production:** Fletcher Wiley (of CBS).  
**Script Writer:** Fletcher Wiley.  
**Talent:** Fletcher Wiley, news commentator.  
**Announcer:** Fletcher Wiley.  
**Length of Run:** Jan. 18 to March 8, 1939.

### Fletcher Wiley

**Sponsor:** California Prune & Apricot Growers Assn. (Sunsweet Prunes).  
**Agency:** Long Advertising Service.  
**Origination:** Hollywood.  
**Air Time:** Friday, 12:45 to 1 p.m.  
**Network:** CBS; 6 stations.  
**Talent:** Fletcher Wiley, commentator.  
**Agency Director:** Alvin Long.  
**Length of Run:** Sept. 26, 1938, to Nov. 27, 1938.

## NETWORK COMMERCIALS—Continued

### Fletcher Wiley

**Sponsor:** Soll-Off Mfg. Co. (Cleaning Fluid).  
**Agency:** Hillman-Shane Advertising Agency, Inc.  
**Origination:** Hollywood.  
**Air Time:** Thursday and Friday, 12:45 to 1 p.m. (repeat from 3:45 to 4 p.m.).  
**Network:** CBS; 2 stations.  
**Talent:** Fletcher Wiley, news commentator.  
**Length of Run:** Sept. 8 to Dec. 8, 1938.

### J. B. Williams Co.

(See "True or False")

### Meredith Willson Orchestra

(See "Good News of 1939")  
 (See "Signal Carnival")

### Wilshire Oil Co.

(See "Pull Over, Neighbor")

### Ward Wilson

(See "Phil Baker")  
 (See "Honolulu Bound")

### Win Your Lady

**Sponsor:** Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** Chicago.  
**Air Time:** Sunday, 9 to 9:30 p.m. (repeat from 10:30 to 11 p.m.).  
**Network:** NBC Blue; 62 stations.  
**Production:** Mann Holiner (of the agency).  
**Script Writer:** Jim Pease.  
**Talent:** Jim Ameche; Phil Lord; Betty Lou Gerson; Ethel Owen; Ruth Bailey; Ray Johnson; Roy Shield's orchestra.  
**Agency Director:** Mann Holiner.  
**Announcer:** Bret Morrison.  
**Conductor:** Roy Shield.  
**Length of Run:** July 3, 1938 to Sept. 25, 1938. (Replaced Woodbury's Hollywood Playhouse for the summer).

### Walter Winchell

(See "Jergens Journal—Walter Winchell")

### Winchell Column Quiz

**Sponsor:** Andrew Jergens Co. (Jergen's Lotion).  
**Agency:** Lennen & Mitchell, Inc.

**Origination:** New York.  
**Air Time:** Sunday, 9:30 to 9:45 p.m. (repeat from 11 to 11:15 p.m.).  
**Network:** NBC Blue; 62 stations.  
**Production:** Blayne Butcher.  
**Script Writers:** Various.  
**Talent:** Ben Grauer; audience participation.  
**Agency Director:** Blayne Butcher.  
**Announcer:** George Ansbro.  
**Length of Run:** July 10, 1938 to July 24, 1938. (Replaced Walter Winchell during July).

### Howie Wing

**Sponsor:** Kellogg Co. (Corn Flakes).  
**Agency:** J. Walter Thompson Co.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 6:15 to 6:30 p.m. (repeat from 8:15 to 8:30 p.m.).  
**Network:** CBS; 40 stations.  
**Script Writer:** Wilfred G. Moore.  
**Talent:** William Janney (Howie Wing); Mary Parker (Donna Cavendish); Neil O'Malley; others.  
**Announcer:** Ralph Edwards.  
**Length of Run:** Started Oct. 3, 1938.

### Paul Wing

(See "Spelling Bee")

### Don Winslow of the Navy

**Sponsor:** Kellogg Co. (Wheat Krispies).  
**Agency:** Hays MacFarland & Co.  
**Origination:** Chicago.  
**Air Time and Network:** Monday through Friday, 5:30 to 5:45 p.m. (NBC Blue, 15 stations; repeat from 6 to 6:15 p.m., NBC Blue, 7 stations). (Previous to Sept. 26, 1938, 5:30 to 5:45 p.m., NBC Blue, 15 stations, with repeat from 7 to 7:15 p.m. on NBC Red, 5 stations; previous to Aug. 12, 1938, 7 to 7:15 p.m., NBC Red, 5 stations, with no repeat).  
**Production:** Handled by the agency and NBC.  
**Script Writers:** Al Barker, Lt. Commander Frank Martinek.  
**Talent:** Bob Guilbert (Don Winslow); Edward Davison (Red Pennington); Lenore Kingston (Mercedes Colby); Ruth Barth (Misty); Betty Ito (Lotus); Howard Hoffman (Scorpion); Fred Sullivan (Michael Splendor); Ray Suber (Moy); Dick Holland (Joe Printzlau); Betty Jeffries (Pat); Margaret Fuller (Tasmia); Rupert LaBelle (Admiral Colby).  
**Agency Director:** Evelyn Stark.  
**Announcer:** Fort Pearson.  
**Length of Run:** May 2, 1938 to March 24, 1939.

## NETWORK COMMERCIALS—Continued

### Winter & Co.

(See "Louise Wilcher at the Musette")

### Woman in White, The

**Sponsor:** Pillsbury Flour Mills Co. (Flour and Cereals).

**Agency:** Hutchinson Advertising Co.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 10:45 to 11 a.m.

**Network:** NBC Red; 35 stations.

**Production:** Howard Keegan (of Carl Wester & Co.).

**Script Writer:** Irna Phillips.

**Talent:** Luise Barclay (Karen Adams); Ruth Bailey (Alice Day Craig); Toni Gilman (Betty Adams); Willard Farnum (John Adams); Henrietta Tedro (Aunt Helen Spaulding); Finney Briggs (Uncle Bill Spaulding); Dan Sutter (Dr. Lee Markham); Dave Gothard (Bryant Chandler); Frank Behrens (Roy Palmer); Lois Zarley (Sybella Mansfeld); Bill Bouchey (Kenneth Craig); Beverly Ruby (Ruth Craig); Pat Murphy (Jerry Craig); Virginia Payne (Miss Morton and Mrs. Henahan); Karl Weber (Dr. Kirk Harding); Virginia Clark (Edith Harvey); Fay Warren (Miss West); Helen Van Tuyl (Mrs. Hamilton); Margaret Fuller (Donna Lee); Reese Taylor (Tom Reynolds); Phillip Lord (Thomas Hawkins).

**Agency Director:** H. K. Painter.

**Announcer:** Louis Roen.

**Length of Run:** Original contract started Sept 11, 1933; above program began Jan. 3, 1938, replacing Today's Children, and ended May 26, 1939.

### Woman's Magazine of the Air

**Sponsor:** Lamont Corliss & Co. (Danya).

**Agency:** J. Walter Thompson.

**Origination:** San Francisco.

**Air Time:** Wednesday and Friday, 3:45 to 4 p.m., PST.

**Network:** NBC Red; 5 stations.

**Length of Run:** Nov. 2, 1938, to April 28, 1939.

### Woman's Magazine of the Air

**Sponsor:** Sperry Flour Co.

**Agency:** Westco Advertising Agency.

**Origination:** San Francisco.

**Air Time:** Tuesday, 2:45 to 3 p.m., Wednesday and Friday, 2:30 to 2:45 p.m., PST. (Before April 21, 1939, Tuesday and Thursday, 3:45 to 4 p.m. and Wednesday, 3:30 to 3:45 p.m.).

**Network:** NBC Red; 5 stations.

**Production:** Lee Strahorn (of NBC).

**Script Writers:** Charles Gerrard, Charlie Marshall (comedy skits), Ruth Sprague (Little Benny & Suzie Q comedy skits), Janet Baird (interviews), Lee Strahorn (commercial and continuity).

**Talent:** Ricardo (Harvey Peterson); and Magazine Melodists; Quartet (Ben Klarsen, John Teel, George Nickson, Armand Girard); Benny Walker; Ruth Sprague (Suzie Q); Ann Holden; Janet Baird; Charles Gerrard and Helen Kleeb (the Fashionable Finneys); Charlie Marshall; Happy Gordon & his Rangers (cowboy orchestra); Verna Osborne (soprano); Hazen Warner (contralto); Lucille Squires (hillbilly yodeler); Ted White (baritone).

**Agency Director:** Memory H. Roberts.

**Announcer:** Bennie Walker.

**Conductor:** Ricardo (Harvey Peterson).

**Music Arrangers:** Harvey Peterson, Happy Gordon, Hal Drieske.

**Length of Run:** March 14 to May 19, 1939.

### Woman's Magazine of the Air\*

**Sponsor:** Johnson, Carvell & Murphy; Knox Gelatine; Lamont Corliss Co.; Loose-Wiles Biscuit Co.; Union Oil Co., others.

**Agency:** Wm. A. Ingoldby, Inc.; Kenyon & Eckhardt, Inc.; J. Walter Thompson Co.; Newell-Emmett Co.; Lord & Thomas; others.

**Origination:** San Francisco.

**Network:** NBC Red; varying number of stations.

\* For typical setup of this participating program, see *Woman's Magazine of the Air* as sponsored by Sperry Flour.

### Wonder Show—Jack Haley

**Sponsor:** Continental Baking Co., Inc. (Wonder Bread, Hostess Cake).

**Agency:** Benton & Bowles, Inc.

**Origination:** Hollywood.

**Air Time:** Friday, 7:30 to 8 p.m. (repeat from 12:30 to 1 a.m.).

**Network:** CBS; 41 stations.

**Production:** Handled by the agency.

**Script Writers:** Harry Conn, Ernie Phillips and others.

**Talent:** Jack Haley; Lucille Ball; Virginia Verrill; Ted Fio Rito's orchestra; Artie Auerbach; Ricardi's Chorus; guests.

**Agency Director:** Kenneth MacGregor.

**Announcer:** Gale Gordon.

**Conductor:** Ted Fio Rito.

**Music Arranger:** Ted Fio Rito.

**Length of Run:** Oct. 14, 1938 to April 7, 1939.

## NETWORK COMMERCIALS—Continued

### Woodbury's Hollywood Playhouse

**Sponsor:** Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).

**Agency:** Lennen & Mitchell, Inc.

**Origination:** Hollywood.

**Air Time:** Sunday, 9 to 9:30 p.m. (repeat from 10:30 to 11 p.m.).

**Network:** NBC Blue; 62 stations.

**Production:** Mann Holiner (of the agency), Jay Clark.

**Script Writers:** Various.

**Talent:** Charles Boyer (replaced Tyrone Power from Oct. 2 to Dec. 26, 1938, and headed the show permanently on Feb. 5, 1939); Harry Sosnik's orchestra; guests.

**Agency Director:** Mann Holiner.

**Announcer:** Lew Crosby.

**Conductor:** Harry Sosnik.

**Length of Run:** Started Oct. 3, 1937. (Replaced by Win Your Lady from June 26 to Oct. 2, 1938).

### Wm. Wrigley, Jr. Co.

(See "Catalina Island")  
(See "Gateway to Hollywood")  
(See "Just Entertainment")  
(See "The Laugh Liner")  
(See "Scattergood Baines")

## Y

### Robert Young

(See "Good News of 1939")

### Victor Young Orchestra

(See "Hollywood Hotel")  
(See "Tuesday Night Party")

### Young Widder Brown

**Sponsor:** Chas. H. Phillips Chemical Co. (Cal-Aspirin, Mon. and Tues.; Haley's M-O, Wed., Thurs. and Fri.).

**Agency:** Blackett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 11:30 to 11:45 a.m.

**Network:** NBC Red; 20 Stations.

**General Supervisor of Script and Production:** Frank and Anne Hummert.

**Authors of Title and Original Story Line:** Frank and Anne Hummert.

**Dialogue Writers:** Winifred Dunn (Sept. 26, 1938 to Oct. 7, 1938); Nan Murphy (Oct. 10, 1938 to Oct. 24, 1938); Katherine Seymour (Oct. 25, 1938 to Dec. 30, 1938); E. R. McGill (Jan. 2, 1939 to date).

**Agency Script Editor:** Charles Christoph.

**Talent:** Florence Freeman (Ellen Brown);

Clayton Collyer (Peter); Bennett Kilpack (Uncle Josh); Marilyn Erskine (Janey Brown); Tommy Donnelly (Mark Brown); House Jameson (Herbert).

**Agency Director:** Martha Atwell.

**Announcer:** George Ansbro.

**Length of Run:** Started Sept. 26, 1938.

### Henny Youngman

(See "Monday Night Show")

### Your Family and Mine

**Sponsor:** Sealtest, Inc. (subsidiary of National Dairy Products Corp.; Ice Cream and Milk).

**Agency:** McKee & Albright, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 2:30 to 2:45 p.m.

**Network:** CBS; 36 stations, plus transcriptions on 20 stations. (Before May 1, 1939, NBC Red).

**Script Writers:** Scripts handled by Henry Souvaine, Inc.

**Talent:** Bill Adams (Matthew Wilbur); Lucille Wall (Winifred Wilbur); Joan Tompkins (Judy Wilbur); Jackie Jordan (Kenny Wilbur); Parker Fennelly (Lem Stacey); Ray Johnson (Woody Marshall); Jack Roseleigh (J. J. Marshall); Ruth Yorke (Valerie Treadwat); Ray Bramley (Eric Chantel); James Krieger (Dick Burgess); Geraldine Kay (Addie); Ralph Locke (Boroff); Frances Lenni (Milly Pennington); Ann Garrett (Miss Peterson).

**Announcers:** Ford Bond, Irene Hubbard.

**Length of Run:** Started April 25, 1938 on NBC Red; shifted to CBS, May 1, 1939.

### Your Hit Parade

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).

**Agency:** Lord & Thomas.

**Origination:** New York.

**Air Time:** Saturday 10 to 10:45 p.m.

**Network:** CBS; 101 Stations.

**Production:** Handled by the agency.

**Script Writer:** Gordon Auchincloss.

**Talent:** Lanny Ross; Raymond Scott and Quintet; Kay Lorraine; Songsmiths Quartet (Scrappy [Harold] Lambert, Leonard Stokes, Robert Moody, Randolph Weyant); Mark Warnow's orchestra (guest conductors and orchestras from time to time).

**Agency Director:** Karl W. Schullinger.

**Announcers:** Basil Ruysdael, Andre Baruch.

**Conductor:** Mark Warnow (and others).

**Length of Run:** Started April 20, 1935.

# UNIONS

## DEVELOPMENTS OF 1938-1939

What happened in vaudeville in 1900-1901 and in the legitimate theatre in 1919 happened to radio in January-February, 1939—i. e., the actors forged their union into sufficient strength to win a victory. The counterpart of the White Rats of 1901 and Actors Equity of 1919 was in this instance the American Federation of Radio Artists (AFRA). The code resulting from the January-February negotiations with agencies and networks is reproduced in the following pages.

### Evolution of AFRA

The AFRA is chartered by the Associated Actors and Artistes of America, an international union which in turn is chartered by the American Federation of Labor. The AFRA's president is Eddie Cantor. Other officers are: Lawrence Tibbett, Norman Field, Jascha Heifetz and James Wallington, vice-presidents; Lucille Wall, recording secretary; Emily Holt, executive secretary; George Heller, associate secretary and treasurer; Paul N. Turner, counsel; Henry Jaffe and Laurence W. Beilenson, associate counsels.

AFRA has been in existence barely two years. In the summer of 1938 AFRA gained its first major impetus when the networks accepted AFRA agreements on sustaining pay scales, and recognized AFRA as sole bargaining agent for sustaining actors, singers, etc.

In the fall of 1938, the AFRA proceeded toward making similar agreements for network commercial work, and this drive was climaxed by victory early in 1939. Unlike the unionization maneuvers in vaudeville and the legitimate theatre, however, the AFRA drive was unaccompanied by a strike or interruption of radio schedules.

One previous union operating in radio is now all but telescoped as a result of the AFRA victory. That union is the American Guild of Radio Announcers and Producers. It was formed in April, 1937, and had contracts with several stations, principally WABC, New York, key station for the Columbia Broadcasting System. Since the AFRA victory, the AGRAP's role in commercial programs was taken over by AFRA and it now functions only as regards sustaining programs.

### Other Unions in Radio

Aside from AFRA and AGRAP, a number of other unions are operative in the field of radio. These include: American Federation of Musicians whose last great drive for employment of union musicians came in September, 1937, and resulted in an agreement satisfactory to the A.F. of M. (see *VARIETY RADIO DIRECTORY*, Vol. II, pages 1170-1181); the Radio Writers' Guild (complete radio policies and mode of action not yet formulated); International Alliance of Theatrical Stage Employees Union; American Guild of Musical Artists (which in November, 1939, charged before the FCC that NBC and CBS have a "monopolistic control" of the concert management business); International Brotherhood of Electrical Workers (panelmen); American Communications Association (technicians); plus numerous local unions (chiefly for technicians and engineering personnel).

AMERICAN FEDERATION OF RADIO ARTISTS  
CODE OF FAIR PRACTICE  
for  
COMMERCIAL BROADCASTING MINIMUM  
TERMS AND CONDITIONS  
for  
RADIO ARTISTS\*

We, the undersigned, on this..... day of..... 1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules (pages 2 to 6, both inclusive) are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning

with February 12, 1939, until and including February 12, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.

\* See also AFRA's "Letter to CBS and NBC" on pages 536 ff.

# AFRA CODE—Continued

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

In Witness whereof, we have signed this agreement and Code of Fair Practice on the day and year above stated.

## SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS

### ACTORS

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at \$5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of \$2.50 per half hour or part thereof.

### THIRTEEN WEEKS' CONTINUOUS GUARANTEE

(a) Where a producer on a fifteen minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

#### SINGLE BROADCAST PER DAY

Number of Appearances per Week	Discount	Guaranteed Minimum
5	15%	\$105
4	10%	100
3	5%	80

### BROADCAST AND REPEAT

Number of Appearances per Week	Discount	Guaranteed Minimum
5	15%	\$140
4	10%	125
3	5%	100

### ADVANCE RECORDING PLUS LIVE NETWORK BROADCAST

(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount	Guaranteed Minimum
5	15%	\$160
4	10%	145
3	5%	115

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten per cent. of the basic scale is allowed.

(c) On half-hour shows after four hours' rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts.

This compensation is for program auditions; voice tests may be made without compensation, but the producer shall not use this privilege unreasonably.

**Recordings:** Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the



# AFRA CODE—Continued

performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a network from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges;

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the re-broadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than..... months after the discontinuance of the program on a live basis;

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

**Dramatized Commercials:** Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$15	\$ 7.50
16 to 30 minutes	20	10.00
31 to 60 minutes	25	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

\* \* \* \*

## SINGERS

### CLASS 1

#### GROUPS OF 9 OR MORE VOICES

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$14	\$7
16 to 30 minutes	16	8
31 to 45 minutes	18	9
46 to 60 minutes	20	10

**Rehearsal:** Orchestra and all coaching rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter hour or part thereof.

### CLASS 2

#### GROUPS OF 5 TO 8 VOICES INCLUSIVE

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$24	\$ 8
16 to 30 minutes	28	10
31 to 45 minutes	32	12
46 to 60 minutes	36	14

**Rehearsal:** Orchestra rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter hour or part thereof.

### CLASS 3

#### GROUPS OF 2 TO 4 VOICES INCLUSIVE

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$30	\$10
16 to 30 minutes	35	12
31 to 45 minutes	40	14
46 to 60 minutes	45	16

**Rehearsal:** Orchestra rehearsal \$5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter hour or part thereof.

### CLASS 4—SOLOISTS

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$40	\$15.00
16 to 30 minutes	50	17.50
31 to 45 minutes	60	20.00
46 to 60 minutes	70	22.50

**Rehearsal:** Orchestra rehearsal \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.50 per quarter hour or part thereof.

**Program Auditions:** Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

**Special Minimum Working Conditions for Singers:** Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

## AFRA CODE—Continued

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coaching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or audition.

On written guaranteed continuous thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent. of the basic scale is allowed.

Signature numbers shall be at the rate of \$15.00 for the broadcast and \$7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations, such as traveling on the road, will be met by waivers under paragraph "8" of the Rules.

\* \* \* \*

### ANNOUNCERS

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$15	\$10.00
16 to 30 minutes	25	12.50
31 to 60 minutes	35	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

	Weekly Minimum	Weekly fee
Times a week	Compensation	for re-broadcast
5	\$75.00	\$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

**Network Commercial Cut-In Announcements:** Shall be paid at the rate of \$10.00 for each such announcement.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

### SPECIAL PROVISIONS REGARDING ANNOUNCERS

(a) Where a prior record is made in connection with a five-time a week live broadcast, the fee for five such recordings shall be \$50.00.

(b) The 45-minute rehearsal allowed for each of five broadcasts may be computed as 225 minutes, to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancellable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be \$5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be \$4.00 for each such broadcast.

## GENERAL SCHEDULE OF RULES

**1. Engagements:** Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or his-

torical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

**2. Compensation:** Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deductions what-

## AFRA CODE—Continued

ever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from agreeing to any terms and/or conditions more favorable to such performer than those specified herein.

**3. AFRA Rules:** Producer agrees that he has notice that the performer is a member of AFRA and must obey its rules. Producer admits specifically, notice of the rule which requires the AFRA member to render services only upon a program where all the Actors, Singers and Announcers are members in good standing of the AMERICAN FEDERATION OF RADIO ARTISTS.

**4. Cancelled Program:** Where the entire program is cancelled, the performer shall, nevertheless, be paid in full for all contracted time as specified in this agreement, unless he shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled call for rehearsal.

**5. Cancelled Individual Engagements:** In the event the performer's engagement for the program is cancelled, Producer agrees, nevertheless, to pay the performer in full for all contracted time, as herein specified, except where cancellation is for gross insubordination or misconduct and AFRA consents to such dismissal without payment. Producer agrees that after the engagement is made, the risk of performer's incompetence is assumed by him.

**6. Arbitration:** Any controversy or claim between any Producer and any member of AFRA arising out of, or relating to, this Code or any contracts or engagements governed by this Code, or the breach thereof, shall (with the consent of AFRA) be settled by arbitration, in accordance with the rules then obtaining of the American Arbitration Association, and judgment upon the award rendered may be entered in the Highest Court of the Forum, State or Federal, having jurisdiction. The procedure for such arbitration shall be the same as that specified on page "1" of this Code.

**7. Additional Services:** No service of the performer is contracted for except as specified herein.

**8. Waivers:** AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to working conditions. Minimum fees are not working conditions.

**9. Production Prosecuted:** In the event that the program for which the performer

is engaged is complained of and any prosecution, civil or criminal, private or governmental, shall follow, Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

**10. Alterations:** Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

**11. Bond in Certain Cases:** AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

**12. Unfair Producers:** Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

**13. Notice of this Code** will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

**14. Any representative of AFRA** shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

**15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to**

## AFRA CODE—Continued

work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial "network" broadcast programs produced under the auspices of the producer, on the "network" facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. "Network" means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA's Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of \$50.00 for five

programs a week and \$25.00 for the re-broadcasts; \$10.00 for single broadcast and \$5.00 for re-broadcasts; and 15 minute rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15 minute program shall be \$10.00 and \$6.00 per hour for first hour of rehearsal, \$3.00 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than \$7.50 for the program and \$5.00 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15 minute shows includes a 15 minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children's programs where more than 75% of the cast are children come within the provisions of the waiver clause and shall be so treated.

## LETTER TO CBS AND NBC

February 2, 1939

Columbia Broadcasting System, Inc.  
485 Madison Avenue  
New York City  
National Broadcasting Company, Inc.  
30 Rockefeller Plaza  
New York City  
Gentlemen:

This letter is written in connection with and is a part of the Code of Fair Practice for Commercial Broadcasting signed between your companies and the American Federation of Radio Artists, dated February 2, 1939, and in order to clarify the same.

The following clarifications or additional terms, as the case may be, are a part of such contract, namely:

1. On page 1, line 3, the words "promulgated by them" mean "herein contained."

2. The mere fact that your facilities are used for the broadcast of a radio program does not make such program one produced

under your auspices, nor does it bring such programs under the Code.

3. The words "several stations," as used throughout the agreement, are clarified and controlled by paragraph 16, and no additional obligations are imposed by the addition of the words "several stations."

4. The American Federation of Radio Artists represents that it does and will, for the duration of the agreement, represent for collective bargaining purposes, a majority of the actors, singers and announcers, as required by the National Labor Relations Act. The bargaining unit used for this agreement is without prejudice to either party.

5. Throughout the Code a variety of terms are used, such as "radio artists," "performers," etc. Nevertheless, the Code is intended to cover and does cover only actors, singers and announcers.

6. In any arbitration hereunder, each side bears half the expense.

## AFRA CODE—Continued

7. AFRA agrees that it has no present rule and will make no future rule in derogation of the Code, and paragraph 3 is so limited.

8. AFRA hereby consents to any arbitration requested by the producer under paragraph 6.

9. Paragraph 7 is not intended to prevent the performer from contracting for services of a kind not covered by the Code by individual contract at such rates of pay and under such conditions as the producer and the performer shall agree, subject only to the fact that it shall not be in conflict with this Code.

10. Paragraph 9 does not apply to a case where the prosecution is in respect of material furnished by the performer or acts done by the performer without the authorization of the producer.

11. Paragraph 12 is a statement by the producer that he has notice of the facts stated in paragraph 12, and goes no further.

12. With respect to paragraph 17, AFRA agrees with the producer that if an independent contractor has signed this Code and the producer has complied with paragraph 17, AFRA will not exercise its right to strike against the independent contractor so as to create program emergencies for the producer.

13. Any more favorable terms or conditions given to competitors producing network shows at the five points of origination mentioned in paragraph 16 will be given by AFRA to the producer to the extent given such competitor. This does not apply to waivers given by AFRA in special instances, if such waivers be given in good faith and without intent either to evade this clause or to give an unfair competitive advantage.

14. So long as the producer performs this Code, AFRA will not strike against the producer as to the performers covered by this Code in the field covered by this Code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this Code.

15. AFRA agrees to give a waiver for persons employed for no more than one performance during the term of this agreement because of reputations acquired in fields other than the amusement field.

16. At least sixty days prior to the end of the term of this Code, AFRA and the producer agree to negotiate in good faith with respect to a new Code.

17. National Broadcasting Company, Inc., and Columbia Broadcasting System, Inc., by signing the Code, are signing such Code for and on behalf of themselves, respectively, and not for any other person, firm or corporation.

18. With respect to the last sentence of paragraph 16, the following stations and only the following stations are included in the term "major stations in New York and Chicago," namely:

New York: Stations WABC, WJZ, WEAF and WOR.

Chicago: Stations WBBM, WMAQ, WENR, WGN and WLS.

19. With respect to AFRA's agreement not to impose unreasonable entrance fees or dues upon its members, it agrees, whenever necessary for the producer's program purposes, to qualify members within 24 hours after notice from the producer.

20. With respect to the following respective provisions on pages 2 and 4, respectively, reading as follows, to wit: "Rehearsal for programs in excess of 15 minutes may be held in two sessions" and "Orchestra rehearsal may not be divided into more than two sections" (misprint for "sessions"), AFRA does hereby waive such provisions, but the producer agrees not to use unreasonably the privilege so granted, taking into account the necessities of the programs and the convenience of the performers, but this does not alter the fact that whenever an actor or singer is called for rehearsal, he gets a minimum of one hour's rehearsal pay, except as in the Code otherwise provided.

21. With respect to the section on "Recordings" at the top of page 3, add a sentence at the end of the second subparagraph of paragraph (a) reading as follows, to wit: "In such cases, the limitations of the first subparagraph of this paragraph (a) do not apply."

22. Further in respect to the second subparagraph of paragraph (a) on page 3, one or more sponsors other than the original sponsor or his affiliated company, may be used in any off-the-line recording made, but in any such event, re-broadcast fees as herein provided shall be paid to the performers for each such additional sponsor so used.

23. Further in respect to "Recordings" at the top of page 3, the blank in subparagraph (b) is filled in with the word "two."

24. Further in respect to the same general section, in subparagraph (c) the word "date" should be "rate."

25. With respect to the last line before

## AFRA CODE—Continued

the asterisks on page 3, after the phrase "dress rehearsal," insert the words "and the dress rehearsal."

26. All rates in the Code are per person and not per group.

27. In the second sentence of the second paragraph on page 4, after the word "Individual," insert the words "and group."

28. In the seventh paragraph on page 4, second line, after the word "discharged," insert the words "without justifiable cause."

29. In the same connection, on page 5, paragraph 5, line 4, strike out the words "and AFRA consents to such dismissal without payment."

30. With respect to paragraph 1, strike out the last two sentences and substitute therefor the following: "Multiple doubles are permitted in variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences. Participation in group noises shall not be considered a double and is permissible without additional compensation."

31. With respect to paragraph 2, the second line, "seven (7)" is amended to read "ten (10)."

32. With respect to paragraph 18, amend the paragraph to read as follows: "18. Signature voices on dramatic shows shall be paid a minimum of \$50.00 for five programs a week and \$12.50 for the re-broadcasts; \$10.00 for single broadcast and \$2.50 for re-broadcast; and 15 minute rehearsal; dress rehearsal included."

33. Paragraph 19 applies to both actors and announcers, but not to singers.

34. Paragraph 22 also applies to singers, and during the 15 minute period prior to broadcast, they will rehearse for timing and effect only.

35. Change the last sentence of paragraph 22 to read as follows: "In the event of a collection of any fine due to such disciplinary action, AFRA will reimburse the producer who has suffered loss due to lateness or other breach to the extent of such fine."

36. When a record is made prior to the live broadcast, the live broadcast fee includes 15 minute dress rehearsal immediately preceding the broadcast.

37. For the purposes of the Code, an actor is a person who is employed to enact a character or perform a role, or who enacts a character or performs a role; persons like Eddie Cantor who play themselves are actors; a singer is a person who is employed to give, or who gives, vocal renditions of musical compositions; announcer is defined as the term is generally understood in the industry, but the commercial rates specified in the Code do not apply to the performance by announcers on the staff of a broadcast company of station identification, music credit, cut-ins and local spots, except as specifically provided for in the Code, time signal and similar announcements, switching and giving switching cues, certifying master copies of continuities and performing similar routine duties for the broadcast company which are not part of the services rendered by announcers for sponsors or advertising agencies on commercial programs otherwise provided for in this Code.

38. Paragraph 16 is modified so that the rates in the Code do not apply to programs originating in Hollywood, Los Angeles or San Francisco, unless the same are available to stations in other than the eleven Western states. Originations from Chicago are only subject to the Code scales on hook-ups of two or more stations including the station of origination.

39. Referring to the sixth paragraph on page 1, the National Broadcasting Company, Inc., or the Columbia Broadcasting System, Inc., or AFRA may refuse to arbitrate wages and working conditions for programs produced by the National Broadcasting Company, Inc., or the Columbia Broadcasting System, Inc., at any of their managed or operated stations in cities other than the originating points mentioned in paragraph 16, but AFRA reserves its complete right to strike against such programs and stations without notice.

40. The numbered paragraphs mentioned in this letter refer to the numbered paragraphs in the General Schedule of Rules of the Code.

41. AFRA may, if it sees fit, reprint the Code to incorporate the substance of this letter, but such incorporation shall first be approved in writing by the National Broadcasting Company, Inc., and the Columbia Broadcasting System, Inc.

Yours very truly,  
AMERICAN FEDERATION OF RADIO  
ARTISTS.

# NETWORKS

## NATIONWIDE CHAINS

Information on the three major networks, delivering nationwide service, is presented here via two methods:

- (1) Maps which indicate the call letters and locations of affiliated stations.
- (2) Personnel lists, wherein the locations of branch offices are also noted.

No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.

## COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)

### BOARD OF DIRECTORS

Paley, William S.	Bush, Prescott S.
Levy, Leon	Swope, Herbert Bayard
Louchheim, Jerome H.	Levy, Isaac D.
Paley, Samuel	Iglehart, J. A. W.
Paley, Jacob	Richardson, Dorsay
Colin, Ralph F.	Runyon, Mefford R.
Klauber, Edward	Keston, Paul W.

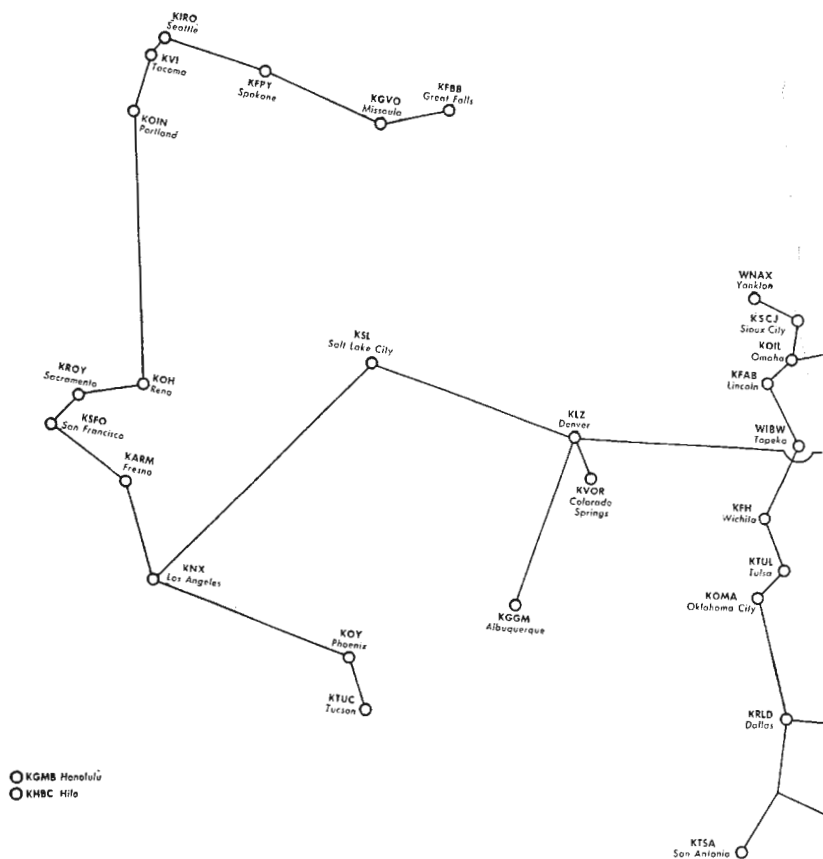
### OFFICERS

Paley, William S.	President
Klauber, Edward	Executive Vice-President
Kesten, Paul W.	Vice-President and Director
Runyon, Mefford R.	Vice-President and Director
Lowman, Lawrence W.	Vice-President in Charge of Operations
Akerberg, H. V.	Vice-President in Charge of Station Relations
Pickard, Sam	Vice-President
Lewis, W. B.	Vice-President in Charge of Broadcasts
White, Frank K.	Treasurer
Willis, F. A.	Assistant to the President and Director of Short Wave Operations
Dean, Samuel R.	Assistant Treasurer
Seward, James M.	Assistant Treasurer
Ream, Jos. H.	Secretary and General Attorney
Gittinger, William	Sales Manager

### STAFF

Ensign, William H.	Assistant Sales Manager
Karol, J. J.	Market Research Counsel
Prockter, B. J.	Manager of Sales Service
Ratner, Victor M.	Director of Sales Promotion
Stanton, Frank	Director of Research
Churchill, J. K.	Chief Statistician
Fox, John	Sales Promotion Production Manager, Space Buyer
Sandler, Ted	Art Director
Tyler, James S.	Trade News Editor

# This is the Columbia



## Columbia Broadcasting System

July 1, 1939

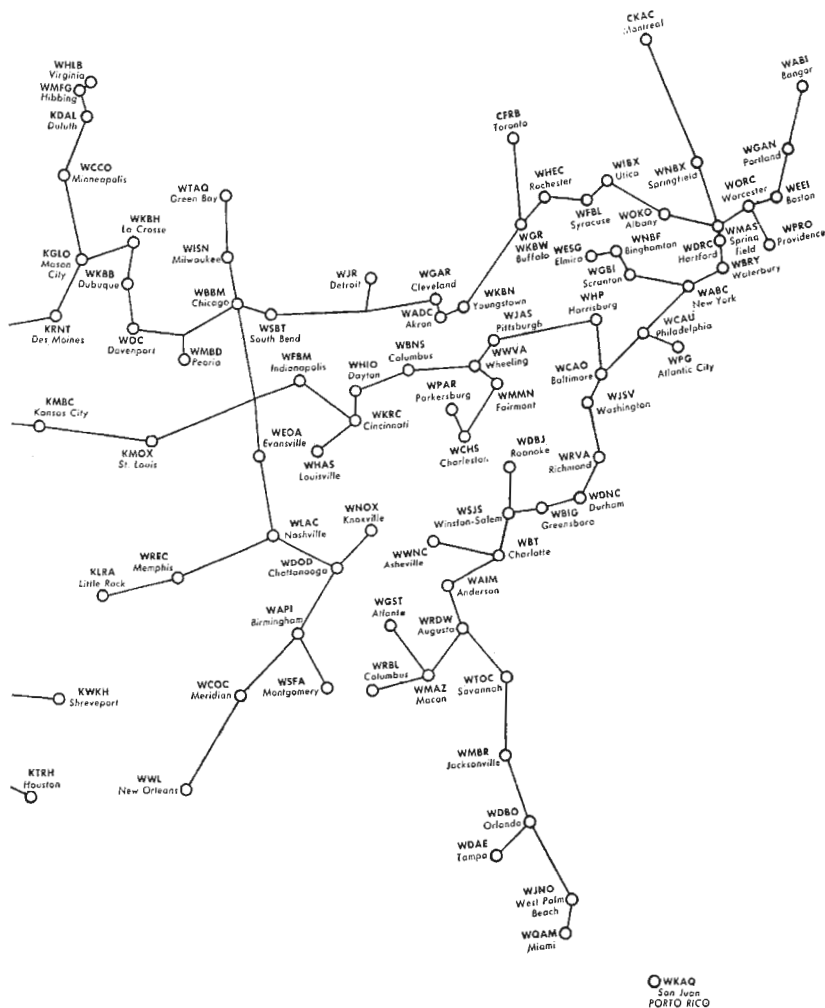
### Additional Stations

Effective July 15, 1939, KWFT Wichita Falls, Texas

Effective May 1, 1940, WMT Cedar Rapids, Iowa



# Broadcasting System



## CBS PERSONNEL—Continued

Maulsby, Gerald.....	Production Manager
Coulter, Douglas.....	Assistant Director of Broadcasts
Passman, Roy.....	Assistant Director of Program Operations
Taylor, Davidson.....	Assistant to Vice-President in Charge of Broadcasts
Wylie, Max.....	Director of Script Division
Barton, Francis C.....	Manager of Program Service
Zachary, George.....	Director of Music Division
Mattfeld, Julius.....	Music Librarian
Fisher, Sterling.....	Director of Talks and Education
Sioussat, Helen.....	Assistant Director of Talks
Levine, Leon.....	Assistant Director of Educational Programs
Schimek, Jan.....	Director of Copyright Division
Hess, Harriet.....	Manager of Typing Division
Gray, Gilson B.....	Commercial Editor
Ball, Donald I.....	Assistant Commercial Editor
Murphy, Adrian.....	Executive Director of Television
Seldes, Gilbert.....	Director of Television Programs
Hole, Leonard H.....	Manager of Television Operations
Tucker, Elizabeth.....	Director Short Wave Programs
Pierson, Walter R.....	Manager of Sound Effects Division
Burke, James.....	New Program Ideas
Rosenthal, H. I.....	Manager of Columbia Artists, Inc.
Becker, I. S.....	Business Manager of Columbia Artists, Inc.
White, Paul W.....	Director of Public Events and Special Features
Fitzgerald, John D.....	Assistant Director of Public Events and Special Features
Gude, J. G.....	Station Relations Manager
Ruppel, Louis.....	Director of Publicity
Reid, Luther J.....	Assistant Director of Publicity
Fish, Michael J.....	Manager Photographic Division
Cohan, Edwin King.....	Director of General Engineering
Chamberlain, A. B.....	Chief Engineer
Cowham, Hugh A.....	Commercial Engineer
Goldmark, Peter G.....	Chief Television Engineer
Burgess, Jos. H., Jr.....	Personnel Manager
Bryant, Albert H.....	Manager of Mail and Files
Forsander, John E.....	Purchasing Agent
Flynn, W. J.....	Chief Accountant
Padgett, Arthur S.....	Chief Auditor
McAllister, G. Stanley.....	Manager of Construction and Building Operations

### NEW YORK CITY—WABC, 485 MADISON AVE.

Hayes, Arthur Hull.....	Sales Manager
Allen, George.....	Director of Programs
Grossman, Henry.....	Chief Engineer

### CHICAGO—410 NO. MICHIGAN AVE.

Atlass, H. Leslie.....	Vice-President in Charge at Chicago
Van Volkenburg, J. L.....	Assistant to Mr. Atlass
Erikson, L. F.....	Western Sales Manager
Smith, Harry Mason.....	Chicago Sales Manager
Rand, Frank.....	Publicity Manager
Falknor, Frank B.....	Chief Engineer
Weaver, J. Oren.....	News Editor
Brown, Robert N.....	Program Director
Hafta, Robert.....	Production Manager

## CBS PERSONNEL—Continued

Johnson, Urban.....Sound Effects Manager  
Grinstead, Wayde.....Sales Promotion Director  
McLoughlin, J. V.....Accountant

### WASHINGTON—WJSV, EARLE BLDG.

Butcher, Harry C.....Vice-President in Charge at Washington  
Willard, A. D., Jr.....Station Manager WJSV  
Murdock, Wm. D.....Sales Manager WJSV  
Hunt, Clyde.....Chief Engineer  
Crow, Harry R.....Accountant  
Gillis, Ann.....Director of Public Events and Special Features  
Porter, Paul A.....Attorney  
Dennis, Lloyd W.....Program Director  
Slocum, William J., Jr.....Publicity Director

### MINNEAPOLIS—WCCO, 625 SECOND AVE., SO.

Gammons, Earl H.....Manager of Station WCCO  
McCormick, John.....Assistant Manager  
Heerdt, Emmett J.....Accountant  
McCartney, H. S.....Chief Engineer  
Cavanor, Hayle C.....Program Director  
Sheehan, Alvin B.....Manager of Artists Bureau  
Burkland, Carl.....Sales Manager

### ST. LOUIS—KMOX, MART BUILDING

Jones, Merle S.....Manager of Station KMOX  
Casey, Arthur.....Assistant to Station Manager  
Tevis, G. L.....Chief Engineer  
Gillingham, R. S.....Accountant  
Renier, C. G.....Program Director  
Hoekstra, Jerry.....Director of Public Affairs and Publicity  
Church, K. W.....Sales Manager  
Johnson, James S.....Sales Promotion Director

### PACIFIC COAST

#### LOS ANGELES OFFICE, KNX, COLUMBIA SQUARE

Thornburgh, D. W.....Vice-President in Charge of Pacific Coast  
Dolph, John M.....Assistant to Vice-President  
Moscovics, George.....Director of Sales Promotion, Pacific Network  
Ryder, Charles D., Jr.....Accountant  
Bowman, Lester.....Western Division Operations Engineer  
Pringle, Nelson G.....News Editor  
Vanda, Charles.....Western Program Director  
Johnston, Russ.....Continuity Chief  
Case, Fox.....Director of Special Events  
Todesca, Edith S.....Production Manager  
Rorke, Hal.....Publicity Manager  
Witt, Harry W.....Sales Manager  
Buckalew, Edwin W.....Director of Sales Promotion  
Cormack, Alan.....Traffic Manager

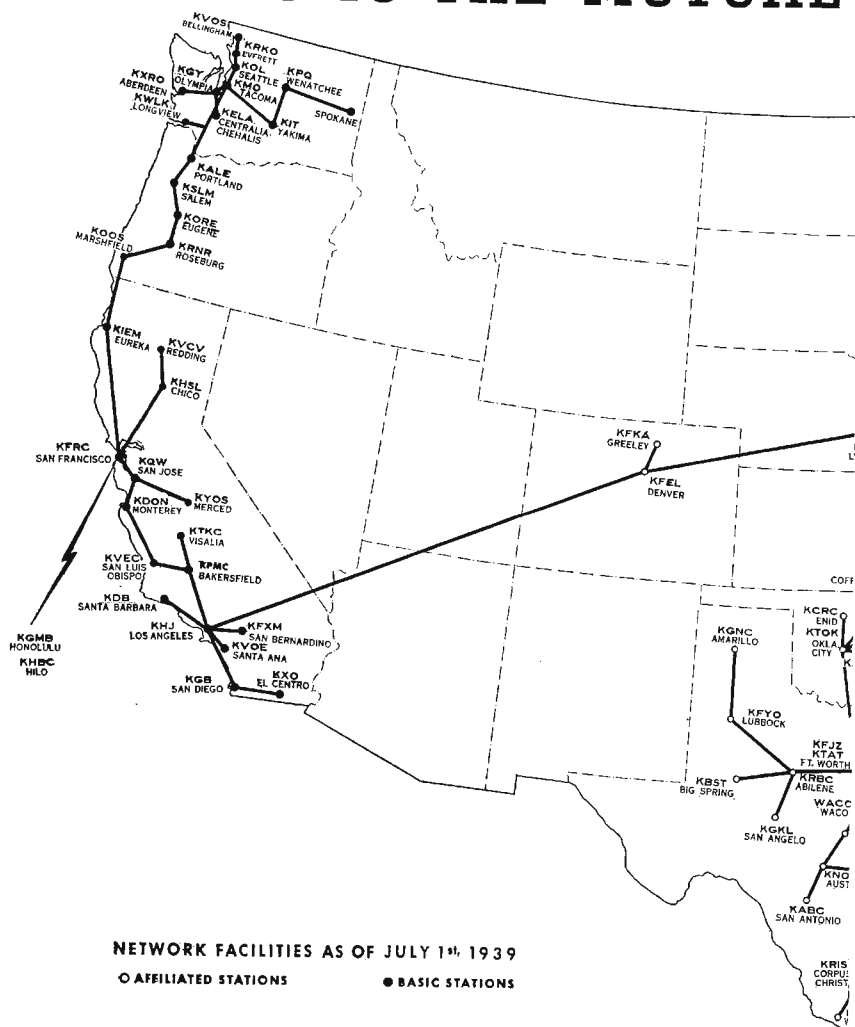
#### SAN FRANCISCO OFFICE—PALACE HOTEL

Kemp, Arthur J.....Sales Manager, Pacific Network  
Jackson, Henry M.....Manager

### CINCINNATI—WKRC, HOTEL ALMS

Schudt, William A., Jr.....Manager of Station WKRC  
Tiffany, John M.....Chief Engineer  
Lyons, Ruth Reeves.....Program Director

# THIS IS THE MUTUAL



100 RADIO STATIONS

Map showing the locations of 100 radio stations across the United States, connected by a network of lines. The stations are labeled with call letters and city names. The map includes state boundaries and major cities. The network of lines connects many of the stations, indicating a broadcast network. Stations are distributed across the country, with a higher concentration in the Northeast and Midwest. The map is titled "100 RADIO STATIONS" at the top.

## CBS PERSONNEL—Continued

Maloney, Margaret.....Publicity Director  
Williamson, William J.....Sales Manager

### CHARLOTTE, N. C.—WBT, WILDER BLDG.

Dellar, Lincoln.....Manager of Station WBT  
Carpenter, Robert W.....Accountant  
Beloungy, James.....Chief Engineer  
Crutchfield, Chas. H.....Program Director  
Penny, Royal E.....Sales Manager

### BOSTON—WEEI, 182 TREMONT STREET

Fellows, Harold E.....Manager of Station WEEI  
Murray, John J.....Accountant  
Baldwin, Philip K.....Chief Engineer  
del Castillo, Lloyd G.....Production Manager and Musical Director  
Horton, Kingsley.....Sales Manager

### DETROIT—FISHER BLDG.

Steele, Alfred N.....Manager of Detroit Office  
Taylor, Webster H.....Assistant Manager of Detroit Office

### EUROPEAN PERSONNEL

Murrow, E. R.....Chief of European Staff—London  
Shirer, William L.....Central European Representative—Geneva  
Willis, W. R.....Far Eastern Representative—Tokyo  
Grandin, Thomas.....Paris Representative

## STATIONS OWNED AND OPERATED, OR LEASED BY THE COLUMBIA BROADCASTING SYSTEM

WABC, New York City.....	Owned and Operated by the CBS
WBBM, Chicago, Ill.....	" " " " " "
WBT, Charlotte, N. C.....	" " " " " "
WCCO, Minneapolis-St. Paul, Minn.....	" " " " " "
WJSV, Washington, D. C.....	" " " " " "
WKRC, Cincinnati, Ohio.....	" " " " " "
KMOX, St. Louis, Mo.....	" " " " " "
KNX, Los Angeles, Calif.....	" " " " " "
WEEI, Boston, Mass.....	Owned by the Edison Electric Illuminating Co. of Boston; leased and operated by the CBS

## MUTUAL BROADCASTING SYSTEM

*Chicago: Chicago Tribune Tower. Superior 0100  
New York: 1440 Broadway. Pennsylvania 6-9600*

### MUTUAL PERSONNEL

McCosker, Alfred J.....Chairman of the Board  
Macfarlane, W. E.....President  
Streibert, T. C.....Vice-President  
Antrim, E. M.....Secretary-Treasurer  
Weber, Fred.....General Manager  
Schmid, Robert A.....Sales Promotion Manager  
Opfinger, Adolph.....Program Service Manager  
Poole, Andrew L.....Traffic Manager

## MBS PERSONNEL—Continued

Gottlieb, Lester.....	Publicity Director
Lamphiear, Miles E.....	Auditor
Overall, John R.....	Sales Representative
Hult, Ade.....	Sales Representative
Allen, Sidney P.....	Sales Representative
Bowers, Ed.....	Sales Representative
Mudge, Morris.....	Sales Representative
Lambert, Burt.....	Sales Representative
Pontius, Don.....	Midwestern Program Coordinator
Steele, John.....	London and Foreign Representative

### BRANCH OFFICES

Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.

Boston: 21 Brookline Avenue. Commonwealth 0800.

England: Underdowns, Chaldon Way, Coulsdon, Surrey.

Detroit: Union Guardian Building. Cadillac 7200.

San Francisco: 1000 Van Ness Avenue. Prospect 0100.

Cincinnati: 1329 Arlington Street. Kirby 4800.

Cleveland: 1311 Terminal Tower. Prospect 5800.

*Other Offices Are Located in Affiliated Stations Throughout the Country.*

## NATIONAL BROADCASTING COMPANY, INC

30 Rockefeller Plaza, New York City

(Telephone number, Circle 7-8300)

Registered Telegraphic Address:

NATBROADCAST NEW YORK

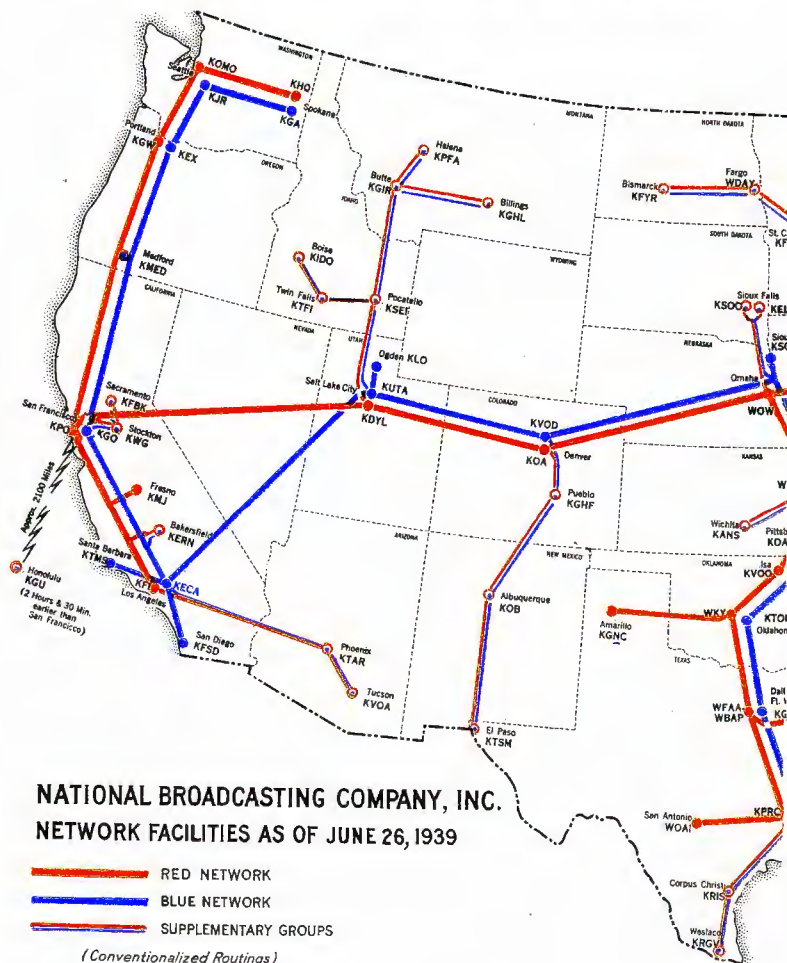
### BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Charles G.	Millhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
	Trammell, Niles

### OFFICERS

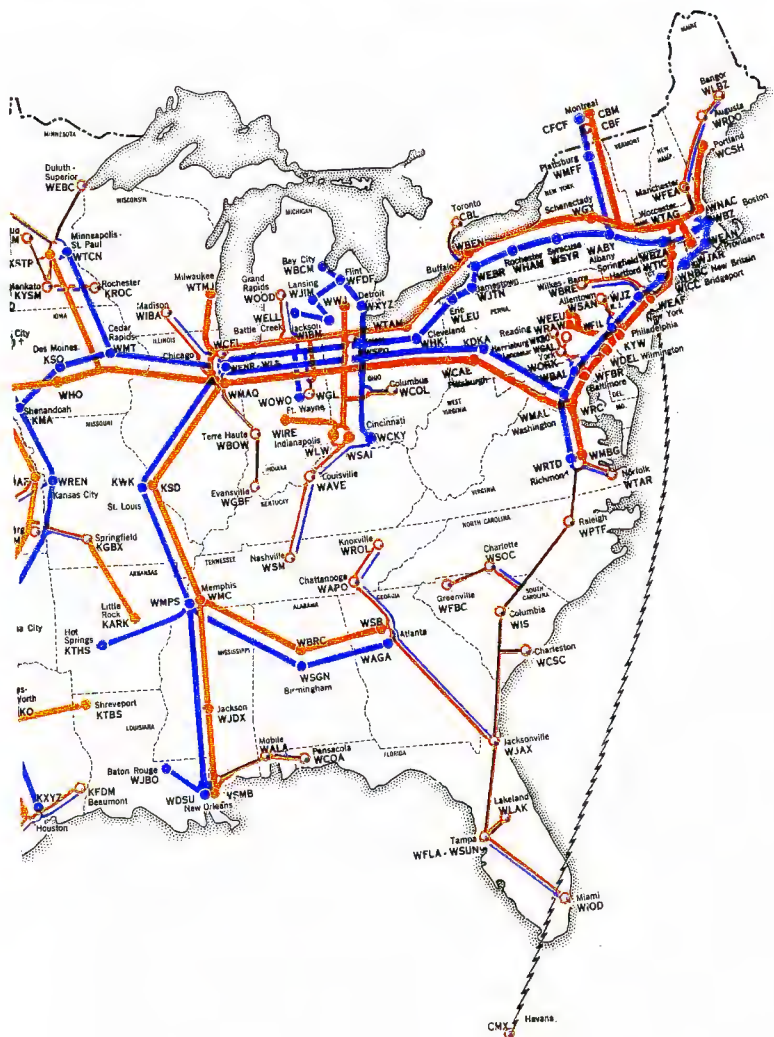
Sarnoff, David.....	Chairman of the Board
Lohr, Lenox R.....	President
Trammell, Niles.....	Executive Vice-President
Ashby, A. L.....	Vice-President and General Counsel
Engles, George.....	Vice-President
Gilman, Don E.....	Vice-President
Hanson, O. B.....	Vice-President
Hedges, William S.....	Vice-President
Mason, Frank E.....	Vice-President
Morton, Alfred H.....	Vice-President
Royal, John F.....	Vice-President
Russell, Frank M.....	Vice-President
Witmer, Roy C.....	Vice-President
Woods, Mark.....	Vice-President, Treasurer and Assistant Secretary
Horn, C. W.....	Assistant Vice-President
MacConnach, Lewis.....	Secretary
Pfautz, C. E.....	Assistant Secretary
Teichner, R. J.....	Assistant Treasurer

# This is the National





# Broadcasting Company



## NBC PERSONNEL—Continued

### PRESIDENT'S OFFICE

Lohr, Lenox R.	President
Trammell, Niles	Executive Vice-President
Almonte, J. de Jara	Assistant to the President
Angell, James Rowland	Educational Counselor
Kiggins, Keith	Director of Blue Network
McGrew, Martha	Assistant to the President
Morgan, Clayland T.	Assistant to the President

### ARTISTS SERVICE DEPARTMENT

Engles, George	Vice-President and Managing Director
Bottomf, O. O.	Vice-President and General Manager of Civic Concert Service, Inc. (subsidiary of NBC)
King, Frances Rockefeller	Manager of NBC Private Entertainment Division
Levine, Marks	Manager of Concert Division
Tuthill, Daniel S.	Assistant Managing Director

### CONTINUITY ACCEPTANCE

MacRorie, Janet	Editor
Kemble, Dorothy	Assistant Editor

### ELECTRICAL TRANSCRIPTION DEPARTMENT

Egner, C. Lloyd	Manager
Chizzini, Frank E.	Assistant Manager
Thomas, Reginald	Program Director

### ENGINEERING DEPARTMENT

Hanson, O. B.	Vice-President and Chief Engineer
Clarke, William A.	Manager of Technical Services
Guy, R. F.	Radio Facilities Engineer
McElrath, George	Operating Engineer
Milne, George O.	Eastern Division Engineer
Morris, Robert M.	Development Engineer
Rackey, C. A.	Audio and Video Facilities Engineer

### GENERAL SERVICE DEPARTMENT

Gilcher, Vincent J.	Director of General Service
Lowell, Edward M.	Manager of Building Maintenance Division
Thurman, Charles H.	Manager of Guest Relations Division
Van Houten, D. B.	Manager of Office Services Division
Wallace, Dwight G.	Personnel Manager

### INFORMATION DEPARTMENT

Mason, Frank E.	Vice-President in Charge
Braddock, Leonard W.	Manager of Information Division
Hickok, Guy	Director of International Short Wave Broadcasting
Kostka, William	Manager of Press Division

### LEGAL DEPARTMENT

Ashby, A. L.	Vice-President and General Counsel
Graham, R. H.	Attorney—Assistant to Mr. Leuschner (Hollywood)
Grimshaw, I. L.	Attorney
Hennessey, P. J., Jr.	Counsel—Washington
Howard, Henry, Jr.	
Hurley, J.	Attorney—Washington
Ladner, Henry	Attorney
Leuschner, Frederick	Attorney—Hollywood
McDonald, J. A.	Attorney—Chicago
Myers, R. P.	Attorney
Prime, E. G.	Attorney
Sweezey, Robert D.	Attorney

### PROGRAM DEPARTMENT

Royal, John F.	Vice-President in Charge of Programs
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## NBC PERSONNEL—Continued

Belviso, Thomas H.	Manager of Music Division
Black, Frank	General Music Director
Brainard, Bertha	Manager of Commercial Program Division
Carlin, Phillips	Manager of Sustaining Program Division
Chotzinoff, Samuel	Director of Serious Music
Cuthbert, Margaret	Director of Women's and Children's Programs Division
Dillon, Zale	Supervisor of Sound Effects Section
Dunham, Franklin	Director of Religious Broadcasts
Fitch, C. W.	Business Manager
Kelly, Patrick J.	Supervisor of Announcing Division
Kelly, N. Ray	Manager of Sound Effects—Development and Maintenance
La Prade, Ernest	Director of Music Research
Miller, William Burke	Evening Program Manager
Preston, Walter G., Jr.	Assistant to Vice-President; in Charge of Education
Rainey, William S.	Manager of Production Division
Schechter, A. A.	Director of News and Special Events
Titterton, Lewis H.	Manager of Script Division

**SALES DEPARTMENT**

Witmer, Roy C.	Vice-President in Charge of Sales
Beville, H. M., Jr.	Chief Statistician
Dyke, Ken R.	Director of National Sales Promotion
Greene, F. Melville.	Sales Traffic Manager
Hitz, Edward R.	Assistant to the Vice-President
James, E. P. H.	Promotion Manager
Nelson, A. E.	Blue Network Sales Manager
Showerman, I. E.	Eastern Sales Manager

## STATIONS DEPARTMENT

Hedges, William S.	Vice-President in Charge of Stations
Boyd, Maurice M.	Eastern Spot and Local Sales Manager
Hauser, Betram J.	Managed, Operated and Programmed Stations Promotion Manager
Hickox, Sheldon B., Jr.	Manager of the Red Network Division
Horn, C. W.	Assistant Vice-President in Charge of Development and Research
McClancy, B. F.	Manager of Traffic Division
McConnell, J. V.	National Spot and Local Sales Manager
Norton, John H., Jr.	Manager of the Blue Network Division
Walles, Lee B.	Assistant Manager of Managed, Operated and Programmed Stations
Wooley, Easton C.	Manager of the Service Division

## STATION MANAGERS

Berkeley, Kenneth H. . . . . Manager, WRC-WMAL, Washington, D. C.  
 Gregory, Sherman D. . . . . Manager, KDKA, Pittsburgh, Pa.  
 Hager, Koln . . . . . Manager, WGY, Schenectady, N. Y.  
 Holman, John A. . . . . Manager, WBZ, Boston; WBZA, Springfield, Mass.  
 Joy, Leslie W. . . . . Manager, KYW, Philadelphia, Pa.  
 Owen, R. H. . . . . Manager, KOA, Denver, Colo.  
 Pribble, Vernon H. . . . . Manager, WTAM, Cleveland, Ohio  
 Yoder, Lloyd . . . . . Manager, KPO-KGO, San Francisco, Calif.

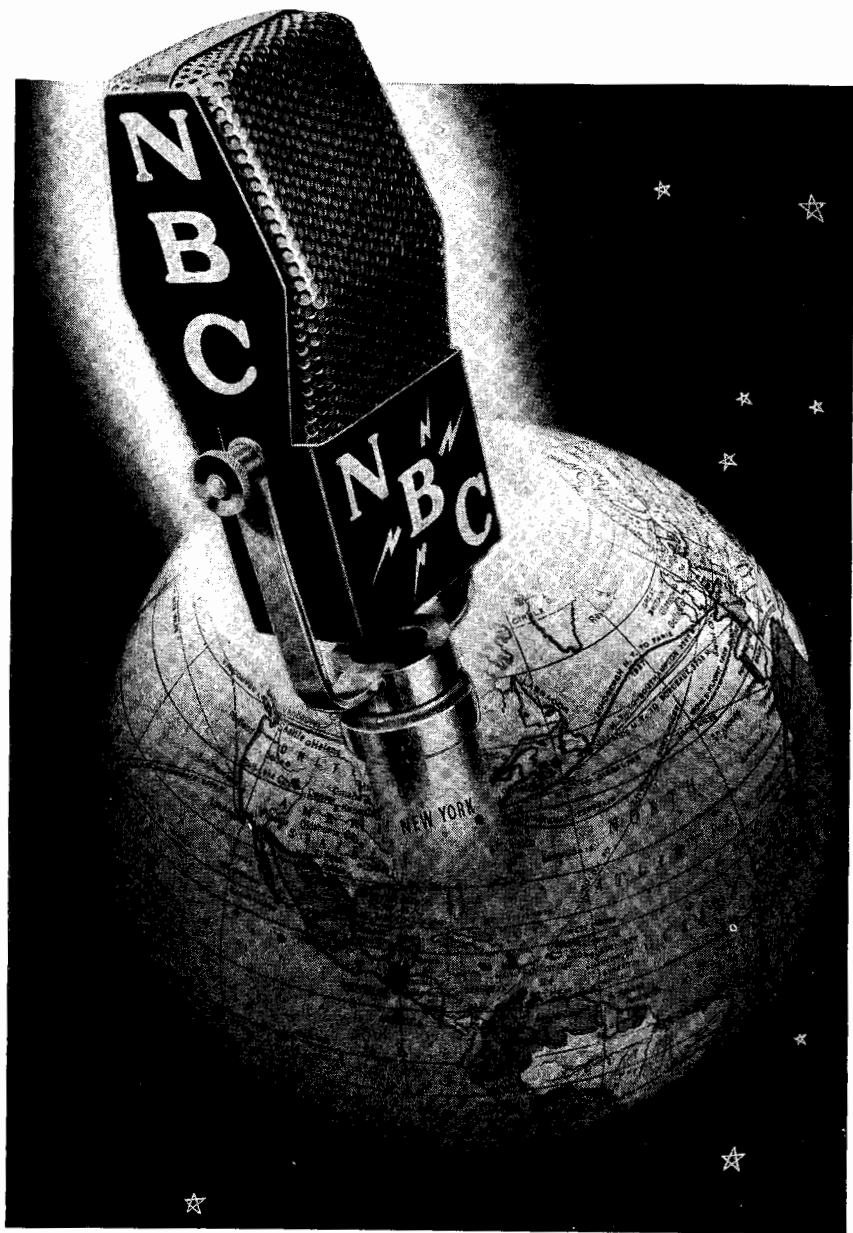
## TELEVISION DEPARTMENT

Morton, A. H.	Vice-President in Charge of Television
Farrier, Clarence	Television Coordinator
Gordon, Max	General Production Director of Television
Hutchinson, Thomas H.	Manager of Television Program Division

## TREASURY DEPARTMENT

Woods, Mark.....Vice-President, Treasurer and Assistant Secretary  
Bloxham, William H.....Purchasing Agent

# The World's Greatest



# Broadcasting System

is a title that NBC  
has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York—the home of NBC—to be the world center of broadcasting. The roster of NBC services explains how NBC has won its title—The World's Greatest Broadcasting System.

## *Program Leadership*

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

## *Network Leadership*

Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

## *Leadership in Transcriptions*

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC The-saurus. Through RCA, NBC obtains the benefit of leadership in mechanical reproduction and recording of sound.

## *Leadership in Spot and Local Advertising*

By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

## *Leadership in Artists' Service*

NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program

ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

## *"In the Public Interest"*

At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially . . . "in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The World's Greatest Broadcasting System.

# NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST  
BROADCASTING SYSTEM

A RADIO CORPORATION  
OF AMERICA SERVICE

## NBC PERSONNEL—Continued

Kelly, Harold M. ....	Assistant Auditor
McKeon, Harry F. ....	Auditor
Payne, Glenn W. ....	Commercial Engineer
Telchner, R. J. ....	Assistant Treasurer
Wall, C. A. ....	Assistant to the Treasurer

### CENTRAL DIVISION—CHICAGO

Strotz, Sidney. ....	Manager of Central Division
Carlson, Emmons C. ....	Sales Promotion and Advertising Manager
Carpenter, Kenneth. ....	Blue Network Sales Manager
Cunningham, E. C. ....	Evening Manager
Herbiveaux, J. ....	Program Manager
Kaney, A. W. ....	Assistant to the Manager
Kopf, R. C. ....	Sales Manager
Luttgens, Howard C. ....	Central Division Engineer
McDonald, J. A. ....	Attorney
Morton, Oliver. ....	Local and Spot Sales Manager
Ray, William B. ....	Manager of Press Relations
Stirton, James L. ....	Manager of Artists Service
Stockmar, Edward. ....	Traffic Supervisor
Wetzel, Maurice S. ....	Manager of Electrical Transcriptions
Whalley, John F. ....	Office Manager and Auditor
Wright, W. P. ....	Production Manager

### WESTERN DIVISION—HOLLYWOOD

Gilman, Don E. ....	Vice-President in Charge
Andrews, William. ....	Night Manager
Baker, Walter. ....	Manager of Building Maintenance and General Service
Bock, Harold. ....	Manager of Press Relations
Brown, Charles. ....	Sales Promotion Manager
Dellet, F. V. ....	Auditor
Dixon, Sydney L. ....	Sales Manager
Frost, Lewis. ....	Assistant to the Vice-President
Gale, Paul. ....	Traffic Supervisor
Graham, R. H. ....	Attorney—Assistant to Mr. Leuschner
Leuschner, Frederick. ....	Attorney
Robb, Alex S. ....	Manager of Artists Service
Saxton, A. H. ....	Western Division Engineer
Swallow, John. ....	Program Director
Williams, Wendell. ....	Continuity Editor

### WASHINGTON, D. C.

Russell, Frank M. ....	Vice-President in Charge
Berkeley, Kenneth H. ....	General Manager of WRC and WMAL
Hennessey, P. J., Jr. ....	Counsel
Hurley, J. ....	Attorney

### FOREIGN REPRESENTATIVES

Bate, Fred. ....	England
Jordan, Max. ....	Switzerland

### STATIONS OWNED OR MANAGED OR PROGRAMMED BY NBC

WEAF, New York City. ....	Owned, managed, operated and programmed by NBC
WJZ, New York City. ....	Owned, managed, operated and programmed by NBC
WMAQ, Chicago, Ill. ....	Owned, managed, operated and programmed by NBC
WENR, Chicago, Ill. ....	Owned, managed, operated and programmed by NBC
WRC, Washington, D. C. ....	Owned, managed, operated and programmed by NBC
WTAM, Cleveland, Ohio. ....	Owned, managed, operated and programmed by NBC
KPO, San Francisco, Cal. ....	Owned, managed, operated and programmed by NBC
WMAL, Washington, D. C. ....	Owned by Evening Star Publishing Co.; managed, operated and programmed by the NBC



## NBC M & O STATIONS—Continued

KGO, San Francisco, Calif.....	Owned by General Electric; managed, operated and programmed by the NBC
KOA, Denver, Colo.....	Owned by General Electric; managed, operated and programmed by the NBC
WGY, Schenectady, N. Y.....	Owned and operated by General Electric; programmed by the NBC
WBZ, Boston, Mass.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
WBZA, Springfield, Mass.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KDKA, Pittsburgh, Pa.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KYW, Philadelphia, Pa.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KEX, Portland, Ore.....	Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Oregonian Publishing Company
KJR, Seattle, Wash.....	Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA, Spokane, Wash.....	Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Louis Wasmer

## NEW NBC PROGRAM POLICIES

This restatement of NBC's policies regarding programs, program content, acceptable accounts, etc., was issued in June, 1939. For CBS program policies, see VARIETY RADIO DIRECTORY, Vol. I, pages 723-726.

### POLICIES APPLICABLE TO ALL PROGRAMS

*The program policies of the National Broadcasting Company were first published in January, 1934. As the experience of the Company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.*

*Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.*

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

*As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory to any race or nationality be used.*

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

*One of the most cherished heritages of every American in his inalienable right to worship God in his own way.*

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

*Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.*

## NBC PROGRAM POLICIES—Continued

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.
5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity.

*That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.*

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

*This Company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.*

7. Emphasis on insobriety is not permitted.

*Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.*

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.
9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.
10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.
11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.
12. Speakers must be recognized authorities on subjects they discuss.
13. When commentators or others engaged

as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company.

## COMMERCIAL STANDARDS

### A—Procedure

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the Company at least forty-eight hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The forty-eight hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the Company.

*The Company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the Company deems inconsistent with its standards.*

*The Company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.*

3. The Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.
4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to the National Broadcasting Company at least one week before the



## NBC PROGRAM POLICIES—Continued

broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the Company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.
6. The National Broadcasting Company wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.
7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.
8. The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.
9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the Company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the Company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the Company reserves the right to reject such plans if found to be impossible or impracticable of execution.

### *B—Program Contents*

1. Announcement of sponsorship must be made on all commercial programs.
2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.
3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.
4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.
5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.
6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.
7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.
8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.
9. The advertiser must clear with the Company before entering into agreements to publicize appeals for funds through his radio program.
10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is

## NBC PROGRAM POLICIES—Continued

actually part of the formula of the program and is altogether understandable to the general public.

only when they comply with the following regulations:

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the Company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.
12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.
13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.
14. NBC announcers or other representatives of the Company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by Company members.
15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a fifteen-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than fifteen per cent of the period of a quarter-hour program, and less than ten per cent of longer program periods.

### C—Contests

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with the radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.
2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.
3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.
4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.
5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.
6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.
7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

### D—Offers

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.
2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.
3. It is desirable that announcement of the termination of an offer be made as

## NBC PROGRAM POLICIES—Continued

far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free."
5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

*The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."*

### **POLICIES APPLICABLE TO MEDICAL ACCOUNTS**

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the Company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the Company.
2. Due to the personal nature of the broadcast message, the Company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.
3. No blanket statements purporting to reveal the opinion of the medical profession in relation to the product advertised may be made in any of the continuity or advertising of the product.
4. The Company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.
5. The Company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.
6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.
7. The Company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.
8. Claims to cure are unacceptable.

### **POLICIES APPLICABLE TO CHILDREN'S PROGRAMS**

Because of the obligation of the National Broadcasting Company to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the Company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.
2. All stories must reflect respect for law and order, adult authority, good morals and clean living.

*The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.*
3. Adventure stories may be accepted subject to the following prohibitions:

## NBC PROGRAM POLICIES—Continued

*No torture or suggestion of torture.*

*No horror—present or impending.*

*No use of the supernatural or of superstition likely to arouse fear.*

*No profanity or vulgarity.*

*No kidnapping or threats of kidnapping.*

*In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.*

*Dramatic action should not be over-accentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.*

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.
5. The child is more credulous, as a general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.
6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.
7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.
8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.
9. The National Broadcasting Company must be given assurance that no premium offered over its facilities is harmful to person or property.
10. The forming of clubs is often intro-

duced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to the National Broadcasting Company at least ten business days before its introduction on the air.

## POLICIES APPLICABLE TO NEWS PROGRAMS

All standards of the Company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.
2. News shall be treated factually and analytically, never sensationally.
3. News announcements involving crime or sex shall be avoided unless of national importance.
4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.
5. No suicide shall be reported, except in the case of a nationally known figure.
6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.
7. No libelous or slanderous news is permitted.
8. The news announcer shall not deliberately distort the news by any inflection of the voice.
9. Fictional events shall not be presented in the form of authentic news announcements.
10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

## UNACCEPTABLE BUSINESS

The following classifications of products and services are unacceptable for broadcast over the facilities of the Company.

Of course, many accounts offered the Company may not fall into any of the classifications that are listed below. In such instances the Company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

## NBC PROGRAM POLICIES—Continued

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.
2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.
3. "Cures," and products claiming to cure.
4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.
5. Personal hygiene products, including body deodorants or products advertised for that purpose.
6. Reducing agents as well as foods and beverages designed solely to perform that function.
7. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.
8. All forms of fortune-telling and any services which may be construed to belong in this general field.
9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.
10. Alcoholic beverages may not be advertised on any network program.
11. Firearms and fireworks.

## REGIONAL NETWORKS

*(Networks with sectional—as opposed to national—coverage)*

### THE ALABAMA NETWORK

**Address:** c/o WSGN, Birmingham, Ala.  
**Stations:** WSGN, Birmingham (key station); WMFO, Decatur; WJB, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery.  
**Operating schedule:** No set schedule; cooperate on commercial programs and sustaining broadcasts of interest to people of the State. **Founded:** 1938. **Rates:** Rate of \$221 (full hour after 6 P.M.) applies for WSGN, WSFA and WJB only if purchased as a group; \$193.80 (full hour before 6 P.M.) for total 5 stations, available as a group or in any combination provided at least 3 stations are used.

**President:** Henry P. Johnston, WSGN.  
**Vice-president:** Howard Pill, WSFA. **Secretary-treasurer:** Bascom H. Hopson, WJB.

**Rep:** Kelly-Smith Co.

**Merchandising:** Rendered through direct contact and letters to the trade; will also make surveys at cost. **Publicity:** Releases to 5 papers. **Foreign language programs:** Do not accept programs or announcements.

**Copy restrictions:** Accept transcriptions, beer, wine and some patent medicines.

### ARIZONA BROADCASTING CO., INC.

**Address:** KTAR, Heard Bldg., Phoenix, Ariz. **Primary stations:** KTAR, Phoenix;

KVOA, Tucson. **Supplementary stations:** KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. **Operating schedule:** 6 A.M. to 6 P.M. and 10:30 P.M. to 12 Midnight weekdays; 6 A.M. to 12 noon and 10:30 P.M. to 12 midnight Sunday. **Founded:** Feb. 5, 1939. **Base rate:** \$160 (full hour, 6 to 10 P.M. daily, 12 noon to 10:30 P.M. Sunday, for primary stations only; for 3 supplementary stations, \$45, full hour, any time).

**President:** R. B. Williams. **Manager:** Dick Lewis. **Commercial manager:** J. R. Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Publicity director:** Hal Roach. **Promotion manager:** T. M. Pennington.

**Rep:** Paul H. Raymer Co.

**Merchandising:** Announcements over KTAR-KVOA prior to start of program and mention of client and program in schedule resumes; personal contact, phone calls or letters to distributors and dealers; advance program schedules to agencies, representatives, business organizations, etc.; mailing material, to be furnished by client, sent to listeners and others; special merchandising services furnished at cost. **Publicity:** Free daily listings in Arizona Republic (morning) and Phoenix Gazette (evening); weekly advance listings in Arizona Weekly Gazette. **Foreign language programs:** Accepted; Spanish and Mexican programs are currently broadcast each weekday morning.

## REGIONAL NETWORKS—Continued

**Copy restrictions:** Accept transcriptions and certain recognized patent medicines; no wine or hard liquor; observe "clean" radio advertising policy, and reserve right to refuse copy not up to set standards.

### ARIZONA NETWORK

**Address:** 836 N. Central Ave., Phoenix, Ariz. **Stations:** KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas. **Operating schedule:** 6:30 A.M. to 11:45 P.M. **Type of lines used:** Class C. **Founded:** Sept. 26, 1937; KSUN added Jan. 17, 1938. **Base rate:** \$150.

**Manager:** Fred A. Palmer.

**Rep:** John Blair & Co.

**Merchandising:** Offer direct mail service. **Publicity:** Daily schedules in daily papers; publicity to trade magazines and papers. **Foreign language programs:** Accept Spanish programs, one currently being broadcast from 6:30 to 7 A.M.

**Copy restrictions:** Accept transcriptions; no hard liquor, but accept beer and wine advertising in late evening hours; all patent medicine copy subject to approval by Pure Food and Drug Laws.

### ARROWHEAD NETWORK

**Address:** WEBC Bldg., Duluth, Minn. **Stations:** (Minnesota): WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; (Michigan): WJMS, Ironwood. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** 1935. **Base rate:** \$200.

**Business manager:** Thomas Gavin.

**Rep:** George P. Hollingbery Co.

**Merchandising, publicity:** Offered as part of regular service; extra services, when required, rendered at cost.

**Copy restrictions:** Accept beer, but no wine or hard liquor; all contracts subject to network approval, government regulations, NAB Code of Ethics, and to the conditions of the standard AAAA contract form.

### CALIFORNIA RADIO SYSTEM

**Address:** McClatchy Broadcasting Co., Sacramento, Calif. **Stations:** KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. **Operating schedule:** 8 A.M. to 12 midnight. **Stock:** Held entirely by the McClatchy Broadcasting Co. **Founded:** 1936. **Base rate:** \$814.

**General manager:** Howard Lane.

**Merchandising:** Arrangements may be made for any service requested. **Publicity:**

Listings in all major newspapers of California. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept transcriptions for beer, wine and patent medicines, with copy subject to approval in advance; no hard liquor advertising.

### THE COLONIAL NETWORK

**Address:** 21 Brookline Ave., Boston, Mass. **Stations:** WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHH, Hartford; WNBH, New Bedford; WATR, Waterbury; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** September, 1936. **Base rate:** Total 18 stations, \$1,940.

**President:** John Shepard, III. **Vice-president in charge of operations:** Roy Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Sales manager:** William Warner. **Public relations:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Colonial Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Publicity:** A. J. Stephenson. **Merchandising:** Carleton McVarish.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard "radiograms" for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. **Publicity:** Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact is maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. **Foreign language programs:** Accepted, with certain restrictions.

**Copy restrictions:** Accept beer and wine on announcement basis; no hard liquor; patent medicine advertising accepted providing it is approved by Boston Better

## REGIONAL NETWORKS—Continued

Business Bureau and conforms to all Pure Food and Drug Laws.

### DON LEE BROADCASTING SYSTEM

**Address:** Don Lee Bldg., 7th and Bixel Sts., Los Angeles. **Stations:** (California) KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPMC, Bakersfield; KVOE, Santa Ana; KIEM, Eureka; KQW, San Jose; KVCV, Redding; KHSL, Chico; KTKC, Visalia; KVEC, San Luis Obispo; KYOS, Merced, (Oregon) KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; (Washington) KMO, Tacoma; KIT, Yakima, KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; Spokane (station to be announced); KGY, Olympia; KELA, Centralia; KRKO, Everett (operates daytime only), KWLK, Longview; KOOS, Marshfield. **Operating schedule:** 8 A.M. to 12 midnight P.S.T.\* **Type of lines used:** Class A. **Founded:** 1928. **Base rate:** \$1,550.

**President:** Thomas Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Production manager, program director:** Van C. Newkirk. **Continuity editor:** David Young.

**Rep:** John Blair & Co.

**Merchandising:** Limited service offered. **Publicity:** Daily releases to 125 trade publications and newspapers; supply pictures, mats. **Foreign language programs:** Accepted at specified times.

**Copy restrictions:** Accept transcriptions, beer, wine, liquor and patent medicines, providing copy is truthful and conforms to standards of good taste.

*\*Some individual stations have operating schedule from 6 A.M. to 1 A.M.*

### GEORGIA BROADCASTING SYSTEM

**Address:** P. O. Box 229, Columbus, Ga. **Stations:** WATL, Atlanta; WRBL, Columbus; WGPC, Albany. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** \$270.

**Executive manager:** J. W. Woodruff, Jr. **Rep:** Sears & Ayer, Inc.

**Merchandising:** Full service available, including embossed display signs.

**Copy restrictions:** Accept transcriptions, beer and wine; no hard liquor; all copy subject to FCC regulations and approval of network management.

### GEORGIA MAJOR MARKET TRIO

**Address:** WGST, Atlanta, Ga. **Stations:** WGST, Atlanta; WMAZ, Macon; WTOG,

Savannah. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** \$400.

**Rep:** The Katz Agency, Inc.

No further information available.

### INTER-CITY BROADCASTING SYSTEM

**Address:** 1657 Broadway, New York, N. Y. **Stations:** WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster Pa.; WORK, York, Pa.; **Operating schedule:** 7:00 A.M. to 1:15 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** \$555.80 (evening quarter-hour).

**President:** Donald Flamm. **General manager:** Donald S. Shaw. **Sales director:** Charles Stark.

**Rep:** J. M. Ward, G. B. McDermott, 360 N. Michigan Ave., Chicago.

**Merchandising:** Individual stations cooperate in extending various services to advertisers. **Publicity:** Head publicity office prepares news for over 700 newspapers and trade journals in the radio and other fields, and submits stories to the publicity departments of the individual stations for local placement. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer, wine, patent medicine advertising and transcriptions; all copy subject to station approval and FCC rules and regulations.

### THE IOWA NETWORK

**Address:** Des Moines Register and Tribune Bldg., Des Moines. **Stations:** WMT, Cedar Rapids—Waterloo; KRNT, Des Moines; KSO, Des Moines; WNAX, Yankton, S. D. **Operating schedule:** 5:30 A.M. to 1 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** \$400 (two network hook-ups available—WMT linked with KSO or with KRNT and WNAX).

**President:** Gardner Cowles, Jr. **Vice-presidents:** John Cowles, Sumner Quarton. **Vice-president, treasurer:** Luther L. Hill. **Secretary:** Fred Little. **Commercial manager (KSO, KRNT):** Craig Lawrence. **Commercial manager (WMT):** William Quarton. **National sales manager:** Ted Enns. **Program director (KSO, KRNT):** Ed. Linehan. **Program director (WMT):** Douglas Grant.

**Rep:** The Katz Agency.

**Merchandising:** Feature items, pictures and program listings in the morning Register, evening Tribune and Sunday Register; cards on the rear of Des Moines streetcars; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists; personal calls on leading retail and wholesale grocers

## REGIONAL NETWORKS—Continued

and druggists in Des Moines, Cedar Rapids and Waterloo. **Publicity:** See merchandising. **Foreign language programs:** No set rules; occasion has never arisen, as foreign population is very small.

**Copy restrictions:** No beer, wine or liquor advertising accepted; patent medicines must be approved by Iowa Network Medical Advisory Committee.

### MASON-DIXON RADIO GROUP

**Address:** 8 W. King St., Lancaster, Pa. **Stations:** WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. **Base rate:** \$468.

**General manager:** Clair McCollough.

**Rep:** Paul H. Raymer Co.

No further information available.

### MICHIGAN RADIO NETWORK

**Address:** 17th Floor, Stroh Bldg., Detroit. **Stations:** WXYZ, Detroit (key station); WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. **Operating schedule:** 8:30 A.M. to 12:30 A.M. weekdays, 9 to 12:30 A.M. Sundays (WKZO signs off at sundown). **Type of lines:** Class A. **Founded:** Jan. 31, 1933. **Base rate:** \$600.

**President:** George W. Trendle. **Treasurer and general manager:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Advertising and sales promotion manager:** Charles C. Hicks. **Publicity director:** Felix C. Holt.

**Rep:** The Paul H. Raymer Co.

**Merchandising:** Complete service offered to advertisers using five evening quarters per week; varying amount of co-operation given advertisers using less time. **Publicity:** News releases and program schedules sent to newspapers in territory. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer and wine, but restricted in accordance with state and federal regulations, and all copy is subject to station approval. No offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

### MINNESOTA RADIO NETWORK

**Address:** Hotel St. Paul, St. Paul, Minn. **Stations:** KSTP, Minneapolis-St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. **Operating schedule:** 7 A.M. to 12 midnight. **Founded:** March,

1939. **Base Rate:** \$550 (full hour, 6 to 10:15 P.M.).

**Sales manager:** Ray C. Jenkins.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Complete service available at cost. **Publicity:** Releases to 7 papers in Minneapolis, St. Paul, St. Cloud, Mankato and Rochester. **Foreign language programs:** No requests have been received as foreign population is not a factor in this area.

**Copy restrictions:** Accept transcriptions; beer and patent medicines accepted if copy is in good taste; no hard liquor. Political broadcasts must be clearly identified as such and may not be dramatized.

### NORTH CENTRAL BROADCASTING SYSTEM, INC.

**Address:** Empire Bank Bldg., St. Paul, Minn. **Stations:** WTCN, St. Paul (key station); WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; WDAY, Fargo; KABR, Aberdeen; WNAX, Yankton; KMA, Shenandoah; KRNT, Des Moines; WMT, Cedar Rapids; KATE, Albert Lea (operates daytime only); KWNO, Winona (operates daytime only). **Available stations:** KRMC, Jamestown; KDLR, Devils Lake. **Operating schedule:** Currently limited to times commercial broadcasts are scheduled. **Founded:** Nov. 1, 1937. **Base rate:** \$978 (daytime).

**President, secretary, general manager:** John W. Boler. **Vice-president:** Howard S. Johnson. **Treasurer:** David C. Shepard II.

**National sales office:** 341 Madison Ave., New York City.

**Merchandising:** Maintains separate staff; a 12-page tabloid farm magazine, to be issued regularly, is scheduled to appear Sept. 1 for the purpose of merchandising NCBS programs throughout the farm area.

**Publicity:** Releases to the following newspapers, affiliated with member stations, plus 33 weeklies throughout the Northwest: Minneapolis Tribune, St. Paul Pioneer Press, Duluth Herald-Tribune, Fargo Forum, Des Moines Register-Tribune, Winona Republican Herald.

**Copy restrictions:** Accept transcriptions, with reservations; no beer, wine or patent medicines; commercial copy limited to 10% of program time; political broadcasts accepted, cash in advance, and all copy to be submitted in advance; rates on request.

### THE OKLAHOMA NETWORK, INC.

**Address:** KTOK Bldg., 1800 W. Main, Oklahoma City. **Stations:** KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. **Operating schedule:** 6 A.M. to 12 midnight. **Stock:**



## REGIONAL NETWORKS—Continued

Held by the member stations. **Founded:** April 1, 1937. **Base rate:** \$310.

**President:** Ross U. Porter. **Vice-president:** Tams Bixby, Jr. **Secretary and managing director:** Kenyon M. Douglass.

**Merchandising:** Cooperate with advertisers by contacting dealers by mail and personal calls, with department to work out any reasonable ideas directly. **Publicity:** Three of the stations—KCRC, KGFF, and KBIX—are newspaper owned, and supply publicity through their own papers; the others release news and schedules to local papers. **Foreign language programs:** No set rules; none requested to date, as foreign population is very small.

**Copy restrictions:** Beer advertising accepted by all stations except KADA; hard liquor prohibited by state laws; accept transcriptions.

### PACIFIC BROADCASTING CO.

**Address:** 914½ Broadway, Tacoma, Wash. **Stations (Oregon):** KRNR, Roseburg; KORE, Eugene; KSLM, Salem; KALE, Portland; KOOS, Marshfield; (Washington): KGY, Olympia; KXRO, Aberdeen; KOL, Seattle; KVOS, Bellingham; KPQ, Wenatchee; KIT, Yakima; KMO, Tacoma; KRKO, Everett; KWLK, Longview. **Operating schedule:** 7:45 A.M. to 11:45 P.M. **Founded:** Sept. 26, 1937. **Base rate** (full hour, 6 to 10:30 P.M.): \$700, complete network; \$525, Washington Network; \$245, Oregon Network.

**President, general manager:** Carl E. Haymond. **Secretary:** Louis Wahmer. **Vice-president:** Archie Taft.

**Rep:** John Blair & Co.

**Merchandising:** Complete services maintained by all member stations. **Publicity:** Services offered via Don Lee Broadcasting System, with which network is affiliated. **Foreign language programs:** Do not accept programs or announcements.

**Copy restrictions:** Rules regarding copy acceptance are identical with those of the Don Lee Broadcasting System.

### THE PENNSYLVANIA NETWORK

**Address:** WCAU, Philadelphia, Pa. **Stations:** WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport. (Harrisburg station optional). **Operating schedule:** No regular schedule. **Founded:** 1938. **Rates:** On request.

**Manager:** Kenneth W. Stowman.

**Merchandising:** Services available according to product. **Publicity:** Mailing list of 150 newspapers. **Foreign language programs:** Not accepted.

**Copy restrictions:** Maintain same restrictions as WCAU, Philadelphia.

### QUAKER NETWORK

**General sales offices:** Widener Bldg., Philadelphia, Pa. **Stations:** WFIL, Philadelphia, key station when available; WWSW, Pittsburgh key station when available; choice of other available stations in Philadelphia and Pittsburgh.

**Manager:** R. W. Clipp.

**Base rate:** \$1,930 (includes all charges and applies to non-political advertisers only).

No further information available.

### TEXAS QUALITY NETWORK

**Address:** Any of the member stations. **Stations:** WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. **Operating schedule:** 6 A.M. to 12 midnight. **Type of lines:** Class C. **Founded:** Sept. 10, 1934. **Base rate:** \$390 (quarter-hour).

**Officers:** None; network is not incorporated; each station acts as sales agent for all others.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Separate departments are maintained by the individual stations. **Publicity:** Releases are sent to newspapers in Texas and adjoining states. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer, but no other alcoholic beverages.

### TEXAS STATE NETWORK, INC.

**Address:** 1201 W. Lancaster, Fort Worth, Texas. **Stations:** KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND, Corsicana (available daytime only); WRR, Dallas; KRRV, Sherman (available daytime only); KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO, Longview; KFYO, Lubbock; KPLT, Paris (available daytime only); KGKL, San Angelo; KABC, San Antonio; KTEM, Temple (available daytime only); KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco. **Operating schedule:** 6 A.M. to 11 P.M. **Founded:** Sept. 15, 1938. **Base rate:** \$1,218.37.

**President:** Elliott Roosevelt. **Executive vice-president:** Jack Adams. **Vice-president in charge of production:** Stephen R.

## REGIONAL NETWORKS—Continued

Wilhelm. **Vice-president in charge of station relations:** Harry A. Hutchinson. **Vice-president, manager:** Gerald Stanley. **Vice-president in charge of promotion, publicity, merchandising:** Benton Ferguson. **Musical director:** Ralph Rose. **Assistant musical director:** George McCullough. **Production manager:** Jack Mitchell. **Director women's activities:** Gail Northe. **Merchandising manager:** Bill Fields. **Publicity director:** Louise Cox. **Chief arranger:** Ted Dreher. **Chief engineer:** Truett Kimsey. **Script director:** Clark Fuls. **Sports supervisor:** Zack Hurt.

**Rep:** Own offices in New York and Chicago.

**Merchandising:** Staff at headquarters plus 23 representatives in Texas towns arrange for gratis spot announcements before and after start of program, contact jobbers or distributors, present merchandising and program plan to salesmen, assist in distribution of point of sale material, etc. **Publicity:** 20 to 40 releases sent daily to 72 papers, publications and individuals, plus extra releases for special events or territories. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer and wine, but no hard liquor; political advertising must be approved in advance; all contracts subject to musicians' local, state and Federal regulations, and all copy subject to acceptance of management.

### VIRGINIA BROADCASTING SYSTEM, INC.

**Address:** News Leader Arcade, Richmond. **Stations:** WCHV, Charlottesville; WBTV, Danville; WGH, Newport News; WRNL, Richmond; WLVA, Lynchburg. **Type of lines:** Class C. **Founded:** January, 1936. **Base rate:** \$250.

**President:** Earl Sowers.

**Rep:** Burn-Smith Co., Inc.

No further information available.

### WEST VIRGINIA NETWORK

**Address:** West Virginia Network Bldg., Lee St., Charleston, W. Va. **Stations:** WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. **Operating schedule:** 5 A.M. to 12 midnight. **Type of lines:** CBS, Class A; West Virginia Network, Class B. **Founded:** February, 1937. **Base rate:** \$243.

**President, general manager:** John A. Kennedy. **Assistant general manager:** Howard L. Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson.

**Rep:** The Branham Co.

**Merchandising:** Complete service available at actual cost. **Publicity:** One of the

stations, WBLK, is owned by the Daily Exponent, and supplies publicity in that paper; through special cooperation in Charleston, WCHS carries spot radio news, pictures, etc., in the local papers; releases are also sent to 74 daily and weekly newspapers by the network. **Foreign language programs:** Will accept, but restrictions are such they are rarely carried.

**Copy restrictions:** Accept transcriptions; accept beer, wine and patent medicines, providing copy conforms to network standards, but no hard liquor; all copy must be received 24 hours in advance of broadcast and is subject to the rules governing good taste and public service established by the network.

### WISCONSIN RADIO NETWORK

**Address:** c/o KFIZ, Fond du Lac, Wis. **Stations:** KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan. **Base rate:** \$220.

No further information available.

### WORLD TRANSCRIPTION SYSTEM

**Address:** World Broadcasting System, Inc., 711 Fifth Ave., New York City. **Rates:** Stations are available in any combination, and rates are based on individual station charges.

**President:** P. L. Deutsch. **Vice-president, general manager:** A. J. Kendrick. **Vice-president, sales manager:** Norton Cotterill. **Station relations manager:** A. B. Sambrook. **Advertising, publicity manager:** S. J. Henry, Jr.

**Rep:** Offices in Hollywood, St. Louis, San Francisco and Washington, D. C.

**Merchandising, market research, publicity:** Services available on request, usually at cost.

**Copy restrictions:** All programs and products subject to approval and policies of member stations.

### THE YANKEE NETWORK, INC.

**Address:** 21 Brookline Ave., Boston, Mass. **Stations:** WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLG, New London; WHAI, Greenfield; WCOV, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. **Operating schedule:** 9 A.M. to 12 midnight. **Founded:** Nov. 18, 1932. **Base rate:** Total 18 stations, \$2,500.

**President:** John Shepard, III. **Vice-president in charge of operations:** Roy Harlow.

## REGIONAL NETWORKS—Continued

**Vice-president in charge of sales and production:** Linus Travers. **Assistant sales manager:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Yankee Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Merchandising:** Carleton McVarish. **Publicity director:** A. J. Stephenson.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. **Publicity:** Daily releases and pro-

gram news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer and wine with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

### Z NET

**Address:** P. O. Box 1956, Butte, Montana. **Stations:** KGIR, Butte; KPFA, Helena. **Base rate:** \$60 (half-hour).

**Managing director:** Ed Craney.

**Rep:** Gene Ferguson & Co.

No further information available.





# STATIONS

## U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated June 1, 1939 (and May 1, 1938).

The reader should bear in mind that the wattage assigned to certain stations is necessarily not always the wattage with which those stations are currently operating. Deviations occur where the F.C.C. has assigned a construction permit for higher wattage. In such instances the assigned higher wattage is credited to the station, although construction of equipment may as yet not be completed.

This breakdown of wattage results in the following totals for each power category:

	1939	1938
500,000 watts.....	0 stations	1 station
50,000 watts.....	40 stations	34 stations
25,000 watts.....	1 station	1 station
25,000 and 10,000 watts.....	0 stations	1 station
20,000 watts.....	1 station	1 station
10,000 watts.....	7 stations	11 stations
7,500 watts.....	1 station	1 station
5,000 watts.....	29 stations	27 stations
5,000 and 1,000 watts.....	105 stations	94 stations
5,000 and 500 watts.....	1 station	1 station
2,500 watts.....	1 station	2 stations
2,500 and 1,000 watts.....	5 stations	6 stations
2,500 and 500 watts.....	3 stations	3 stations
1,000 watts.....	97 stations	90 stations
1,000 and 750 watts.....	0 stations	1 station
1,000 and 500 watts.....	34 stations	37 stations
1,000 and 250 watts.....	8 stations	4 stations
500 watts.....	44 stations	50 stations
500 and 250 watts.....	3 stations	2 stations
250 watts.....	43 stations	51 stations
250 and 100 watts.....	203 stations	158 stations
200 watts.....	1 station	2 stations
100 watts.....	141 stations	152 stations
50 watts.....	3 stations	3 stations
Wattage not assigned.....	3 stations	0 stations
<b>TOTAL</b> .....	<b>774 stations</b>	<b>733 stations</b>
{ Commercial stations in operation.....	693 stations	652 stations
{ Non-commercial stations.....	39 stations	39 stations
{ Construction permit only.....	42 stations	42 stations

## LOCATION OF U. S. STATIONS

CKLW, Detroit, Mich.	KFKU, Lawrence, Kans.	KHBG, Okmulgee, Okla.
KABC, San Antonio, Tex.	KFNF, Shenandoah, Ia.	KHJ, Los Angeles, Calif.
KABR, Aberdeen, S. Dak.	KFOR, Lincoln, Nebr.	KHQ, Spokane, Wash.
KADA, Ada, Okla.	KFOX, Long Beach, Calif.	KHSI, Chico, Calif.
KALB, Alexandria, La.	KFPL, Dublin, Tex.	KHUB, Watsonville, Calif.
KALE, Portland, Ore.	KFPW, Ft. Smith, Ark.	KICA, Clovis, N. Mex.
KAND, Corsicana, Tex.	KFPY, Spokane, Wash.	KID, Idaho Falls, Idaho
KANS, Wichita, Kans.	KFQD, Anchorage, Alaska	KIDO, Boise, Idaho
KARK, Little Rock, Ark.	KFRC, San Francisco, Calif.	KIDW, Lamar, Colo.
KARM, Fresno, Calif.	KFRO, Longview, Tex.	KIEM, Eureka, Calif.
KASA, Elk City, Okla.	KFRU, Columbia, Mo.	KIEV, Glendale, Calif.
KAST, Astoria, Ore.	KFSD, San Diego, Calif.	KINY, Juneau, Alaska
KATE, Albert Lea, Minn.	KFSG, Los Angeles, Calif.	KIRO, Seattle, Wash.
KAWM, Gallup, N. Mex.	KFUO, Clayton, Mo.	KIT, Yakima, Wash.
KBIX, Muskogee, Okla.	KFVD, Los Angeles, Calif.	KITE, Kansas City, Mo.
KBKR, Baker, Ore.	KFVS, Cape Girardeau, Mo.	KIUL, Garden City, Kans.
KBND, Bend, Ore.	KFWB, Los Angeles, Calif.	KIUN, Pecos, Tex.
KBPS, Portland, Ore.	KFXD, Nampa, Idaho	KIUP, Durango, Colo.
KBST, Big Spring, Tex.	KFXJ, Grand Junction,	KJBS, San Francisco, Calif.
KBTM, Jonesboro, Ark.	Colo.	KJE, Seattle, Wash.
KCKN, Kansas City, Kans.	KFXM, San Bernardino,	KLAH, Carlsbad, N. Mex.
KCMC, Texarkana, Tex.	Calif.	KLBM, La Grande, Ore.
KCMO, Kansas City, Mo.	KFYO, Lubbock, Tex.	KLCN, Blytheville, Ark.
KCRC, Enid, Okla.	KFYR, Bismarck, N. Dak.	KLO, Ogden, Utah
KCRJ, Jerome, Ariz.	KGA, Spokane, Wash.	KLPM, Minot, N. Dak.
KDAL, Duluth, Minn.	KG, San Diego, Calif.	KLRA, Little Rock, Ark.
KDB, Santa Barbara, Calif.	KGBU, Ketchikan, Alaska	KLS, Oakland, Calif.
KDFN, Casper, Wyo.	KGBX, Springfield, Mo.	KLUF, Galveston, Tex.
KDKA, Pittsburgh, Pa.	KGCA, Decorah, Ia.	KLX, Oakland, Calif.
KDLR, Devils Lake, N. Dak.	KGCI, Couer d'Alene, Idaho	KLZ, Denver, Colo.
KDNT, Denton, Tex.	KGCU, Mandan, N. Dak.	KMA, Shenandoah, Ia.
KDON, Monterey, Calif.	KGDX, Wolf Point, Mont.	KMAC, San Antonio, Tex.
KDRO, Sedalia, Mo.	KGDE, Fergus Falls, Minn.	KMBC, Kansas City, Mo.
KDTH, Dubuque, Ia.	KGDM, Stockton, Calif.	KMED, Medford, Ore.
KDYL, Salt Lake City, Utah	KGEE, Sterling, Colo.	KMJ, Fresno, Calif.
KECA, Los Angeles, Calif.	KGER, Long Beach, Calif.	KMLB, Monroe, La.
KEEN, Seattle, Wash.	KGEZ, Kalispell, Mont.	KMMJ, Grand Island, Nebr.
KEHE, Los Angeles, Calif.	KGFF, Shawnee, Okla.	KMO, Tacoma, Wash.
KELA, Centralia-Chehalis,	KGFI, Brownsville, Tex.	KMOX, St. Louis, Mo.
Wash.	KGJJ, Los Angeles, Calif.	KMPX, Beverly Hills, Calif.
KELD, Eldorado, Ark.	KGFL, Roswell, N. Mex.	KMTR, Los Angeles, Calif.
KELO, Sioux Falls, S. Dak.	KGFW, Kearney, Nebr.	KNEL, Brady, Tex.
KERN, Bakersfield, Calif.	KGFX, Pierre, S. Dak.	KNET, Palestine, Tex.
KEUB, Price, Utah	KGGF, Coffeyville, Kans.	KNOW, Austin, Tex.
KEX, Portland, Ore.	KGGM, Albuquerque,	KNX, Los Angeles, Calif.
KFAB, Lincoln, Nebr.	N. Mex.	KOA, Denver, Colo.
KFAC, Los Angeles, Calif.	KGHF, Pueblo, Colo.	KOAC, Corvallis, Ore.
KFAM, St. Cloud, Minn.	KGHI, Little Rock, Ark.	KOAM, Pittsburg, Kans.
KFAR, Fairbanks, Alaska	KGHL, Billings, Mont.	KOB, Albuquerque, N. Mex.
KFBB, Great Falls, Mont.	KGIR, Butte, Mont.	KOBH, Rapid City, S. Dak.
KFBI, Abilene, Kans.	KGIW, Alamosa, Colo.	KOCA, Kilgore, Tex.
KFBK, Sacramento, Calif.	KGKB, Tyler, Tex.	KOCY, Oklahoma City,
KFDA, Amarillo, Tex.	KGKL, San Angelo, Tex.	Okla.
KFDM, Beaumont, Tex.	KGKO, Fort Worth, Tex.	KOH, Reno, Nev.
KFDY, Brookings, S. Dak.	KGKY, Scottsbluff, Nebr.	KOIL, Omaha, Nebr.
KFEL, Denver, Colo.	KGLO, Mason City, Ia.	KOIN, Portland, Ore.
KFEQ, St. Joseph, Mo.	KGLU, Safford, Ariz.	KOKO, La Junta, Colo.
KFGQ, Boone, Ia.	KGMB, Honolulu, Hawaii	KOL, Seattle, Wash.
KFH, Wichita, Kans.	KGNC, Amarillo, Tex.	KOMA, Oklahoma City,
KFI, Los Angeles, Calif.	KGNF, North Platte, Nebr.	Okla.
KFIO, Spokane, Wash.	KGNO, Dodge City, Kans.	KOME, Tulsa, Okla.
KFIZ, Fond du Lac, Wis.	KGO, San Francisco, Calif.	KOMO, Seattle, Wash.
KFJB, Marshalltown, Ia.	KGU, Honolulu, Hawaii	KONO, San Antonio, Tex.
KFJI, Klamath Falls, Ore.	KGVL, Greenville, Tex.	KOOS, Marshfield, Ore.
KFJM, Grand Forks, N. Dak.	KGVO, Missoula, Mont.	KORE, Eugene, Ore.
KFJZ, Fort Worth, Tex.	KGW, Portland, Ore.	KOTN, Pine Bluff, Ark.
KFKA, Greeley, Colo.	KGY, Olympia, Wash.	KOVC, Valley City, N. Dak.
	KHBC, Hilo, Hawaii	KOVO, Provo, Utah

# LOCATION OF STATIONS—Continued

KOWH, Omaha, Nebr.	KTSW, Emporia, Kans.	WAIM, Anderson, S. C.
KOY, Phoenix, Ariz.	KTUC, Tucson, Ariz.	WAIR, Winston-Salem, N. C.
KPAB, Laredo, Tex.	KTUL, Tulsa, Okla.	WALA, Mobile, Ala.
KPAC, Port Arthur, Tex.	KTW, Seattle, Wash.	WALR, Zanesville, Ohio
KPDN, Pampa, Tex.	KUJ, Walla Walla, Wash.	WAML, Laurel, Miss.
KPFA, Helena, Mont.	KUMA, Yuma, Ariz.	WAPI, Birmingham, Ala.
KPLC, Lake Charles, La.	KUOA, Siloam Springs, Ark.	WAPQ, Chattanooga, Tenn.
KPLT, Paris, Tex.	KUSD, Vermillion, S. Dak.	WARD, New York City
KPMC, Bakersfield, Calif.	KUTA, Salt Lake City, Utah	WASH, Grand Rapids, Mich.
KPO, San Francisco, Calif.	KVAK, Atchison, Kans.	WATL, Atlanta, Ga.
KPOF, Denver, Colo.	KVAN, Vancouver, Wash.	WATR, Waterbury, Conn.
KPPC, Pasadena, Calif.	KVCV, Redding, Calif.	WAVE, Louisville, Ky.
KPQ, Wenatchee, Wash.	KVEC, San Luis Obispo, Calif.	WAWZ, Zarephath, N. J.
KPRC, Houston, Tex.	KVGB, Great Bend, Kans.	WAYX, Waycross, Ga.
KQV, Pittsburgh, Pa.	KVI, Tacoma, Wash.	WAZL, Hazelton, Pa.
KQW, San Jose, Calif.	KVNU, Logan, Utah	WBAA, West Lafayette, Ind.
KRBA, Lufkin, Tex.	KVOA, Tucson, Ariz.	WBAB, Atlantic City, N. J.
KRBC, Abilene, Tex.	KVOD, Denver, Colo.	WBAL, Baltimore, Md.
KRBM, Bozeman, Mont.	KVOE, Santa Ana, Calif.	WBAP, Fort Worth, Tex.
KRE, Berkeley, Calif.	KVOL, Lafayette, La.	WBAX, Wilkes-Barre, Pa.
KRGV, Weslaco, Tex.	KVOO, Tulsa, Okla.	WBBC, New York City
KRIC, Beaumont, Tex.	KVOR, Colorado Springs, Colo.	WBBL, Richmond, Va.
KRIS, Corpus Christi, Tex.	KVOS, Bellingham, Wash.	WBBM, Chicago, Ill.
KRKD, Los Angeles, Calif.	KVOX, Moorhead, Minn.	WBRR, New York City
KRKO, Everett, Wash.	KVRS, Rock Springs, Wyo.	WBZ, Ponce City, Okla.
KRLC, Lewiston, Idaho	KVSF, Santa Fe, N. Mex.	WBCM, Bay City, Mich.
KRLD, Dallas, Tex.	KVSO, Ardmore, Okla.	WBEN, Buffalo, N. Y.
KRLH, Midland, Tex.	KVWC, Vernon, Tex.	WBEO, Marquette, Mich.
KRMC, Jamestown, N. Dak.	KWAL, Wallace-Kellogg, Idaho	WBHP, Huntsville, Ala.
KRMD, Shreveport, La.	KWBG, Hutchinson, Kans.	WBIG, Greensboro, N. C.
KRNR, Roseburg, Ore.	KWEW, Hobbs, N. Mex.	WBIL, New York City
KRNT, Des Moines, Ia.	KWFT, Wichita Falls, Tex.	WBLK, Clarksburg, W. Va.
KROC, Rochester, Minn.	KWG, Stockton, Calif.	WBNS, Columbus, Ohio
KROD, El Paso, Tex.	KWJB, Globe, Ariz.	WBNN, New York City
KROW, Oakland, Calif.	KWJJ, Portland, Ore.	WBNY, Buffalo, N. Y.
KROY, Sacramento, Calif.	KWK, St. Louis, Mo.	WBOW, Terre Haute, Ind.
KRRV, Sherman, Tex.	KWKH, Shreveport, La.	WBRR, Red Bank, N. J.
KRSC, Seattle, Wash.	KWLC, Decorah, Ia.	WBRC, Birmingham, Ala.
KSAC, Manhattan, Kans.	KWLK, Longview, Wash.	WBRE, Wilkes-Barre, Pa.
KSAL, Salina, Kans.	KWLN, Winona, Minn.	WBRR, Pittsburgh, Mass.
KSAM, Huntsville, Tex.	KWOC, Poplar Bluff, Mo.	WBRY, Waterbury, Conn.
KSAN, San Francisco, Calif.	KWOS, Jefferson City, Mo.	WBT, Charlotte, N. C.
KSCJ, Sioux City, Ia.	KWSC, Pullman, Wash.	WBTH, Williamson, W. Va.
KSD, St. Louis, Mo.	KWTN, Watertown, S. Dak.	WBTM, Danville, Va.
KSEI, Pocatello, Idaho	KWTO, Springfield, Mo.	WBZ, Boston, Mass.
KSFO, San Francisco, Calif.	KWYO, Sheridan, Wyo.	WBZA, Boston, Mass.
KSJ, Salt Lake City, Utah	KXA, Seattle, Wash.	WCAD, Canton, N. Y.
KSLM, Salem, Ore.	KXL, Portland, Ore.	WCAE, Pittsburgh, Pa.
KSO, Des Moines, Ia.	KXO, El Centro, Calif.	WCAI, Northfield, Minn.
KSOO, Sioux Falls, S. Dak.	KXOK, St. Louis, Mo.	WCAM, Camden, N. J.
KSRO, Santa Rosa, Calif.	KXOX, Sweetwater, Tex.	WCAO, Baltimore, Md.
KSTP, Minneapolis-St. Paul, Minn.	KXRO, Aberdeen, Wash.	WCAP, Asbury Park, N. J.
KSUB, Cedar City, Utah	KXYZ, Houston, Tex.	WCAT, Rapid City, S. Dak.
KSUN, Lowell, Ariz.	KYA, San Francisco, Calif.	WCAU, Philadelphia, Pa.
KTAR, Phoenix, Ariz.	KYCA, Prescott, Ariz.	WCAX, Burlington, Vt.
KTAT, Fort Worth, Tex.	KYOS, Merced, Calif.	WCAZ, Carthage, Ill.
KTBC, Austin, Tex.	KYSM, Mankato, Minn.	WCB, Allentown, Pa.
KTBS, Shreveport, La.	KYW, Philadelphia, Pa.	WCBD, Chicago, Ill.
KTEM, Temple, Tex.	WAAB, Boston, Mass.	WCBM, Baltimore, Md.
KTFI, Twin Falls, Idaho	WAAF, Chicago, Ill.	WCBS, Springfield, Ill.
KTHS, Hot Springs, Ark.	WAAT, Jersey City, N. J.	WCCO, Minneapolis-St. Paul, Minn.
KTKC, Visalia, Calif.	WABC, New York City	WCFL, Chicago, Ill.
KTMS, Santa Barbara, Calif.	WABI, Bangor, Me.	WCHS, Charleston, W. Va.
KTOH, Lihue, Hawaii	WABY, Albany, N. Y.	WCHV, Charlottesville, Va.
KTOK, Oklahoma City, Okla.	WACO, Waco, Tex.	WCKY, Cincinnati, Ohio
KTRB, Modesto, Calif.	WADC, Akron, Ohio	WCLE, Cleveland, Ohio
KTRH, Houston, Tex.	WAGA, Atlanta, Ga.	WCLO, Janesville, Wis.
KTRI, Sioux City, Ia.	WAGF, Dothan, Ala.	WCLS, Joliet, Ill.
KTSA, San Antonio, Tex.	WAGM, Presque Isle, Me.	WCMI, Ashland, Ky.
KTSM, El Paso, Tex.		WCNW, New York City

# LOCATION OF STATIONS—Continued

WCOA, Pensacola, Fla.	WGAR, Cleveland, Ohio	WINN, Louisville, Ky.
WCOG, Meridian, Miss.	WGAU, Athens, Ga.	WINS, New York City
WCOL, Columbus, Ohio	WGBB, Freeport, N. Y.	WIOD, Miami, Fla.
WCOF, Boston, Mass.	WGBF, Evansville, Ind.	WIP, Philadelphia, Pa.
WCOS, Columbia, S. C.	WGBI, Scranton, Pa.	WIRE, Indianapolis, Ind.
WCOU, Lewiston, Me.	WGBL, Goldsboro, N. C.	WIS, Columbia, S. C.
WCOV, Montgomery, Ala.	WGCM, Gulfport, Miss.	WISE, Asheville, N. C.
WCPO, Cincinnati, Ohio	WGES, Chicago, Ill.	WISN, Milwaukee, Wis.
WCRW, Chicago, Ill.	WGH, Newport News, Va.	WJAC, Johnstown, Pa.
WCSC, Charleston, S. C.	WGIL, Galesburg, Ill.	WJAG, Norfolk, Nebr.
WCSH, Portland, Me.	WGKV, Charleston, W. Va.	WJAR, Providence, R. I.
WDAE, Tampa, Fla.	WGL, Ft. Wayne, Ind.	WJAS, Pittsburgh, Pa.
WDAF, Kansas City, Mo.	WGN, Chicago, Ill.	WJAX, Jacksonville, Fla.
WDAH, El Paso, Tex.	WGNC, Gastonia, N. C.	WJBC, Bloomington, Ill.
WDAN, Danville, Ill.	WGNV, Newburgh, N. Y.	WJBK, Detroit, Mich.
WDAS, Philadelphia, Pa.	WGPC, Albany, Ga.	WJBL, Decatur, Ill.
WDAY, Fargo, N. Dak.	WGR, Buffalo, N. Y.	WJBO, Baton Rouge, La.
WDBJ, Roanoke, Va.	WGRC, New Albany, Ind.; Louisville, Ky.	WJBW, New Orleans, La.
WDBO, Orlando, Fla.	WGRM, Grenada, Miss.	WJBY, Gadsden, Ala.
WDEL, Wilmington, Del.	WGST, Atlanta, Ga.	WJDX, Jackson, Miss.
WDEV, Waterbury, Vt.	WGTM, Wilson, N. C.	WJEJ, Hagerstown, Md.
WDGY, Minneapolis-St. Paul, Minn.	WGY, Schenectady, N. Y.	WJHL, Johnson City, Tenn.
WDNC, Durham, N. C.	WHAI, Madison, Wis.	WJHP, Jacksonville, Fla.
WDDO, Chattanooga, Tenn.	WHAI, Greenfield, Mass.	WJIM, Lansing, Mich.
WDRC, Hartford, Conn.	WHAM, Rochester, N. Y.	WJJD, Chicago, Ill.
WDSM, Superior, Wis.	WHAS, Louisville, Ky.	WJLS, Beckley, W. Va.
WDSU, New Orleans, La.	WHAT, Philadelphia, Pa.	WJMC, Rice Lake, Wis.
WDSU, Champaign, Ill.	WHAZ, Troy, N. Y.	WJMS, Ironwood, Mich.
WDZ, Tuscola, Ill.	WHB, Kansas City, Mo.	WJNO, West Palm Beach, Fla.
WEAF, New York City	WHBB, Selma, Ala.	WJR, Detroit, Mich.
WEAN, Providence, R. I.	WHBC, Canton, Ohio	WJRD, Tuscaloosa, Ala.
WEAU, Eau Claire, Wis.	WHBF, Rock Island, Ill.	WJSV, Washington, D. C.
WEBC, Duluth, Minn.	WHBI, Newark, N. J.	WJTN, Jamestown, N. Y.
WEBQ, Harrisburg, Ill.	WHBL, Sheboygan, Wis.	WJW, Akron, Ohio
WEBR, Buffalo, N. Y.	WHBQ, Memphis, Tenn.	WJZ, New York City
WEDC, Chicago, Ill.	WHBU, Anderson, Ind.	WKAR, East Lansing, Mich.
WEED, Rocky Mount, N. C.	WHBY, Green Bay, Wis.	WKAT, Miami Beach, Fla.
WEEL, Boston, Mass.	WHDF, Calumet, Mich.	WKBB, Dubuque, Ia.
WEUU, Reading, Pa.	WHDH, Boston, Mass.	WKBH, La Crosse, Wis.
WELI, New Haven, Conn.	WHDL, Olean, N. Y.	WKBN, Youngstown, Ohio
WELL, Battle Creek, Mich.	WHEB, Portsmouth, N. H.	WKBO, Harrisburg, Pa.
WEMP, Milwaukee, Wis.	WHEC, Rochester, N. Y.	WKBV, Richmond, Ind.
WENR, Chicago, Ill.	WHFC, Cicero, Ill.	WKBW, Buffalo, N. Y.
WENY, Elmira, N. Y.	WHIO, Dayton, Ohio	WKBZ, Muskegon, Mich.
WEOA, Evansville, Ind.	WHIP, Hammond, Ind.	WKEU, Griffin, Ga.
WESG, Elmira, N. Y.	WHIS, Bluefield, W. Va.	WKOK, Sunbury, Pa.
WEST, Easton, Pa.	WHJB, Greensburg, Pa.	WKRC, Cincinnati, Ohio
WEVD, New York City	WHK, Cleveland, Ohio	WKST, New Castle, Pa.
WEW, St. Louis, Mo.	WHKC, Columbus, Ohio	WKY, Oklahoma City, Okla.
WEXL, Royal Oak, Mich.	WHLB, Virginia, Minn.	WKZO, Kalamazoo, Mich.
WFAA, Dallas, Tex.	WHLS, Port Huron, Mich.	WLAC, Nashville, Tenn.
WFAM, South Bend, Ind.	WHMA, Anniston, Ala.	WLAK, Lakeland, Fla.
WFAS, White Plains, N. Y.	WHN, New York City	WLAP, Lexington, Ky.
WFBC, Greenville, S. C.	WHO, Des Moines, Ia.	WLAW, Lawrence, Mass.
WFBG, Altoona, Pa.	WHOM, Jersey City, N. J.	WLB, Minneapolis-St. Paul, Minn.
WFBL, Syracuse, N. Y.	WHP, Harrisburg, Pa.	WLCB, Muncie, Ind.
WFBM, Indianapolis, Ind.	WIBA, Madison, Wis.	WLBL, Stevens Point, Wis.
WFBT, Baltimore, Md.	WIBC, Indianapolis, Ind.	WLBZ, Bangor, Me.
WFDF, Flint, Mich.	WIBG, Glenside, Pa.	WLEU, Erie, Pa.
WFEA, Manchester, N. H.	WIBM, Jackson, Mich.	WLLH, Lowell, Mass.
WFIL, Philadelphia, Pa.	WIBU, Poyette, Wis.	WLNH, Lacomia, N. H.
WFLA, Tampa, Fla.	WIBW, Topeka, Kans.	WLOK, Lima, Ohio
WFMD, Frederick, Md.	WIBX, Utica, N. Y.	WLS, Chicago, Ill.
WFMI, Youngstown, Ohio	WICA, Ashtabula, Ohio	WLTH, New York City
WFNC, Fayetteville, N. C.	WICC, Bridgeport, Conn.	WLVA, Lynchburg, Va.
WFOR, Hattiesburg, Miss.	WIL, St. Louis, Mo.	WLW, Cincinnati, Ohio
WFOY, St. Augustine, Fla.	WILL, Urbana, Ill.	WMAL, Washington, D. C.
WFTC, Kinston, N. C.	WILM, Wilmington, Del.	WMAQ, Chicago, Ill.
WFVA, Fredericksburg, Va.	WIND, Gary, Ind.; Chicago, Ill.	WMAS, Springfield, Mass.
WGAL, Lancaster, Pa.	WING, Dayton, Ohio	WMAZ, Macon, Ga.
WGAN, Portland, Me.		



# LOCATION OF STATIONS—Continued

WMBC, Detroit, Mich.	WOSU, Columbus, Ohio	WSJS, Winston-Salem, N. C.
WMBD, Peoria, Ill.	WOV, New York City	WSKB, McComb, Miss.
WMBG, Richmond, Va.	WOW, Omaha, Nebr.	WSLI, Jackson, Miss.
WMBH, Joplin, Mo.	WOWO, Ft. Wayne, Ind.	WSM, Nashville, Tenn.
WMBI, Chicago, Ill.	WPAD, Paducah, Ky.	WSMB, New Orleans, La.
WMBO, Auburn, N. Y.	WPAR, Parkersburg, W. Va.	WSNJ, Bridgeton, N. J.
WMBR, Jacksonville, Fla.	WPAX, Thomasville, Ga.	WSOC, Charlotte, N. C.
WMBS, Uniontown, Pa.	WPAY, Portsmouth, Ohio	WSFA, Spartanburg, S. C.
WMC, Memphis, Tenn.	WPEN, Philadelphia, Pa.	WSPD, Toledo, Ohio
WMCA, New York City	WPG, Atlantic City, N. J.	WSPR, Springfield, Mass.
WMEX, Boston, Mass.	WPIC, Sharon, Pa.	WSTP, Salisbury, N. C.
WMFD, Wilmington, N. C.	WPIV, Petersburg, Va.	WSUI, Iowa City, Ia.
WMFF, Plattsburg, N. Y.	WPRO, Providence, R. I.	WSUN, St. Petersburg, Fla.
WMFG, Hibbing, Minn.	WPTF, Raleigh, N. C.	WSVA, Harrisonburg, Va.
WMFJ, Daytona Beach, Fla.	WQAM, Miami, Fla.	WSVS, Buffalo, N. Y.
WMFO, Decatur, Ala.	WQAN, Scranton, Pa.	WSYB, Rutland, Vt.
WMFR, High Point, N. C.	WQBC, Vicksburg, Miss.	WSYR-WSYU, Syracuse, N. Y.
WMIN, Minneapolis-St. Paul, Minn.	WQDM, St. Albans, Vt.	WTAD, Quincy, Ill.
WMMN, Fairmont, W. Va.	WQXR, New York City	WTAG, Worcester, Mass.
WMOB, Mobile, Ala.	WRAC, Williamsport, Pa.	WTAL, Tallahassee, Fla.
WMPC, Lapeer, Mich.	WRAL, Raleigh, N. C.	WTAM, Cleveland, Ohio
WMPS, Memphis, Tenn.	WRAW, Reading, Pa.	WTAQ, Green Bay, Wis.
WMRO, Aurora, Ill.	WRBL, Columbus, Ga.	WTAR, Norfolk, Va.
WMSD, Sheffield, Ala.	WRC, Washington, D. C.	WTAW, College Station, Tex.
WMT, Cedar Rapids, Ia.	WRDO, Augusta, Me.	WTBX, Springfield, Ill.
WNAC, Boston, Mass.	WRDW, Augusta, Ga.	WTBO, Cumberland, Md.
WNAD, Norman, Okla.	WREC, Memphis, Tenn.	WTCN, Minneapolis-St. Paul, Minn.
WNAX, Yankton, S. Dak.	WREN, Lawrence-Kansas City, Kans.	WTEL, Philadelphia, Pa.
WNBC, New Britain, Conn.	WRGA, Rome, Ga.	WTHT, Hartford, Conn.
WNBH, Binghamton, N. Y.	WRJN, Racine, Wis.	WTIC, Hartford, Conn.
WNBH, New Bedford, Mass.	WRKL, Rock Hill, S. C.	WTJS, Jackson, Tenn.
WNBX, Springfield, Vt.	WRNL, Richmond, Va.	WTMA, Charleston, S. C.
WNBZ, Saranac Lake, N. Y.	WROK, Rockford, Ill.	WTMC, Ocala, Fla.
WNEW, New York City	WROL, Knoxville, Tenn.	WTMJ, Milwaukee, Wis.
WNLC, New London, Conn.	WRR, Dallas, Tex.	WTMV, E. St. Louis, Ill.
WNOE, New Orleans, La.	WRTD, Richmond, Va.	WTNJ, Trenton, N. J.
WNOX, Knoxville, Tenn.	WRUF, Gainesville, Fla.	WTOC, Savannah, Ga.
WNYC, New York City	WRVA, Richmond, Va.	WTOL, Toledo, Ohio
WOAI, San Antonio, Tex.	WSAI, Cincinnati, Ohio	WTRC, Elkhart, Ind.
WOC, Davenport, Ia.	WSAJ, Grove City, Pa.	WTRY, Troy, N. Y.
WOCB, Hyannis, Mass.	WSAL, Salisbury, Md.	WTSP, St. Petersburg, Fla.
WOI, Ames, Ia.	WSAN, Allentown, Pa.	WVFW, New York City
WOKO, Albany, N. Y.	WSAR, Fall River, Mass.	WWAE, Hammond, Ind.
WOL, Washington, D. C.	WSAU, Wausau, Wis.	WWJ, Detroit, Mich.
WOLS, Florence, S. C.	WSAV, Savannah, Ga.	WWL, New Orleans, La.
WOMI, Owensboro, Ky.	WSAY, Rochester, N. Y.	WWNC, Asheville, N. C.
WOMT, Manitowoc, Wis.	WSAZ, Huntington, W. Va.	WWRL, New York City
WOOD, Grand Rapids, Mich.	WSB, Atlanta, Ga.	WWSW, Pittsburgh, Pa.
WOPI, Bristol, Tenn.	WSBC, Chicago, Ill.	WWVA, Wheeling, W. Va.
WOR, New York City	WSBT, South Bend, Ind.	WXYZ, Detroit, Mich.
WORC, Worcester, Mass.	WSFA, Montgomery, Ala.	
WORK, York, Pa.	WSGN, Birmingham, Ala.	
WORL, Boston, Mass.	WSIX, Nashville, Tenn.	



## ALABAMA

(375,200 radio homes, or 56% ownership among the State's total of 670,000 families. Urban ownership is 154,600, or 75% of urban families; rural ownership is 220,600, or 48% of rural families.)

### Radio Homes by Counties\*

Autauga .....	2,380	Dallas .....	8,450	Marion .....	2,770
Baldwin .....	3,830	DeKalb .....	4,350	Marshall .....	4,580
Barbour .....	4,080	Elmore .....	3,850	Mobile .....	21,880
Bibb .....	2,680	Escambia .....	3,480	Monroe .....	3,370
Blount .....	3,070	Etowah .....	9,700	Montgomery .....	18,520
Bullock .....	2,570	Fayette .....	2,050	Morgan .....	6,790
Butler .....	3,730	Franklin .....	2,920	Perry .....	3,130
Calhoun .....	8,370	Geneva .....	3,340	Pickens .....	2,810
Chambers .....	4,730	Greene .....	2,500	Pike .....	4,170
Cherokee .....	2,090	Hale .....	3,150	Randolph .....	3,110
Chilton .....	2,800	Henry .....	2,480	Russell .....	3,420
Choctaw .....	2,430	Houston .....	6,250	St. Clair .....	2,980
Clarke .....	3,200	Jackson .....	4,080	Shelby .....	3,440
Clay .....	1,910	Jefferson .....	85,710	Sumter .....	3,220
Cleburne .....	1,390	Lamar .....	1,930	Talladega .....	5,570
Coffee .....	3,730	Lauderdale .....	5,480	Tallapoosa .....	3,800
Colbert .....	4,420	Lawrence .....	2,860	Tuscaloosa .....	9,000
Conecuh .....	2,920	Lee .....	5,270	Walker .....	7,850
Coosa .....	1,330	Limestone .....	4,270	Washington .....	1,910
Covington .....	5,160	Lowndes .....	2,700	Wilcox .....	2,970
Crenshaw .....	2,750	Macon .....	3,230	Winston .....	1,660
Cullman .....	4,500	Madison .....	8,530		
Dale .....	2,820	Marengo .....	4,780		

### WHMA, ANNISTON

**Operator:** Anniston Broadcasting Co., WHMA Bldg. **Phone:** 2380. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Nov. 3, 1938. (Note: This station is under the same ownership as the Anniston Star.)

**General and station manager:** John S. Pitts. **Commercial manager, artists bureau head:** Allen Brown. **Program and musical director:** Harold Russey. **Chief engineer:** Vernon Storey. **Publicity director:** Edwin Mullinax.

**Rep:** None. **Seating facilities:** Auditorium in WHMA Building can accommodate 600 persons. **Merchandising:** Distribute window cards, and arrange for newspaper stories and photos of artists; service rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

**Copy restrictions:** County in which station is located is dry (although the State is not); "legitimate type" patent medicines accepted. **E. T. library:** World. **News:** UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

### WAPI, BIRMINGHAM

**Operator:** Voice of Alabama, Inc., Protective Life Bldg. **Phone:** 3-8116. **Power:** 5,000 watts on 1140 kc. **Affiliation:** CBS. **Opened:** 1922. (Note: This station is owned by Alabama College, the Alabama Polytechnic Institute and the University of Alabama; "Voice of Alabama" is the operator, with a minority of the stock being held by the Columbia Broadcasting System, Inc.)

**President, general manager:** Thad Holt. **National sales representative:** H. H. Holts-houser. **Program directors:** Lionel Baxter and Clint Blakely. **Merchandising director:** Delmar Bradley. **Studio manager:** Nelle McFarland.

**Rep:** Radio Sales. **Seating facilities:** Cathedral Studio seats 200; city auditorium, capacity 5,000, may be obtained. **Merchandising:** Publicity on accounts and products; window displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No regular setup; can furnish talent, however. **Base rate:** \$160.

**Program policies:** CBS program policies. **E. T. library:** Associated. **News:** UP.

\*Joint Committee on Radio Research estimate for Jan. 1, 1938

## ALABAMA STATIONS—Continued

**News periods:** 8 A.M., 12:45 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday.

### WBRC, BIRMINGHAM

**Operator:** Birmingham Broadcasting Co., Inc. Bankhead Hotel. **Phone:** 3-9293. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** May 18, 1925.

**President:** K. G. Marshall. **Vice-president:** J. C. Bell. **Secretary-treasurer:** Mrs. H. P. Hanna. **Assistant manager:** John Connolly.

**Rep:** Paul H. Raymer. **Seating facilities:** Studio, 50. **Merchandising:** Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on "Don't Miss It" broadcast, 10-10:15 A.M. daily. **Foreign language programs:** Will consider such programs. **Artists bureau:** None. **Stock:** Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. **Base rate:** \$96 (½ hr.).

**Copy restrictions:** Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed. **E. T. library:** None. **News:** INS. **News periods:** 8-8:15 A.M., and 9:45-9:50 A.M., Monday through Saturday; 1:15-1:30 P.M., Monday through Friday; 12:45-1 P.M., Saturday only; 6:30-6:45 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday and Tuesday; 10:30-10:45 P.M., Wednesday only; 10:15-10:30 P.M., Thursday and Friday; 9-9:15 P.M., Saturday only.

### WSGN, BIRMINGHAM

**Operator:** Birmingham News Company, Tutwiler Hotel. **Phone:** 4-3434. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Blue Southern Group; Alabama Network. **Opened:** 1926. (Note: This station is newspaper-operated by the Birmingham News and Age-Herald.)

**Vice-president, general manager:** Henry P. Johnston. **Program director:** Robert McRaney. **Chief engineer:** Paul B. Cram.

**Rep:** Kelly-Smith Co. **Seating facilities:** Studio, seats 150 persons; local theatre seats 1,200. **Merchandising:** Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc.; all carried out at actual cost. **Foreign language programs:** Will accept; translation must be furnished in advance for approval. **Artists bureau:** None, as such, but maintain clearing house

for talent through program department. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; only recognized patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus. **News:** AP. **News periods:** Five minutes, twice mornings (time not given), 12 noon, and twice afternoons (time not given) Monday through Saturday; spots sold only before and after the news.

### WMFO, DECATUR

**Operator:** James R. Doss, Jr., 418½ Second Ave. **Phone:** Decatur 802. **Power:** 100 watts on 1370 kc (daytime). **Affiliation:** Alabama Network. **Opened:** June 26, 1935. (Note: James R. Doss, Jr., also operates WJRD, Tuscaloosa.)

**Owner:** James R. Doss, Jr. **Station manager:** Ted R. Woodward. **Commercial manager:** Robert H. Allbright. **Chief engineer:** Fred L. James, Jr. **Program director:** Charles H. Clements.

**Rep:** Kelly-Smith Co. **Seating facilities:** "Limited audiences"—no capacity given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists about 10 groups, orchestras, etc. **Base rate:** \$40.

**Copy restrictions:** Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance. **E. T. library:** None listed. **News:** UP. **News periods:** 7:20-7:30 A.M., 9-9:15 A.M., noon-12:15 P.M. (sports news), 2-2:15 P.M., Monday through Saturday; 4:30-4:45 P.M., Sunday.

### WAGF, DOTHAN

**Operator:** Dothan Broadcasting Co., 204½ E. Main St. **Phone:** 1430. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 14, 1933.

**Station manager:** Julian C. Smith. **Commercial manager:** Fred C. Moseley. **Program director:** Samuel Hall. **Chief engineer:** John T. Hubbard. **Publicity director:** Bill Spencer.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Limited. **Merchandising:** None. **Foreign language programs:** Not accepted; no foreign element in this territory. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval. **News:** Transradio.

### WJBY, GADSDEN

**Operator:** Gadsden Broadcasting Co., Inc., 108 Broad St. **Phone:** 88. **Power:** 250

## ALABAMA STATIONS—Continued

and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** May, 1928.

**President:** B. H. Hopson. **Commercial manager:** J. W. Buttram. **Studio and production director:** Beatrice Tate Benton. **Chief engineer:** Vernon Storey. **Publicity director:** Sam Benton.

**Rep:** Sears & Ayer. **Seating facilities:** None. **Merchandising:** Sales staff calls on dealers, urging display of advertised goods; issue house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. **Foreign language programs:** Not accepted; such population very meager. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer and wine; all copy must meet requirements of Federal Trade Commission. **News:** Transradio.

### WBHP, HUNTSVILLE

**Operator:** Wilson Harvey Pollard, Times Bldg. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1937.

**General manager:** Wilton Harvey Pollard. **Base rate:** \$28 (½ hr.).

No further information available after repeated requests.

### WALA, MOBILE

**Operator:** Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. **Phone:** Dexter 5893. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** NBC Supplementary Red Southcentral and Blue Southern Groups. **Opened:** Feb. 7, 1930.

**Owner and general manager:** W. O. Pape. **Assistant manager:** J. H. Hunt, Jr. **Commercial and advertising manager:** H. K. Martin. **Program director:** Jack Bridges. **Chief engineer:** R. M. Cole. **Musical director:** Agnes Griffin Pirtle. **Publicity director:** J. H. Hunt, Jr.

**Rep:** John H. Perry Associates. **Seating facilities:** Capacity not listed. **Merchandising:** Obtain cooperation of clerks and displays in all stores where product is handled; other assistance rendered. **Foreign language programs:** Would not refuse; foreign population, however, very low. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. **E. T. library:** NBC Thesaurus. **News:** INS.

### WMOB, MOBILE

**Operator:** S. B. Quigley. **Power:** 100 watts on 1370 kc (daytime).

**At press time this station had a construction permit only.**

### WCOV, MONTGOMERY

**Operator:** Capital Broadcasting Co., Inc., Exchange Hotel. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1939.

**General Manager:** G. W. Covington, Jr.

**Rep:** William R. Stewart. **Base rate:** \$45.

No further information available.

### WSFA, MONTGOMERY

**Operator:** Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. **Phone:** Cedar 5880. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** CBS. **Opened:** March 31, 1930.

**President, general manager, national advertising manager:** Howard E. Pill. **Local advertising manager:** John B. De Motte. **Program director, musical director:** Caldwell Stewart. **Chief engineer:** Paul B. Duncan. **Publicity director:** M. E. Price.

**Rep:** Kelly-Smith Co. **Seating facilities:** Can use local auditorium, capacity 1,000. **Merchandising:** Offer "reasonable assistance"; pre-plug programs. **Foreign language programs:** Not accepted. **Artists bureau:** None, but can supply any type of local artist at cost. **Base rate:** \$40 (½ hr.).

**Copy restrictions:** Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste." **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9:30 A.M., 12:30 P.M., 2:30 P.M., 6:15 P.M., Monday through Saturday, all of 10-minute duration; 9-9:10 P. M. every day.

### WMSD, SHEFFIELD

**Operator:** Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

**Station manager:** Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Virgil Sanderson.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$35.

**Copy restrictions:** Beer, wine and whiskey advertising accepted; patent medicines accepted, providing they meet Government inspection.

### WHBB, SELMA

**Operator:** Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:**

## ALABAMA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

**Station manager:** W. J. Reynolds, Jr. **Program director:** Ward A. Coleman. **Chief engineer:** William Pigg.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists, bands, etc. **Base rate:** \$20 (½ hr.).

**Copy restrictions:** Accept beer, wines, alcoholic beverages of any type; reserve right to cancel any programs of objectionable character. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8-8:10 A.M., 10-10:10 A.M., 1-1:10 P.M., 6-6:08 P.M., 7:45-8 P.M., all daily.

### WJRD, TUSCALOOSA

**Operator:** James R. Doss, Jr., First National Bank Bldg. **Phone:** 1401; 1022.

**Power:** 250 watts on 1200 kc (daytime only). **Affiliation:** None. **Opened:** Oct. 6, 1936. (Note: James R. Doss, Jr., also operates WMFO, Decatur.)

**Director:** James R. Doss, Jr. **Manager:** J. Leslie Doss. **Commercial manager:** J. "Ed" Reynolds. **Chief engineer:** Ellis H. Eudy. **Program and production director:** Wilhelmina Quarles.

**Rep:** Kelly-Smith Co. **Seating facilities:** About 100 persons. **Merchandising:** Partial service; carried on by local salesmen. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** \$25 (½ hr.).

**Copy restrictions:** No beer, wines and alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 9 A.M. 1 P.M., 5 P.M., all 15 minutes, all daily.

## ARIZONA

(79,500 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

### Radio Homes by Counties

Apache .....	2,240	Greenlee .....	1,640	Pinal .....	3,516
Cochise .....	7,790	Maricopa .....	28,060	Santa Cruz.....	1,780
Coconino .....	2,350	Mohave .....	1,140	Yavapai .....	5,480
Gila .....	5,930	Navajo .....	3,360	Yuma .....	3,500
Graham .....	1,580	Pima .....	11,240		

### KWJB, GLOBE

**Operator:** Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1938.

**Owner, station manager:** Bartley T. Sims. **Commercial manager:** Vester Sansing. **Program director:** Jack Stafford. **Chief engineer:** William Carberry.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Limited service rendered gratis. **Foreign language programs:** Spanish accepted (station claims large Spanish-speaking population in its area). **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Beer and wine copy accepted; no hard liquors. **E. T. library:**

None. **News:** Transradio. **News periods:** 12:30 P.M., 5 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

### KCRJ, JEROME

**Operator:** Charles C. Robinson (owner), Clinkscale Building. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1930.

**Rep:** None. **Foreign language programs:** Apparently accepted according to rate-card information. **Base rate:** \$20. No other information available.

### KSUN, LOWELL

**Operator:** Copper Electric Co., Inc. **Power:** 250 and 100 watts on 1200 kc. **Opened:** 1933.

**Base rate:** \$40. No other information available.

## ARIZONA STATIONS—Continued

### KOY, PHOENIX

**Operator:** Salt River Valley Broadcasting Co., 836 North Central Ave. **Phone:** 4-4144. **Power:** 1,000 watts on 1390 kc. **Affiliation:** CBS; Arizona Network. **Opened:** 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago.)

**President:** Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director, artists bureau head, musical director:** John R. Williams. **Chief engineer:** E. E. Alden. **Publicity director:** Jack Copeland.

**Rep:** John Blair & Co. **Seating facilities:** Audience room, 40. **Merchandising:** Furnish market statistics; testimonial letters; mail reports. **Foreign language programs:** Accepted; copy must be submitted 24 hours in advance and comply with station policies. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

**Copy restrictions:** Not listed. **E. T. library:** Lang-Worth; Langlois & Wentworth; World. **News:** Transradio. **News periods:** 8-8:10 A. M., 10:15-10:30 A. M., 12:30-12:40 P. M., 4-4:10 P. M., 6:30-6:45 P. M., 10:45-11 P. M., Monday through Saturday; 4-4:15 P. M., Sunday only; 9-9:15 P. M., Sunday through Friday.

### KTAR, PHOENIX

**Operator:** KTAR Broadcasting Company, Heard Bldg. **Phone:** 4-4161. **Power:** 1,000 watts on 620 kc. **Affiliation:** NBC Supplementary to Pacific Coast Red or Blue; Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

**General manager:** Dick Lewis. **Commercial manager:** J. Richard Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Artists bureau head:** Fay Meyerson. **Publicity director:** Hal Roach.

**Rep:** Paul H. Raymer Company. **Seating facilities:** Two studios seating 90 persons; outside auditorium seating 2,500. **Merchandising:** Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mail-

ings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** Yes. **Base rate:** \$140.

**Copy restrictions:** Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Standard; MacGregor. **News:** UP. **News periods:** 7:30 A.M., 10 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P. M., Sunday through Friday.

### KYCA, PRESCOTT

**Operator:** Southwest Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

**At press time this station had a construction permit only. Additionally, issues were being determined by the Court of Appeals, District of Columbia.**

### KGLU, SAFFORD

**Operator:** Gila Broadcasting Co., Inc., 6th Ave. & Relation St. **Phone:** Safford 15. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1938.

**Station and commercial manager:** John Merino. **Program director:** Beatrice Merino. **Chief engineer:** Paul Merrill. **Publicity director:** Ralph Langley.

**Rep:** Cox and Tanz. **Seating facilities:** Observation-reception room has full view of studios, and can accommodate small audiences; direct line maintained to Safford Theatre which is available to sponsors for a fee depending on time of broadcast. **Merchandising:** Supervisory service only rendered. **Foreign language programs:** Spanish accepted, provided sponsor furnishes announcer. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Alcoholic beverage and patent medicine advertising accepted, but not encouraged; all copy must represent legitimate merchandise. **E. T. library:** MacGregor; Standard. **News:** Transradio; Christian Science Monitor. **News periods:** 8:15-8:30 A.M., 12:30-12:45 P.M., 5 P.M. (sports), 6-6:15 P.M., 7:55-8:05 P.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., both Sunday; 11 A.M. (women's news), Tuesday, Thursday,

## ARIZONA STATIONS—Continued

Saturday; 2 P.M. (Monitor news), Monday through Friday.

### KTUC, TUCSON

**Operator:** Tucson Motor Service Co., 142 S. 6th Avenue. **Phone:** 5800. **Power:** 256 and 100 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

**President:** F. Z. Howe. **Station manager:** D. B. Roush. **Chief engineer:** Clifford Livingston. **Studio manager:** Dick Johnson.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Accept beer, wine and patent medicines, provided products are legitimate. **E. T. library:** Langworth; MacGregor; World (through Arizona Network). **News:** Transradio. **News periods:** 8-8:10 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., 4-4:10 P.M., 8-8:15 P.M., 10-10:15 P.M., all daily.

### KVOA, TUCSON

**Operator:** Arizona Broadcasting Co., Inc., Box 2888. **Phone:** 3703-3704. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Red and Blue; Arizona Broadcasting Co. **Opened:** May, 1929. (Note: This station is under the same ownership as KTAR, Phoenix.)

**Station manager:** R. B. Williams. **Chief**

**engineer:** Leonard L. Nalley. **Program director:** Andrew White.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Complete service offered; no charge unless special services are wanted. **Foreign language programs:** No restrictions on acceptance. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Advertising of alcoholic beverages not accepted, with the exception of beer. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Monday through Friday; 6-6:15 P.M., Sunday only.

### KUMA, YUMA

**Operator:** Silver Crest Theatres, Lee Hotel Bldg. **Phone:** Yuma 88. **Power:** 100 watts on 1420 kc (operates specified hours). **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

**Lessee:** A. H. Schermann. **General manager and program director:** E. N. Sturdivant. **Engineer:** Willard J. Starkey.

**Rep:** Walter Biddick Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Spanish programs and announcements encouraged. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Beer and wine accepted; no other alcoholic beverages. **E. T. library:** MacGregor. **News:** Local; Christian Science Monitor. **News periods:** 7:15-7:30 A.M., noon-12:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

## ARKANSAS

(254,800 radio homes, or 51% ownership among the State's total of 501,000 families. Urban ownership is 88,100, or 78% of urban families; rural ownership 166,700, or 43% of rural families.)

### Radio Homes by Counties

Arkansas .....	3,180	Craighead .....	5,780	Howard .....	2,050
Ashley .....	3,060	Crawford .....	3,050	Independence .....	3,030
Baxter .....	1,110	Crittenden .....	5,080	Izard .....	1,390
Benton .....	5,000	Cross .....	3,270	Jackson .....	3,320
Boone .....	2,110	Dallas .....	1,850	Jefferson .....	10,280
Bradley .....	2,240	Desha .....	3,160	Johnson .....	2,430
Calhoun .....	1,010	Drew .....	2,520	Lafayette .....	2,220
Carroll .....	1,990	Faulkner .....	3,450	Lawrence .....	2,470
Chicot .....	3,260	Franklin .....	1,780	Lee .....	3,610
Clark .....	3,110	Fulton .....	1,150	Lincoln .....	2,420
Clay .....	3,150	Garland .....	6,930	Little River .....	1,860
Cleburne .....	1,280	Grant .....	1,050	Logan .....	2,860
Cleveland .....	1,310	Greene .....	3,310	Lonoke .....	3,790
Columbia .....	3,220	Hempstead .....	3,940	Madison .....	1,410
Conway .....	2,580	Hot Spring .....	2,480	Marion .....	950

## ARKANSAS STATIONS—Continued

Miller .....	4,740	Poinsett .....	3,600	Sebastian .....	10,250
Mississippi .....	9,050	Polk .....	2,020	Sevier .....	2,100
Monroe .....	2,790	Pope .....	3,440	Sharp .....	1,200
Montgomery .....	1,210	Prairie .....	1,790	Stone .....	800
Nevada .....	2,430	Pulaski .....	28,430	Union .....	8,910
Newton .....	1,020	Randolph .....	1,850	Van Buren .....	1,220
Ouachita .....	4,240	St. Francis .....	4,310	Washington .....	5,820
Perry .....	820	Saline .....	2,110	White .....	4,600
Phillips .....	6,740	Scott .....	1,340	Woodruff .....	2,550
Pike .....	1,420	Searcy .....	1,160	Yell .....	2,340

### KLCN, BLYTHEVILLE

**Operator:** Charles Leo Lintzenich. **Power:** 100 watts on 1290 kc (daytime).

No other information available after repeated requests.

### KELD, EL DORADO

**Operator:** Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer (as is KARK, Little Rock) and Pulaski Weekly Herald, Little Rock.)

**President:** R. E. Meinert. **Vice-president, general manager:** G. E. Zimmerman. **Station manager:** F. E. Bolls. **Commercial manager:** T. P. Thompson. **Program director:** Rodney Smith. **Chief engineer:** Charles Mathis. **Artists bureau head, musical director:** Rodney Smith. **Publicity director, assistant manager:** Leon Sipes.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Reception room, 50 persons. **Merchandising:** Various services rendered by staff; regular issues of KELD house organ contain merchandising data relative to firms' products advertised over KELD; house organ is distributed widely. **Foreign language programs:** Not accepted. **Artists bureau:** Setup is nominal; does not function as booking organization. **Base rate:** \$37.50.

**Copy restrictions:** No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth." **E. T. library:** World. **News:** Transradio. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., Monday through Saturday.

### KFPW, FORT SMITH

**Operator:** Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** July 27, 1930.

**President:** John A. England. **Station**

**manager, program and musical director:** Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Holsington.

**Rep:** None. **Seating facilities:** Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. **Merchandising:** Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. **Foreign language programs:** No policy; no foreign population. **Artists bureau:** None. **Stock:** Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. **Base rate:** \$25 (½ hr.).

**Copy restrictions:** Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. **E. T. library:** None. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

### KTHS, HOT SPRINGS

**Operator:** Hot Springs Chamber of Commerce, Chamber of Commerce Bldg. **Phone:** 1160. **Power:** 10,000 watts on 1060 kc. (operates to sunset, and from 8 P.M. to midnight). **Affiliation:** NBC Red or Blue Southwestern group. **Opened:** Dec. 20, 1924.

**Manager:** John I. Prosser. **Commercial manager:** E. C. Appler. **Chief engineer:** J. C. Norman.

**Rep:** John Blair & Co. **Seating facilities:** Chamber of Commerce studios, 50 persons; city auditorium, 1,200; Gross Chapel, 200. **Merchandising:** Program listings in local dailies and dailies in other Arkansas cities; complete radio page in local Sunday edition and rural weekly; point-of-sale display service; displays in studios; personal or mail contact with dealers regarding new programs or campaigns; check sales; pre-announcements of new programs gratis. **Foreign language programs:** None. **Artists bureau:** Yes; all types of talent available. **Base rate:** \$120.

**Copy restrictions:** Commercial copy must be kept at, or below, 10% of program time; beer and wine copy accepted, but no hard



## ARKANSAS STATIONS--Continued

liquor; patent medicines must pass local Medical Committee; very few proprietary medicines accepted. **E. T. library:** Standard. **News:** AP. **News periods:** 12:45-1 P.M., 10:30-10:45 P.M., daily.

### KBTM, JONESBORO

**Operator:** Regional Broadcasting Co., 104½ W. Washington Ave. **Phone:** 433. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None. **Opened:** March, 1930.

**Manager, commercial manager:** Jay P. Beard. **Program director:** Martha Jean Booker. **Chief engineer:** J. C. Warren. **Merchandising director:** Phil Williams. **Continuity and publicity director:** Clarence Adams.

**Rep:** None. **Seating facilities:** 50 persons. **Merchandising:** Offered to accounts spending \$100 or more per month; 1,000 trade bulletins mailed gratis; personal contacts with trade within 25 mile radius will be made free for accounts amounting to \$1,000 or more. **Foreign language programs:** Not accepted. **Artists bureau:** Yes: list orchestras, ensembles actors, announcers, etc. **Base rate:** \$25.

**Copy restrictions:** Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. **E. T. library:** Standard. **News:** Transradio; also local. **News periods:** 7:55-8 A.M., 8:55-9 A.M., 9:30-9:40 A.M. (local), 9:55-10 A.M., 10:55-11 A.M., 12:15-12:30 P.M., 1:55-2 P.M., 2:55-3 P.M., 3:45-3:55 P.M., (N. E. Arkansas), 3:55-4 P.M., 4:40-4:45 P. M., all weekdays; 12:15-12:30 P.M., Sunday only.

### KARK, LITTLE ROCK

**Operator:** Arkansas Radio and Equipment Co., 212 Center Street. **Phones:** LD-224; 2-1841. **Power:** 1,000 watts on 890 kc. **Affiliation:** NBC Southwestern Red Group. **Opened:** 1931.

**Vice-President, general manager:** G. E. Zimmerman. **Station manager:** Larry Meinert. **Commercial manager:** C. K. Beaver. **Program and publicity director:** Jack Lewis. **Chief engineer:** D. L. Winn.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Full cooperation with advertisers when "cost is within reason." **Foreign language programs:** Will accept; governed by same rules as other advertising. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted, but not on Sundays; no restrictions on copy other than those of "good judgment." **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 1-1:10 P.M., 5:55-6 P.M., 10-10:05 P.M., daily; sports daily 5:45-6 P.M.

### KGHI, LITTLE ROCK

**Operator:** Arkansas Broadcasting Co., Gazette Bldg. **Phone:** 9166. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1927. (Note: This station is affiliated with—but not primarily owned by—the Arkansas Gazette).

**President, owner:** A. L. Chilton. **Station and commercial manager:** R. G. Terrill. **Program and musical director, artists bureau head:** Ed King. **Chief engineer:** Bill Van Dusen. **Publicity director:** Bob Buice.

**Rep:** None. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** No information furnished. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

**Copy restrictions:** Accept beer, wine and some patent medicine advertising; no hard liquor. **E. T. library:** Standard. **News:** None.

### KLRA, LITTLE ROCK

**Operator:** Arkansas Broadcasting Co., Gazette Bldg. **Power:** 5,000 and 1,000 watts on 1390 kc. **Affiliation:** CBS. **Opened:** 1927. (Note: This station is affiliated with the Little Rock Arkansas Gazette as is KGHI, Little Rock.)

**General manager:** S. C. Vinsonhaler. **Commercial manager:** Ray Long. **Chief engineer:** K. F. Tracy.

**Rep:** The Katz Agency. **Merchandising:** Certain amount is offered to sponsor; details not defined. **Base rate:** \$100.

**Copy restrictions:** Beer and light wine advertising accepted. **E. T. library:** NBC Theasurus. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

### KOTN, PINE BLUFF

**Operator:** Universal Broadcasting Corp., 505½ Main St. **Phone:** 464. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 12, 1934.

**Station and commercial manager:** B. J. Parrish. **Chief engineer:** J. R. Whitworth.

**Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** "Reasonable amount" of service rendered free. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$37.50.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager. **E. T. library:** MacGregor. **News:** Transradio.

### KUOA, SILOAM SPRINGS

**Operator:** KUOA, Inc., Siloam Springs. **Phone:** 170-77. **Power:** 5,000 watts on 1260



**BIG CITIES**

**100 %** of the total Pacific Coast metropolitan ("Big City") population is in the *Daytime Primary Area* of the Columbia Pacific Network.



**TOWNS**

**89.4 %** of the total Pacific Coast small city population (outside metropolitan areas) is in the *Daytime Primary Area* of The Columbia-Pacific Network.



**RURAL**

**83.7 %** of the total Pacific Coast rural population (farms and towns of less than 2500) is in the *Daytime Primary Area* of The Columbia-Pacific Network.

**92 %** of all Pacific Coast population is in the *Daytime Primary Area* of this network! (And 98.7% at Night!)

**TO SELL  
THESE 3**

**BUY THIS ONE**

"Going radio" this one way permits you to blanket the front-and-back-country thoroughly. When you "go Columbia" you know your coast program is bracketed with the nation's prime audience-builders---at one low cost.



**COLUMBIA *Pacific* NETWORK**

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM - REPRESENTED BY RADIO SALES

## ARKANSAS STATIONS—Continued

kc (daytime). **Affiliation:** None. **Opened:** 1922. (Note: This station is owned by John Brown University).

**Manager:** Storm Whaley. **Chief engineer:** J. L. Miller.

**Rep:** To be appointed soon. **Seating facilities:** None. **Merchandising:** Limited services rendered at actual cost. **Foreign language programs:** Not accepted.

**Artists bureau:** None. **Base rate:** \$62.50.

**Copy restrictions:** No alcoholic beverages accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Standard; Lang-Worth; NAB. **News:** UP. **News periods:** 7-7:15 A.M., 10-10:15 A.M., 12:15-12:30 P.M., 6-6:15 P.M., daily except Sunday.

## CALIFORNIA

(1,719,800 radio homes, or 95% ownership among the State's total of 1,818,000 families. Urban ownership is 1,287,100, or 94% of urban families; rural ownership is 432,700 or 96% of rural families.)

### Radio Homes by Counties

Alameda .....	145,680	Madera .....	4,590	San Joaquin.....	27,690
Alpine .....	70	Marin .....	11,350	San Luis Obispo...	9,010
Amador .....	2,170	Mariposa .....	1,270	San Mateo.....	22,250
Butte .....	10,800	Mendocino .....	6,780	Santa Barbara.....	18,630
Calaveras .....	1,970	Merced .....	9,820	Santa Clara.....	42,960
Colusa .....	2,910	Modoc .....	2,320	Santa Cruz.....	12,410
Contra Costa.....	22,250	Mono .....	390	Shasta .....	4,410
Del Norte.....	1,540	Monterey .....	14,510	Sierra .....	820
Eldorado .....	2,910	Napa .....	6,160	Siskiyou .....	7,720
Fresno .....	40,820	Nevada .....	3,440	Solano .....	11,800
Glenn .....	3,370	Orange .....	36,130	Sonoma .....	19,660
Humboldt .....	12,790	Placer .....	7,250	Stanislaus .....	16,570
Imperial .....	15,960	Plumas .....	2,310	Sutter .....	4,110
Inyo .....	2,260	Riverside .....	24,310	Tehama .....	4,340
Kern .....	24,030	Sacramento .....	38,400	Trinity .....	980
Kings .....	7,000	San Benito .....	3,170	Tulare .....	21,800
Lake .....	2,520	San Bernardino...	39,600	Tuolumne .....	2,890
Lassen .....	3,340	San Diego.....	67,530	Ventura .....	15,820
Los Angeles.....	694,810	San Francisco.....	189,470	Yolo .....	6,550
				Yuba .....	3,380

### KERN, BAKERSFIELD

**Operator:** McClatchy Broadcasting Co., Elks Club. **Phone:** 5-700. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC California Valley Group; California Radio System. **Opened:** Jan. 29, 1932. (Note: This station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

**Station head:** Howard Lane (business manager, McClatchy Broadcasting Co.). **Station manager, program director:** Robert L. Stoddard. **Commercial manager, publicity director:** Jack Crawford. **Chief engineer:** Verne Shatto.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Auditorium seats 400. **Merchandising:** Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

**Copy restrictions:** Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising. **E. T. library:** Standard. **News:** INS. **News periods:** 7-7:15 A.M., 12:15-12:30 P.M., Monday through Saturday; 5:45-6 P.M., Wednesday only; 6-6:15 P.M., Monday, Tuesday, Thursday, Friday, Saturday.

### KPMC, BAKERSFIELD

**Operator:** Pioneer Mercantile Co., 20th and Eye Sts. **Phone:** 4500. **Power:** 1,000 watts on 1550 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Feb. 13, 1935.

**President:** Frank Schamblin. **Station and commercial manager:** Leo A. Schamblin. **Program director:** Curtis Sturm. **Chief engineer:** Leo Jarvis. **Publicity director:** Harold Carlock.

Full Showing of *Foster & Kleiser*  
Billboards Now Proclaim to  
Greater Los Angeles that...



PRODUCERS OF COAST-TO-COAST SHOWS TO THE NETWORKS

***THIS YEAR IT'S ~***  
**"THE GROUCH CLUB!"**

*Heard on NBC Coast-to-Coast RED Network,  
Sundays, and on KFWB, 2:30 P. M., P. S. T.*

**WARNER BROS. BROADCASTING CORP.**

*Owners and Operators of KFWB*  
**HOLLYWOOD, CALIFORNIA**

## CALIFORNIA STATIONS—Continued

**Rep:** None. **Seating facilities:** 75 persons. **Merchandising:** Commercial department renders service; supply data on market conditions and distribution. **Foreign language programs:** None on station currently. **Artists bureau:** Maintained nominally only. **Base rate:** \$50.

**Copy restrictions:** Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect." **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M. (women's news), noon, 5:45 P.M., 10 P.M., all 15 minutes.

### KRE, BERKELEY

**Operator:** Central California Broadcasters, Inc., 601 Ashby Ave. **Phone:** Ashberry 7715. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

**Director, station manager:** Arthur Westlund. **Program director:** M. Donald Hamblby. **Musical director:** Harold S. Hawley. **Sales manager:** Fred Macpherson.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services bear a charge. **Foreign language programs:** Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. **Artists bureau:** None. **Base rate:** \$62.75.

**Copy restrictions:** Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management. **E. T. library:** Standard. **News:** INS. **News periods:** 9-9:15 A.M., 5:30-5:45 P.M., daily.

### KMPC, BEVERLY HILLS

**Operator,** KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. **Phone:** Oxford 6211. **Power:** 500 watts on 710 kc (6 A.M. to sunset and 8:30 P.M. to 1 A.M.) **Affiliation:** None. **Opened:** December, 1928.

**President:** G. A. Richards.\* **Vice-president, general manager:** Leo B. Tyson. **Program director:** Ted Gates. **Chief engineer:** Roger Love. **Publicity director:** Lois Cowan.

**Rep:** Gene Furgason & Co. **Seating facilities:** Studio, 150 persons. **Merchandising:** Mail 100 letters free of charge; other services as desired by sponsor, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

**Copy restrictions:** Commercial announce-

ments limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9 A.M., 12:30 P.M., 2:30 P.M., 5:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

### KHSL, CHICO

**Operator:** Golden Empire Broadcasting Co., Golden Empire Bldg. **Phone:** Chico 237. **Power:** 250 watts on 1260 kc. **Affiliation:** None. **Opened:** April 17, 1935. (Note: Same operator also controls KVCV, Redding.)

**President, general manager, commercial manager, program director, publicity:** Harold Smithson. **Chief engineer:** Robert Songstad.

**Rep:** None. **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Contact dealers; arrange displays; distribute samples, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** No beer, wine or other alcoholic beverage copy accepted; no patent medicines; no announcements on Sundays; all copy subject to station approval. **News:** INS.

### KXO, EL CENTRO

**Operator:** E. R. Irely and F. M. Bowles, 793 Main St. **Phone:** 1100. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee. **Opened:** January, 1927.

**Owner, station manager:** F. M. Bowles. **Rep:** For any business outside network broadcasts, consult KXO or any recognized agency. **Seating facilities:** Limited accommodations in studios; El Centro high school auditorium available. **Merchandising:** Render personal calls on sponsor's local representatives or outlets. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Do not accept beer, wine or liquor advertising; no contract allowed calling for payment of station time on a percentage of sales.

### KIEM, EUREKA

**Operator:** Redwood Broadcasting Co., Inc., Vance Hotel. **Phone:** 93. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1933.

**General manager, chief engineer:** Wm. B. Smullin. **Engineers:** Charles Baker, Alvor Olson. **Program director:** Dean Metcalf. **Local advertising manager:** Hugh

\* Also president of WJR, Detroit, and WGAR, Cleveland.



You folks certainly have got a swell climate, that's why I always spend my vacations out here . . . and I owe it all to DON LEE. Why? Because 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a DON LEE station, which means my advertising message is released *locally* on the entire Pacific Coast and becomes a friendly suggestion from a neighbor. That type of advertising brings immediate action. Furthermore, with their 30 primary stations in the 30 primary markets on the Pacific Coast, DON LEE reaches lots of communities which are practically isolated from any other radio broadcasting due to the uncertainty of long range reception. In the summer for instance, we found long range reception becomes virtually impossible as in the case of Eureka, a \$17,000,000 market. Surveys taken there showed 100% exclusive audience for DON LEE during the summer. DON LEE is the only network that can guarantee complete Pacific Coast coverage . . . All this means more sales, and more money, so that I can spend nice long vacations out here lying on my back in the sun enjoying your wonderful climate and your marvelous scenery . . . Yessir, I owe it all to DON LEE.



**MUTUAL DON LEE**

**BROADCASTING SYSTEM**

THE NATION'S GREATEST REGIONAL NETWORK

1515 West Broadway Street, Los Angeles, California  
 Thomas S. Lee, Pres.; Leslie Allen, Vice Pres. and Gen. Mgr.  
 Affiliated with "Mutual" . . . Represented by Blair

## CALIFORNIA STATIONS—Continued

Gilmore. **Educational director:** Earl Roberts. **Religious director:** Charles Hudson.

**Rep:** John Blair. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service offered sponsors buying sustained campaigns. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by William B. Smullin. **Base rate:** \$37.50.

**Copy restrictions:** Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval. **E. T. library:** World. **News:** UP; Christian Science Monitor. **News periods:** 7:45-8 A.M., Monday through Saturday; 9-9:05 A.M., Monday, Tuesday, Thursday, Saturday; 12:30-12:45 P.M., every day; 5-5:15 P.M. (Monitor News), Monday through Friday; 9:55-10 P.M., every day.

### KARM, FRESNO

**Operator:** George Harm, 1333 Van Ness Ave. **Phone:** 24151. **Power:** 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** Jan. 15, 1938.

**Owner:** George Harm. **Station and commercial manager:** Lou Keplinger. **Program director:** Dick Wegener. **Chief engineer:** John Scales. **Publicity director:** Milton Cook.

**Rep:** Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Large studio seats 175 persons; smaller studio accommodates 25. **Merchandising:** Render complete gratis service to sponsors desiring merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$65.

**Copy restrictions:** No rules beyond that "all advertising must be strictly in good taste." **E. T. library:** Associated. **News:** INS. **News periods:** 7:15 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 6:30-8:45 P.M., every day.

### KMJ, FRESNO

**Operator:** McClatchy Broadcasting Co., Fresno Bee Bldg. **Phone:** 2-8817. **Power:** 1,000 watts on 580 kc. **Affiliation:** NBC Pacific Coast Red; California Radio System. **Opened:** 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

**Station and commercial manager:** Keith B. Collins. **Program and musical director:** Coyle Chambers. **Chief engineer:** Irvin E. Dickinson. **Publicity director:** Frank Wilbur.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Auditorium seats 300. **Merchan-**

**dising:** Distribution of window displays, surveys and cooperation in newspaper publicity rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$126.

**Copy restrictions:** Beer and wine accounts accepted; no patent medicines or hard liquor; 50-word announcements accepted on station breaks; 100-word announcements accepted on transcribed periods. **E. T. library:** NBC Thesaurus. **News:** UP.

### KIEV, GLENDALE

**Operator:** Cannon System, Ltd., 701 E. Broadway. **Phones:** Chapman 5-2388; Citrus 1-1133. **Power:** 250 watts on 850 kc (daytime). **Affiliation:** None. **Opened:** 1933.

**General and station manager:** L. W. Peters. **Program director:** Wally MacLain. **Chief engineer:** George Neff. **Musical director:** Robert Greene. **Publicity director:** "Pat" Patrick.

**Rep:** None. **Seating facilities:** Limited facilities; station says its programs are mostly transcriptions. **Merchandising:** None. **Foreign language programs:** Accepted, providing there be no talks, speeches or lectures, and that 90% of the programs be music. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** "We conform with state and federal laws and leave the rest to good judgment." **E. T. library:** None; station has, however, about 8,500 recordings. **News:** None.

### KFOX, LONG BEACH

**Operator:** Nichols & Warinner, Inc., 220 E. Anaheim St. **Phone:** 672-81. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** California Radio System. **Opened:** 1924.

**Owner, president, program director:** Hal G. Nichols. **Commercial manager, chief engineer:** Lawrence W. McDowell.

**Rep:** Walter Biddick Co. **Seating facilities:** None. **Merchandising:** Retains National Research Bureau, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Hal G. Nichols. **Base rate:** \$87.

**Copy restrictions:** Beer and light wines only accepted, providing programs do not come between 5 and 8:30 P.M.; commercial copy must not exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged. **E. T. library:** Standard. **News:** UP. **News periods:** 7:30-7:40 A.M., 9:45-10 A.M., 11:30-11:40 A.M., 3:45-4 P.M., 9:30-9:45 P.M., all daily except Sunday; 6-6:10 P.M. daily including Sunday; 11:30-11:45 P.M., Monday through Friday; 7:45-8 P.M., Sunday only.

## CALIFORNIA STATIONS—Continued

### KGER, LONG BEACH

**Operator:** Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. **Phone:** 660-41. **Power:** 1,000 watts on 1360 kc. **Affiliation:** None. **Opened:** December, 1925.

**President, station manager:** C. Merwin Dobyns. **Commercial manager:** John A. Dobyns. **Business manager:** Tom Hunter. **Sales manager:** Don Alderman. **Program director:** Helene Smith. **Technical director:** Jay Tapp. **Public relations manager:** Lee Wynne.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Long Beach Studio, seats 150 persons; Los Angeles Studio, seats 25. **Merchandising:** Service adapted to each individual sponsor. **Foreign language programs:** Accepted, if musical numbers are also announced in English and the commercials kept to minimum. **Artists bureau:** None. **Stock:** Owned entirely by C. Merwin Dobyns. **Base rate:** \$85.

**Copy restrictions:** Beer and wine accepted; liquor advertising subject to approval; approved patent medicines accepted; copy restricted to not more than 25% of program time. **E. T. library:** World; Standard; NAB. **News:** Transradio. **News periods:** Every hour on the hour, duration not listed, all apparently daily.

### KECA, LOS ANGELES

**Operator:** Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** Nov. 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

**President:** Earle C. Anthony. **Station manager:** Harrison Holliday. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowlinson. **Chief engineers:** H. L. Batterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KFI). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute; station breaks limited to 50 syllables. **E. T. library:** Standard; NAB.

**News:** UP. **News periods:** 7:45-8 A.M., 9-9:15 A.M., 1:30-1:45 P.M., Monday through Friday; 5:15-5:30 P.M., Mondays and Wednesdays; 5:30-5:45 P.M., Tuesdays only; 3:25 P.M. (from NBC) Fridays only; 8 P.M. (from NBC) Sundays only.

### KEHE, LOS ANGELES\*

**Operator:** Hearst Radio, Inc., 141 N. Vermont Avenue. **Phone:** Exposition 1341. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** None. **Opened:** May 1, 1925.

**Station manager:** Jack O. Gross. **National sales manager:** John Livingston. **Program director:** Al Poska. **Chief engineer:** Fred Ragsdale. **Musical director:** Jack Stanley. **Publicity director:** Kay Shaffer.

**Rep:** International Radio Sales. **Seating facilities:** Studio theatre, seating 300 persons. **Merchandising:** Offer complete service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$136.

*\*As the DIRECTORY went to press the FCC approved the sale of KEHE to Earle C. Anthony, Inc., which planned to call it KECA and relinquish the present KECA's 1430 frequency.*

### KFAC, LOS ANGELES

**Operator:** Los Angeles Broadcasting Co., Inc., 645 So. Mariposa Ave. **Phone:** Fitzroy 1231. **Power:** 1,000 watts on 1300 kc. **Affiliation:** None. **Opened:** 1931.

**President, general manager:** Calvin J. Smith. **Program director, artists bureau head:** Van Des Autels. **Chief engineer:** H. W. Andersen. **Publicity director:** Lucile Dinsmore.

**Rep:** None. **Seating facilities:** Audience room, seating 300 persons. **Merchandising:** No set procedure; service varies with individual cases. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Stock:** Entirely held by E. L. Cord. **Base rate:** \$75.

**Copy restrictions:** No alcoholic beverages or medicines of any kind; copy carefully checked by station. **E. T. library:** Davis & Schwegler. **News:** UP. **News periods:** 7:45-8 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:10 P.M., every day.

### KFL LOS ANGELES

**Operator:** Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)



## CALIFORNIA STATIONS—Continued

**President:** Earle C. Anthony. **Station manager:** Harrison Holliway. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowinson. **Chief engineers:** H. L. Blatterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

**Rep.** Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KECA). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$660.

**Copy restrictions:** Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute, station breaks limited to 50 syllables. **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 7:15-7:30 A.M., 8:15-8:30 A.M., 4:45-5 P.M., 10-10:15 P.M. (last from NBC), Monday through Friday; 7:15-7:30 A.M. and 8:15-8:30 A.M., Saturdays only; 8-8:05 A.M. and 10-10:15 P.M. (both from NBC) Sundays only.

### KFSG, LOS ANGELES

**Operator:** Echo Park Evangelistic Association. **Power:** 2,500 and 500 watts on 1120 kc (divides times with KRKD).

**This station does not sell time.**

### KFVD, LOS ANGELES

**Operator:** Standard Broadcasting Company, 338 S. Western Ave. **Phone:** Drexel 2391. **Power:** 1,000 watts on 1000 kc (operates 6 A.M. to sunset, and 11 P.M. to 4 A.M.). **Affiliation:** None. **Opened:** 1925.

**General and station manager:** J. Frank Burke, Jr. **Commercial manager:** F. J. Smalley, Jr. **Chief engineer:** John Smithson. **Musical director:** J. Newton Yates. **Publicity director:** Anne Harrison.

**Rep:** None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 9:15 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

### KFWB, LOS ANGELES

**Operator:** Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** California Radio System; Southern California Network. **Opened:** March 4, 1925.

**General and station manager:** Harry Maizlish. **Commercial manager:** Chester Mittendorf. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion manager:** William Ray.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

**Copy restrictions:** Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. **E. T. library:** Associated. **News:** INS. **News periods:** 10 A.M., 12 noon, both 15 minutes, both Monday through Saturday; 6 P.M., 9:30 P.M., both 15 minutes, both every day.

### KGFJ, LOS ANGELES

**Operator:** Ben S. McGlashan, 1417 S. Figueroa Street. **Phone:** Prospect 2434. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** December, 1926.

**Owner, general and station manager:** Ben S. McGlashan. **Assistant manager:** commercial manager: H. Duke Hancock. **Program director:** Al Weinert. **Chief engineer:** Charles Whitney. **Publicity director:** Thelma Kirchner.

**Rep:** Cox and Tanz. **Seating facilities:** Can accommodate 1,500 persons when necessary. **Merchandising:** "No definite policy." **Foreign language programs:** Spanish and Italian programs current. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. **News:** INS.

### KHJ, LOS ANGELES

**Operator:** Don Lee Broadcasting System, 1076 W. 7th St. **Phone:** Vandike 7111. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** Mutual Broadcasting System;

## CALIFORNIA STATIONS—Continued

Don Lee Broadcasting System. **Opened:** April 13, 1922.

**President:** Thomas S. Lee. **General and station manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Thayer Ridgway. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity director:** Frances Zoloth. **Public relations director:** Mark Finley.

**Rep:** John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmarte Theatre seats 600. **Merchandising:** Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. **Foreign language programs:** No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:45-8 A. M., Monday through Saturday; noon-

12:15 P. M., 2:30-2:45 P. M., 5-5:15 P. M., Monday through Friday; 9-9:15 P. M., every day. (Note: All time is PST).

### KMTR, LOS ANGELES

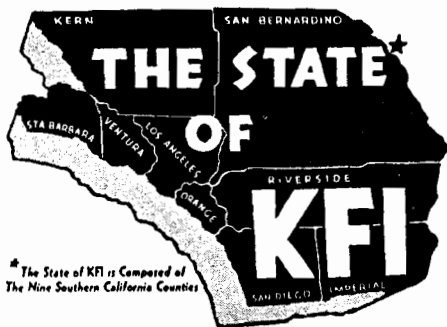
**Operator:** KMTR Radio Corp., 1000 Cahuenga Blvd. **Phone:** Hillside 1161. **Power:** 1,000 watts on 570 kc. **Affiliation:** None. **Opened:** 1924.

**President:** Victor E. Dalton. **Station manager, publicity director:** Kenneth O. Tinkham. **Program director:** Bud Ernst, Jr. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Corinne Stengel.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Publicity service rendered. **Foreign language programs:** Accepted. **Artists bureau:** Maintains complete artist staff. **Base rate:** \$125.

**Copy restrictions:** Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. **E. T. library:** 20th Century International Newsreel. **News:** Transradio; 20th Century International Newsreel; Christian Science

*The Best Buy is*



**NBC RED NETWORK**  
**50,000 WATTS 640 KC**

*Frank C. Anthony, Inc.*  
**KFI • LOS ANGELES • KECA**

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station—some 150 in all.

Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market . . . the 50,000 watt voice of KFI in Southern California.

**EDWARD PETRY & CO. • National Sales Representative**

## CALIFORNIA STATIONS—Continued

Monitor. **News periods:** 11-11:10 A.M., (Monitor News), 7-7:15 P.M., midnight-12:30 A.M., all Monday through Saturday.

### KNX, LOS ANGELES

**Operator:** Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. **Phone:** Hollywood 1212. **Power:** 50,000 watts on 1050 kc. **Affiliation:** CBS. **Opened:** Oct. 10, 1924.

**Vice-president, general manager:** Donald W. Thornburgh. **Assistant to vice-president:** John M. Dolph. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder. **Chief engineer:** Lester H. Bowman. **Program director:** Jack Dolph. **Assistant program director:** Benjamin Paley. **Musical director (Western Division):** Lud Gluskin. **Musical director (KNX):** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** Edwin W. Buckalew. **Publicity director:** Hal B. Rorke. **Public affairs director:** Fox Case. **Traffic manager:** Alan N. Cormack.

**Rep:** Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; El Capitan Theatre, seating 1,460; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. **Merchandising:** Maintain, on non-profit basis, complete promotion and publicity departments. **Foreign language programs:** Not accepted. **Artists bureau:** Columbia Management of California, Inc. **Base rate:** \$500.

**Copy restrictions:** CBS Program Policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:45 A.M., daily except Sunday; 5:30-5:45 P.M., Tuesday, Wednesday, Friday; 8-8:15 P.M., Monday only; 9:45-10 P.M., daily except Tuesday and Friday.

### KRKK, LOS ANGELES

**Operator:** Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 500 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

**President:** Frank P. Doherty. **General manager:** John Austin Driscoll. **Assistant secretary and treasurer:** Hazel Ryan Jones. **Program director and studio manager:** Howard R. Bell. **Chief engineer:** Willis O. Freitag. **Publicity director, continuity chief:** Joe Micciche. **Assistant publicity director:** Ruth A. Pritchard.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Studio A, 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with

certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** \$62.50.

**Copy restrictions:** Not more than 3 minutes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy must be within scope of law. **E. T. library:** None. **News:** UP. **News periods:** 6:30 A.M., 7:45 A.M., 11:30 A.M., 1:45 P.M., 4:15 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 A.M., Sunday.

### KYOS, MERCED

**Operator:** Merced Broadcasting Company, P. O. Box 662. **Phone:** 1430. **Power:** 250 watts on 1040 kc (daytime). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star).

**President:** Peter McClung. **Station and commercial manager:** D. K. Stoddard. **Production manager:** Charles Kinsley, Jr. **Chief engineer:** Morton Wiebers.

**Rep:** Walter Biddick Co.; Cox and Tanz; Northwest Radio Advertising Co. **Seating facilities:** About 100. **Merchandising:** Regional accounts merchandised within radius of 50 miles; service is free. **Foreign language programs:** Will accept, with restrictions; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **News periods:** 7:45 A.M., 12 noon, 3:45 P.M., 4:15 P.M., all 15 minutes, all daily except Sunday.

### KTRB, MODESTO

**Operator:** Central California Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

**General manager:** T. R. McTammany.

**Rep:** Walter Biddick Co.; Cox and Tanz. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Accepted if complying with rules and regulations of FCC. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air. **News:** Local only.



The Only Regional  
Network With Stations  
In The First Eight  
Markets Of California

**KFWB**

HOLLYWOOD

**KFOX**

LONG BEACH

**KSAN**

SAN FRANCISCO

**KFSD**

SAN DIEGO

**KFBK**

SACRAMENTO

**KMJ**

FRESNO

**KWG**

STOCKTON

**KERN**

BAKERSFIELD

**KTMS**

SANTA BARBARA

**CRS**

**THE CALIFORNIA RADIO SYSTEM**

SACRAMENTO, CALIFORNIA

## CALIFORNIA STATIONS--Continued

### KDON, MONTEREY

**Operator:** Monterey Peninsula Broadcasting Co., 275 Pearl St. **Phone:** Monterey 8111. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

**Station and commercial manager:** Howard V. Walters. **Chief engineer:** Melvin Johnson. **Musical director:** Jack Eliassen.

**Rep:** John Blair & Co. **Seating facilities:** Monterey Studio, 30; Salinas Studio, 50; Santa Cruz Studio, 400. **Merchandising:** Newspaper publicity; aids in securing window and counter displays; free quarter cards. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Allen Griffin and Salinas Newspapers, Inc. **Base rate:** \$35.

**Copy restrictions:** Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., daily except Sunday; 7:45-8 A.M. participation period Monday, Wednesday, Friday.

### KLS, OAKLAND

**Operator:** E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. **Phone:** Higate 1212. **Power:** 250 watts on 1280 kc. **Affiliation:** None. **Opened:** 1921.

**Station manager:** S. W. Warner. **Commercial manager:** F. Wellington Morse. **Program director:** Jan Kenyon. **Chief engineer:** Russell Butler.

**Rep:** None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Italian and Spanish programs current. **Artists bureau:** None. **Base rate:** \$36.

**Copy restrictions:** Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **News periods:** One-minute bulletins daily except Sunday at 7:30 A.M., 8:30 A.M., 9:30 A.M., 10:30 A.M., 11:30 A.M., 2:30 P.M., 3:30 P.M., 4:30 P.M., 5:30 P.M., 6:30 P.M., 9:30 P.M., 10:30 P.M., 11:30 P.M.; 10-minute periods daily except Sunday at 11 A.M., and 3 P.M.

### KLX, OAKLAND

**Operator:** Tribune Building Co., Tribune Tower. **Phone:** Lakeside 6000. **Power:**

1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)

**President (Tribune Building Co.):** J. R. Knowland, Jr. **Station and commercial manager:** Preston D. Allen. **Program director:** Charles Lloyd. **Chief engineer:** R. S. Smith.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **News periods:** 10:20-10:30 A.M., 2-2:05 P.M., 7-7:15 P.M., 9:30-9:45 P.M. daily (periods not subject to sale).

### KROW, OAKLAND

**Operator:** Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glen-court 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

**President, general manager:** H. P. Drey. **Program director:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Andy Potter.

**Rep:** None. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to about 20 trade journals, neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. **Foreign language programs:** Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. **Artists bureau:** None. **Base rate:** \$153.90.

**Copy restrictions:** Announcements may not exceed 100 words; commercials limited to 20% of program time. **E. T. library:** MacGregor. **News:** UP. **News periods:** 8:15 A.M., noon, 6 P.M., 8 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6-6:15 P.M., Sunday.

### KPPC, PASADENA

**Operator:** Pasadena Presbyterian Church. **Power:** 100 watts on 1210 kc (shares time with KFXM.)

This station is non-commercial.

### KVCV, REDDING

**Operator:** Golden Empire Broadcasting Co. **Power:** 100 watts on 1200 kc. **Affiliation:** None.

## CALIFORNIA STATIONS—Continued

**Rep:** None. **Base rate:** \$45.

No other information available after repeated requests.

### KFBK, SACRAMENTO

**Operator:** The McClatchy Broadcasting Co., 708 Eye St. **Phone:** Main 5000. **Power:** 10,000 watts on 1490 kc. **Affiliations:** NBC California Valley Group; California Radio System. **Opened:** 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

**General manager:** G. C. Hamilton. **Station and commercial manager:** Howard Lane. **Program and musical director:** George Breece. **Chief engineer:** Norman D. Webster. **Publicity director:** Henry Jacobson.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Auditorium studio, seating 300 persons. **Merchandising:** Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$168.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15-7:30 A.M., 9:30-9:40 A.M., noon-12:10 P.M., 4:30-4:40 P.M., Monday through Saturday; 12:10-12:15 P.M., Tuesday, Thursday, Saturday; 9-9:15 P.M., every day.

### KROY, SACRAMENTO

**Operator:** Royal Miller, Sacramento Hotel. **Phone:** Main 666. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** CBS. **Opened:** March 15, 1937.

**Station head:** Royal Miller. **Station and commercial manager:** Will Thompson, Jr. **Chief engineer:** Milton Cooper.

**Rep:** Joseph Hershey McGillvra; Walter Biddick Co. (Coast). **Seating facilities:** Studio seats 50 persons; reception room, 50. **Merchandising:** All forms of merchandising surveys made without charge for national advertisers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$46.25.

**Copy restrictions:** Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** INS; also gather own locally. **News periods:** 7-7:15 A.M., 11:15-11:30 A.M., 5-5:15 P.M., daily.

### KFXM, SAN BERNARDINO

**Operator:** Lee Bros. Broadcasting Co., 512 Fifth St. **Phone:** 4761. **Power:** 100

watts on 1210 kc (shares certain hours with KPBC). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Oct. 29, 1929.

**Station manager:** J. Clifford Lee. **Commercial manager:** Gene W. Lee. **Program director:** Howard Baichly. **Chief engineer:** Richard Sampson. **Musical director:** Maury Vroman. **Publicity director:** E. W. Lee.

**Rep:** John Blair & Co. **Seating facilities:** Main studio accommodates 200; audience room adjacent to studio accommodates 100. **Merchandising:** Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. **Foreign language programs:** English translation must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to availability of announcers versed in the tongue wanted. **Artists bureau:** None. **Stock:** Company is a partnership of J. C. and E. W. Lee. **Base rate:** \$50.

**Copy restrictions:** Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **News periods:** 9-9:15 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 5:45-6 P.M., all Monday through Friday.

### KFSD, SAN DIEGO

**Operator:** Airfan Radio Corp., Ltd., 326 Broadway. **Phone:** Franklin 6353. **Power:** 1,000 watts on 600 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** March, 1926.

**President, station manager:** Thomas E. Sharp. **Assistant manager:** Sam Lipsett. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon. **Chief engineer:** Hal Hasenbeck.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Reception room available, seating 100 persons. **Merchandising:** Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within city limits. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. **News:** UP.

## CALIFORNIA STATIONS—Continued

### KGB, SAN DIEGO

**Operator:** Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

**General manager:** Lewis Allen Weiss. **Station manager:** S. W. Fuller. **Commercial manager:** D. J. Donnelly. **Program director:** Edgar Tidwell. **Chief engineer:** Milam Cater.

**Rep:** John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; no lotteries, fortune tellers, astrologists. **E. T. library:** World. News INS; Transradio; local. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

### KFRC, SAN FRANCISCO

**Operator:** The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

**Station manager:** Wilbur Eickelberg. **Commercial manager:** Ward Ingram. **Production manager:** William Fabst. **Chief engineer:** Ernest Underwood. **Program director:** Ben Harkins. **Musical director:** Chester Smith.

**Rep:** John Blair & Co. **Seating facilities:** Studio, 350 persons. **Merchandising:** Check on retail outlets; publicity releases; station plugs; advertising in newspapers and trade publications; 450 cab cards; trailers in two theatres. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. **E. T. library:** World. News; INS. **News periods:** 8:30-8:40 A.M., 12-12:10 P.M., 4:30-4:40 P.M., 9:15-9:25 P.M., Monday through Friday; 11-11:05 P.M., Monday through Saturday.

### KGO, SAN FRANCISCO

**Operator:** National Broadcasting Co. (on a lease from the General Electric Co.), 111 Sutter St. **Phone:** Sutter 1920. **Power:** 7,500 watts on 790 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1924; under

NBC operation since Oct. 1, 1929. (Note: NBC owns and operates KPO, also San Francisco.)

**Manager:** Lloyd E. Yoder. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel.

**Rep:** National Broadcasting Co. **Seating facilities:** Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. **Merchandising:** Some 800 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 200 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; availability of station representative to address client's sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist it planning merchandising campaigns. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$280.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Theatricals. **News:** UP; INS; AP. **News periods:** 9:45-9:55 A.M., Monday through Saturday; 11:45-noon, Monday through Saturday; 8-8:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

### KJBS, SAN FRANCISCO

**Operator:** Julius Brunton & Sons Co., 1470 Pine St. **Phone:** Ordway 4148. **Power:** 500 watts on 1070 kc (operates from 10:01 P.M. to sunset following day). **Affiliation:** None. **Opened:** Jan. 3, 1925.

**General manager:** Ralph R. Brunton.\* **Manager:** E. P. Franklin.

\* Also president of KQW, San Jose.

## CALIFORNIA STATIONS—Continued

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** About 75 persons. **Merchandising:** Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words. **E. T. library:** Standard; Lang-Worth; NAB; Davis & Schwegler. **News:** UP. **News periods:** 6-6:15 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4:30-4:40 P.M., 6-6:15 P.M., Monday through Saturday; 4:30-4:40 P.M., 6-6:15 P.M., Sundays only; 11:30-11:35 P.M., every day.

### KPO, SAN FRANCISCO

**Operator:** National Broadcasting Co., 111 Sutter St. **Power:** 50,000 watts on 680 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1922; operated by NBC since July 1, 1932. (Note: NBC also operates on a lease from the General Electric Co., station KGO, San Francisco.)

**Personnel:** See KGO, San Francisco.

**Rep:** seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** \$380.

**Copy restrictions:** See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **News periods:** 7:45-8 A.M., Monday through Saturday; 11-11:15 A.M., Saturday only; 4:45-5 P.M., Monday, Tuesday, Friday, Saturday; 5:15-5:30 P.M., Wednesday.

### KSAN, SAN FRANCISCO

**Operator:** Golden Gate Broadcasting Co., 1335 Market St. **Phone:** Market 8171. **Power:** 100 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

**Station manager:** S. H. Patterson. **Program director:** Charles Cooper. **Chief engineer:** William Grove. **Publicity director:** Les Malloy.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Have remote line to downtown theatre; no facilities at studios. **Merchandising:** Publicity and notices on programs; throw-aways, etc.; theatre trailers. **Foreign language programs:** Accepted; specified hours for same. **Artists bureau:** None. **Base rate:** \$64.

**Copy restrictions:** Beer, wines, whiskey

and patent medicines not acceptable. **E. T. library:** MacGregor; Standard. **News:** INS. **News periods:** Five minutes every hour on the hour, 24 hours a day, plus flashes on the half-hour.

### KSFO, SAN FRANCISCO

**Operator:** Associated Broadcasters, Inc., Palace Hotel Bldg. **Phone:** Garfield 4700. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1925.

**President:** Wesley I. Dumm. **Vice-President and general manager:** Philip G. Lasky. **Program director:** A. W. Stowe. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurandt. **Publicity director:** R. W. Dumm.

**Rep:** Free & Peters, Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$275.

**Copy restrictions:** No false or unwarranted claims; no infringement on another advertiser's rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any man-

# K Y A

*"Serving Northern California"*

*In 5½ months KYA received one letter from every 31½ listening radio homes in the eight San Francisco Bay Area counties.\**

\*Sworn statement on sustaining audience mail for one morning and two evening hours surveyed against three-network competition from 307,-310 listening radio homes.

## KYA, San Francisco

1230 Kc.

5,000 W Day 1,000 W Night

Rep.: International Radio Sales



## CALIFORNIA STATIONS—Continued

ner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellingly describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. **E. T. library:** NAB; Standard; Lang-Worth. **News:** INS. **News periods:** 7:45 A.M., noon, 3 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 9:45-10 P.M., every day; 4:30-4:35 P.M., Sundays only.

### KYA, SAN FRANCISCO

**Operator:** Hearst Radio, Inc., Hearst Bldg. **Phone:** Douglas 2536. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

**Station and commercial manager, program director:** Relland Quinn. **Chief engineer:** Paul Schulz. **Musical director:** Don Kaye. **Publicity director:** J. Clarence Myers.

**Rep:** International Radio Sales. **Seating facilities:** Studio A, seats 100 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$135.

**Copy restrictions:** All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. **E. T. library:** Associated. **News:** INS. **News periods:** 8:15-8:30 A.M., 1-1:15 P.M., both Monday through Saturday; 3-3:15 P.M., Monday through Friday; 7:30-7:45 P.M., every day.

### KQW, SAN JOSE

**Operator:** Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. **Phone:** Ballard 2616. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1909 for experimental voice communications; established 1912.

**President:** Ralph R. Brunton.\* **General manager:** C. L. McCarthy. **Commercial manager:** F. O. Fiebig. **Program and pub-**

**licity director:** Vann Connors. **Chief engineer:** C. V. Davey.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** None; can arrange for local theatres and civic auditorium. **Merchandising:** Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Held by Ralph R., Sherwood B., and Mott Q. Brunton. **Base rate:** \$60.

**Copy restrictions:** No whiskey or hard liquor copy accepted; beer, wine and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus. **News:** UP; also from San Jose Mercury Herald. **News periods:** 7-7:10 A.M., 7:45-8 A.M., 9:30-9:40 A.M., 12:15-12:30 P. M., 4:30-4:40 P.M., 9-9:15 P.M., 11:30-11:40 P. M., Monday through Saturday; 4:30-4:40 P.M., 9-9:15 P.M., Sundays only.

\* Also general manager of KJBS, San Francisco.

### KVEC, SAN LUIS OBISPO

**Owner:** Valley Electric Co., Mt. View and Hill Sts. **Phone:** 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

**Owner:** Christina Jacobson. **Station manager:** Les Hacker. **Commercial manager:** John C. Clifton. **Program director:** Aram Rejebian. **Chief engineer:** Earl Travis.

**Rep:** John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"—is rendered gratis. **Foreign language programs:** Accepted only on transcriptions. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. Library:** Standard; MacGregor. **News:** INS. **News periods:** 7:45-8 A.M., Monday through Saturday; 12-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

### KVOE, SANTA ANA

**Operator:** The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee

## CALIFORNIA STATIONS—Continued

Broadcasting System. **Opened:** November, 1926.

**President, station, commercial manager:** Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Promotion manager:** Jack O'Mara.

**Rep:** John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising thrice-weekly, with program schedules appearing in six publications; direct mail, broad-sides, etc., billed at actual cost. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. Library:** MacGregor. **News:** From network. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., daily.

### KDB, SANTA BARBARA

**Operator:** Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

**Manager:** Earl M. Pollock. **Commercial manager:** Bill A. Skaggs. **Program director:** Tony La Frano. **Chief engineer:** Robert Arne.

**Rep:** John Blair & Co. **Seating facilities:** Studio seats 25 persons. **Merchandising:** Render any reasonable service, specifically store calls and checks on purchases. **Foreign language programs:** Accepted providing copy is submitted in English in advance. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product. **E. T. Library:** World. **News:** Transradio.

### KTMS, SANTA BARBARA

**Operator:** News-Press Publishing Co., De la Guerra Plaza. **Phone:** 6111. **Power:** 500 watts on 1220 kc. **Affiliation:** NBC Pacific Coast Blue; California Radio System. **Opened:** Nov. 1, 1937. (Note: This station is newspaper owned by the Santa Barbara News and Press.)

**Station manager:** Charles A. Storke.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will make contacts and send letters to the trade. **Foreign language programs:** Spanish programs accepted. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Alcoholic beverage advertising not accepted; copy for medicinal advertising must be submitted for approval with contract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. Library:** Standard; NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 3:30 P.M., 5:15 P.M., 9:30 P.M., all 15 minutes, all Sunday through Friday.

### KSRO, SANTA ROSA

**Operator:** Press Democrat Publishing Co., Press Democrat Bldg. **Phone:** 110. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 19, 1937. (Note: E. L. Finley, owner of KSRO, is also owner and operator of the Santa Rosa Press Democrat and Santa Rosa Republican newspapers.)

**Owner:** E. L. Finley. **Station and commercial manager:** Wilt Gunzendorfer. **Program director:** Gordon Brown. **Chief engineer:** Robert Nichols. **Publicity director:** Mike Pardee.

**Rep:** None. **Seating facilities:** Audience room seats 75. **Merchandising:** Publicity in newspaper affiliates gratis; surveys, business analyses, etc. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** No hard liquor or patent medicines; commercials limited to 75 words in time signals and weather reports. **E. T. Library:** World. **News:** UP; INS; AP. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 5 P.M. (in Italian), 6 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 A.M., 12:15-12:30 P.M., Sundays only.

### KGDM, STOCKTON

**Operator:** E. F. Pepper, 42 S. California St. **Phone:** 44551. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** February, 1927.

**Owner:** E. F. Pepper. **Station manager:** Edith Smith. **Musical director:** Lilian Best Parkin.

**Rep:** John Blair & Co. **Seating facilities:** Two studios, one seating 200 persons, the other 30. **Merchandising:** No information given. **Foreign language programs:** Italian, Spanish and Portuguese. **Artists bureau:** None. **Base rate:** \$35.

## CALIFORNIA STATIONS—Continued

**Copy restrictions:** Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** MacGregor. **News:** INS. **News periods:** 7 A.M., 8:30 A.M., 12:15 P.M., 4 P.M. (duration not listed), all Monday through Saturday.

### KWG, STOCKTON

**Operator:** The McClatchy Broadcasting Co., Hotel Wolf. **Phone:** 2-2727. **Power:** 100 watts on 1200 kc. **Affiliation:** NBC California Valley Group; California Radio System. **Opened:** October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

**Business manager:** Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Bill Talley. **Chief engineer:** Russell Bennett. **Publicity director:** Jean Smith.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studio, about 300 persons. **Merchandising:** Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

**Copy restrictions:** Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15 A.M., 9:15 A.M., 12 noon, 3:45 P.M., 8 P.M., all 15 minutes, all daily.

### TKKC, VISALIA

**Operator:** Tulare-Kings Counties Radio Associates, Box 511. **Phone:** 575. **Power:** 250 watts on 1190 kc (daytime) (station has construction permit for 1,000 watts on 890 kc unlimited). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Record and Times, and the Hanford Sentinel and Journal.)

**General manager:** Charles A. Whitmore. **Station manager, program and musical director:** Charles P. Scott. **Commercial**

**manager:** Millard Kibbe. **Chief engineer:** Bert Williamson.

**Rep:** Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. **E. T. library:** MacGregor; Standard; NAB. **News:** UP. **News periods:** 7 A.M., 7:45 A.M., 10:30 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 5:30-5:45 P.M., Sundays only.

### KHUB, WATSONVILLE

**Operator:** John P. Scripps, Santa Cruz Highway. **Phone:** 1700. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** March 19, 1937. (Note: John P. Scripps, owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Santa Ana Journal, Ventura Star and Free Press, and Santa Paula Chronicle and Redding Record.)

**Owner:** John P. Scripps. **Station manager:** John W. Crews. **Production manager:** Charles H. Kinsley. **Chief engineer:** Emory Milburn. **Musical director:** Helen Farrell. **Publicity director:** Hal McIntyre.

**Rep:** Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** None listed. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$24.13.

**Copy restrictions:** No hard liquor or patent medicines; beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. **E. T. library:** Standard. **News:** AP. **News periods:** 7:30 A.M., 12:15 P.M., 4:15 P.M., all 15 minutes, all Monday through Saturday.

# SOMETHING MISSING!



## AND YOU'LL NEVER FIND IT IN DATA BOOKS!

● This Variety Directory will prove a valuable addition to your data file . . . but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of station ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying

power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their fields.

The story of WKY, KLZ and KVOR is one of perfect coordination of men, methods and machinery . . . too much alive to be filed away in any steel cabinet . . . too big to be measured by the usual yardsticks.

**WKY**  
**OKLAHOMA CITY**

NBC • 900 Kc.

*"Show Place of the Southwest"*

**KVOR**  
**COLORADO SPRINGS**

CBS • 1270 Kc.

*"Home Station of Southern Colorado"*

**KLZ**  
**DENVER**

CBS • 150 Kc.

*"The Pioneer of the West"*

*Affiliated  
Managerial*

THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN

Represented Nationally By The Katz Agency, Inc.

# COLORADO

(233,500 radio homes, or 81% ownership among the State's total of 288,000 families. Urban ownership is 138,200, or 91% of urban families; rural ownership is 95,300, or 70% of rural families.)

## Radio Homes by Counties

Adams .....	3,660	Fremont .....	4,000	Montrose .....	2,180
Alamosa .....	1,830	Garfield .....	2,010	Morgan .....	3,370
Arapahoe .....	5,210	Gilpin .....	350	Otero .....	5,090
Archuleta .....	590	Grand .....	490	Ouray .....	450
Baca .....	1,760	Gunnison .....	1,240	Park .....	470
Bent .....	1,620	Hinsdale .....	130	Phillips .....	1,100
Boulder .....	7,980	Huerfano .....	3,330	Pitkin .....	430
Chaffee .....	1,800	Jackson .....	290	Prowers .....	2,810
Cheyenne .....	670	Jefferson .....	4,600	Pueblo .....	14,800
Clear Creek .....	640	Kiowa .....	690	Rio Blanco .....	570
Conejos .....	1,540	Kit Carson .....	1,660	Rio Grande .....	1,910
Costilla .....	970	Lake .....	1,220	Routt .....	2,000
Crowley .....	1,070	La Plata .....	2,680	Saguache .....	1,200
Custer .....	460	Larimer .....	7,480	San Juan .....	380
Delta .....	2,770	Las Animas .....	7,150	San Miguel .....	480
Denver .....	78,500	Lincoln .....	1,440	Sedgwick .....	1,000
Dolores .....	300	Logan .....	3,640	Summit .....	280
Douglas .....	720	Mesa .....	5,430	Teller .....	1,150
Eagle .....	800	Mineral .....	180	Washington .....	1,590
Elbert .....	1,180	Moffat .....	1,040	Weld .....	12,090
El Paso .....	13,190	Montezuma .....	1,420	Yuma .....	2,420

## KGIW, ALAMOSA

**Operator:** E. L. Allen, P. O. Box 26. **Phone:** 26. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 4:30 P.M.). **Affiliation:** None. **Opened:** 1926; moved to Alamosa in 1933.

**Manager:** D. E. Bennett. **Chief engineer:** W. M. Thomas.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Facilities—not described—are offered to national advertisers. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** All copy subject to NAB Code of Ethics. **News:** Transradio.

## KVOR, COLORADO SPRINGS

**Operator:** Out West Broadcasting Co., Antlers Hotel. **Phone:** Main 278. **Power:** 1,000 watts on 1270 kc. **Affiliation:** CBS. **Opened:** 1922. (Note: This station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as WKY, Oklahoma City, and the Oklahoma Publishing Co., and is under affiliated management with KLZ, Denver.)

**President:** E. K. Gaylord. **Station and commercial manager:** Hugh B. Terry. **Pro-**

**gram director, publicity director:** Mary Mosher. **Chief engineer:** H. C. Strang. **Musical director:** Arbor Fuller.

**Rep:** The Katz Agency. **Seating facilities:** Two studios, 50 each; auditorium, 800. **Merchandising:** Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. **Foreign language programs:** Not suited to market. **Artists bureau:** None. **Base rate:** \$72.

**Copy restrictions:** Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth. **News:** AP; also local. **News periods:** 7:30 A. M., noon, 4:30 P. M., 9:15 P. M., all 15 minutes, all daily except Sunday.

## KFEL, DENVER

**Operator:** Eugene P. O'Fallon, Inc., Albany Hotel. **Phone:** Keystone 0178. **Power:** 1,000 watts on 920 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1923.

**Station head and manager:** Gene O'Fallon. **Assistant station manager:** Frank Bishop. **Local commercial manager:** Holly Moyer. **Production manager:** Herbert



## COLORADO STATIONS—Continued

**Trackman. Chief engineer:** J. P. Veatch.  
**Traffic manager:** Don McCaig.

**Rep:** John Blair & Co. **Seating facilities:** Albany Hotel Cathedral Ballroom, seating 1,350 persons. **Merchandising:** Complete service offered to local, spot and national accounts; details not listed. **Foreign language programs:** Will accept, but foreign population is described as very small. **Artists bureau:** None. **Stock:** Principally held by Gene O'Fallon. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted any time; hard liquor copy not accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth; Standard; Davis & Schwegler; NAB. **News:** Transradio. **News periods:** 8 A.M., noon, 4 P.M., 7 P.M., all 10 minutes daily. (Note: 5-minute periods sold after newcasts, and longer programs and participating announcements sold preceding them; time sold within 15 minutes of a newscast takes a 25% surcharge.)

### KLZ, DENVER

**Operator:** KLZ Broadcasting Co., Shirley-Savoy Hotel. **Phone:** Main 4271. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** June, 1920. (Note: This station is owned by interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

**Station manager:** F. W. Meyer. **Sales manager:** Fred Allen. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Howard R. Chamberlain.

**Rep:** The Katz Agency, Inc. **Seating facilities:** Largest studio accommodates 150; auditorium with capacity of 1,400 available; three theatres of the Fox chain available when necessary. **Merchandising:** Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Association permits stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. **Foreign language programs:** Not accepted. **Artists bureau:** None; but production department can arrange for artists. **Base rate:** \$180.

**Copy restrictions:** Copy on announcements limited to 25 words between 6 and 10:30 P. M., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of pro-

gram time at night, 15% daytime, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims." **E. T. library:** Associated. **News:** INS. **News periods:** 7:45 A. M. (daily except Sunday), 12:30 P. M. (daily), 5 P. M. (daily), 10:30 P. M. (daily), all 15 minutes.

### KOA, DENVER

**Operator:** National Broadcasting Co., Inc. (General Electric Co. is licensee), 1625 California St. **Phone:** Main 6211. **Power:** 50,000 watts on 830 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** Dec. 15, 1924.

**Station manager:** R. H. Owen. **Sales manager:** A. W. Crapsey. **Program director:** C. C. Moore. **Chief engineer:** C. A. Peregrine. **Artists bureau head:** Duncan McColl. **Musical directors:** Milton Shrednik and Carl E. Wieninger. **Publicity director:** Jas. R. MacPherson.

**Rep:** National Broadcasting Co., Inc. **Seating facilities:** Studio A seats 325; studio B seats 150; admission by courtesy tickets. **Merchandising:** Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). **Foreign language programs:** Would accept, subject to approval of continuities; but 98% of population is English-speaking.

**Artists bureau:** Yes; complete roster of announcers, conductors, writers, producers, directors, and players available. **Base rate:** \$240.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC Thesaurus. **News:** From the Denver Post. **News periods:** 7-7:15 A.M., Monday through Saturday; 11-11:15 P.M., every

## COLORADO STATIONS—Continued

day. (Note: News periods are strictly non-commercial.)

P.M., 6:30 P.M., all 15 minutes, all daily except Sunday.

### KPOF, DENVER

**Operator:** Pillar of Fire, 1845 Champa St. **Power:** 1,000 watts on 880 kc (shares time with KFKA). **Opened:** 1928.

**This station is non-commercial; church-owned.**

### KVOD, DENVER

**Operator:** Colorado Radio Corp., Continental Oil Bldg. **Phone:** Tabor 2291. **Power:** 1,000 watts on 630 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** 1925.

**President:** William D. Pyle. **Station manager:** Thomas C. Ekrem. **Commercial manager:** N. F. Schroeder. **Program director, production manager:** J. E. Finch. **Chief engineers:** W. D. Pyle, T. C. Ekrem. **Publicity director:** Ben H. Stanton.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 50 persons; adjacent auditorium, 450. **Merchandising:** Can be handled through a local agency; station lists publicity in mailed programs and newspapers and in pre-announcements over the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Each piece of copy "handled separately as to truth and basic ethics." **E. T. library:** Associated. **News:** UP. **News periods:** 9 A.M. (weekdays), 10 A.M. (daily), 12:50 P.M. (weekdays), 5:30 P.M. (weekdays), 8:30 P.M. (weekdays), all 10 minutes; 10:10-10 P.M., Sunday, Monday, Wednesday, Saturday.

### KIUP, DURANGO

**Operator:** The San Juan Broadcasting Co., 2800 Main Avenue. **Phone:** 117. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December 10, 1935.

**Station and commercial manager, program director:** Raymond M. Beckner. **Chief engineer:** G. L. Schmehl.

**Rep:** None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Advance publicity; dealer tie-ins and window display services; rates upon request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer, wine and liquor advertising accepted after 9 P.M.; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser." **E. T. library:** None. **News:** Transradio. **News periods:** 10 A.M., 12:30 P.M., 3

### KFXJ, GRAND JUNCTION

**Operator:** Western Slope Broadcasting Co., La Court Hotel. **Phone:** 126. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** May 1, 1925.

**General and station manager:** Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Harv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Production and publicity director:** Alice Barber. **Radio Press Bureau:** Cecil Caves.

**Rep:** None. **Seating facilities:** Studio A accommodates about 250 persons. **Merchandising:** Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. **Foreign language programs:** No set rules; as foreign population is very small, question has never arisen, though sustaining programs in Spanish and German have been presented. **Artists bureau:** None. **Stock:** Equally held by Charles and R. G. Howell. **Base rate:** \$40.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour. **E. T. library:** MacGregor; World. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 4:30-4:45 P.M., 6-6:05 P.M. (sports news). 6:45-7 P.M., all Monday through Saturday.

### KFKA, GREELEY

**Operator:** The Mid-Western Radio Corp. **Power:** 1,000 and 500 watts on 880 kc (shares time with KPOF). **Affiliation:** Mutual Broadcasting System.

**Base rate:** \$70.

After repeated requests, no other information available.

### KOKO, LA JUNTA

**Operator:** Southwest Broadcasting Co. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1937.

**Base rate:** \$15 (½ hr.).

No other information available after repeated requests.

### KIDW, LAMAR

**Operator:** The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100

# THE POWER TO DO A JOB

—and an outstanding record for doing it!

IN SOUTHERN NEW ENGLAND WTIC RATES

## FIRST

- IN LISTENER POPULARITY BY 2 TO 1  
IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT  
ADVERTISERS

## WTIC

**50,000 WATTS - HARTFORD, CONN.**

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation

Member NBC Red Network and Yankee Network

Representatives: Weed & Company

New York Chicago Detroit San Francisco



## COLORADO STATIONS—Continued

watts on 1420 kc (operates 7 A.M. to 6 P.M.; 9:30 P.M. to midnight). **Affiliation:** None. **Opened:** Aug. 1, 1932.

**General manager:** Harold Anderson.

**Rep:** None. **Seating facilities:** Lounge with view of studio. **Merchandising:** Service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply talent. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** All products advertised must meet with approval of the Federal Trade Commission. **E. T. library:** MacGregor. **News:** Local. **News periods:** 7:30 A.M., noon, 5:45 P.M., all 15 minutes, all daily.

### KGHF, PUEBLO

**Operator:** Curtis P. Ritchie, 113 Broadway. **Phone:** 3877. **Power:** 500 watts on 1320 kc. **Affiliation:** NBC Blue South Mountain Group. **Opened:** January, 1928.

**Owner:** Curtis P. Ritchie. **Station manager, commercial manager:** J. H. McGill. **Program director, musical director, publicity:** F. L. Amos. **Chief engineer:** George Ikelman.

**Rep:** None. **Seating facilities:** Reception room seats about 100. **Merchandising:** No specific service listed; "try to be of service to clients in promoting the sale of their products." **Foreign language programs:** Accepted—only occasional an-

nouncements with no long term contracts; very little foreign language advertising in this area. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay." **E. T. library:** World; MacGregor. **News:** AP from the Pueblo Star-Journal and Chieftain. **News periods:** 7 A.M., 11:45 A.M., 4 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., every day. (Note: Spots sold before and after, but not during the news.)

### KGEK, STERLING

**Operator:** Elmer G. Beehler, Fleming Road. **Phone:** 679. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Opened:** December, 1925.

**General and station manager, chief engineer, publicity director:** Elmer G. Beehler. **Program director:** Percy H. Shea.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept alcoholic beverages, if usual standards of good taste are observed in program and copy. **News:** AP.

## CONNECTICUT

(402,100 radio homes, or 92% ownership among the State's total of 437,000 families. Urban ownership is 281,400, or 92% of urban families; rural ownership is 120,700, or 92% of rural families.)

### Radio Homes by Counties

Fairfield .....	97,620	Middlesex .....	12,410	Tolland .....	7,340
Hartford .....	104,450	New Haven .....	115,870	Windham .....	13,760
Litchfield .....	21,060	New London .....	29,590		

### WICC, BRIDGEPORT

**Operator:** The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. **Phones:** Bridgeport 6-1121; New Haven 7-2266. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** NBC Basic Blue; Yankee Network; Colonial Network; Mutual. **Opened:** Aug. 2, 1926.

**President:** John Shepard III. **Station manager:** Joseph Lopez. **Commercial man-**

**ager:** Fred L. Rowe. **Program and publicity director:** Judson La Haye. **Chief engineer:** Garo W. Ray. **Sales production:** Richard Voynow.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Bridgeport, 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. **Merchandising:** Furnish lists of potential dealers; cooperate in any other merchandising service at cost. **Foreign**

## CONNECTICUT STATIONS—Continued

**language programs:** Based entirely on individual merit of each program and client. **Artists bureau:** Through Yankee Network (see WNAC, Boston). **Base rate:** \$160.

**Copy restrictions:** Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; wine and beer advertising accepted when it conforms to laws of city and state. **E. T. library:** Associated. **News:** Yankee Network News Service; also local news. **Local news periods:** 7:30 A.M., 11:25 A.M., 5:30 P.M., 11:30 P.M., all five minutes, all Monday through Saturday; 11:30-11:35 P.M., Sunday only. **Yankee Network news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

### WDRC, HARTFORD

**Operator:** WDRC, Inc., 750 Main St. **Phone:** 7-1188. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** 1922.

**General manager, station manager:** Franklin M. Doolittle. **Commercial manager:** William F. Malo. **Program director:** Walter Haase. **Chief engineer:** Italo Martino.

**Rep:** Paul H. Raymer Co. **Seating facilities:** 50 persons. **Merchandising:** Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. **Foreign language programs:** None accepted. **Artists bureau:** None. **Base rate:** \$175.

**Copy restrictions:** No liquor advertising is accepted; all other copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 9:30-9:45 A.M., Sunday only; also Esso Reporter seven times per day, six days per week (time and duration not specified).

### WTHT, HARTFORD

**Operator:** The Hartford Times, Inc., 983 Main Street. **Phone:** 7-6481. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Yankee and Colonial. **Opened:** August 12, 1936. (Note: This station is newspaper-owned by the Hartford Times).

**Station head:** Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover De-

laney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laureat H. Martineau. **Assistant program director:** John S. Lloyd.

**Rep:** J. P. McKinney & Son. **Seating facilities:** About 300 persons. **Merchandising:** Publicity and listings in Hartford Times. **Foreign language programs:** Will accept. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** No beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations. **E. T. library:** Standard; Associated. **News:** AP; Yankee Network News Service. **Yankee Network news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only. **AP news periods:** 7:30 A.M., 9 A.M., noon, 3 P.M., 5:30 P.M., all five minutes, all Monday through Saturday. (Note: Yankee Network sells announcements during its news, and WTHT sells them before and after; no sponsorship of AP news is allowed, but announcements are sold before and after.)

### WTIC, HARTFORD

**Operator:** The Travelers Broadcasting Service Corp., 26 Grove St. **Phone:** 2-3181. **Power:** 50,000 watts on 1040 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** Feb. 10, 1925.

**Station manager:** Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion:** James F. Clancy. **Musical director:** Moshe Paronov. **Chief engineer:** J. Clayton Randall. **Publicity:** George Malcolm-Smith.

**Rep:** Weed & Co. **Seating facilities:** Observation room accommodates 200. **Merchandising:** Rendered at cost. **Foreign language programs:** No set rules; currently has dance program in Polish from the Polish National Home. **Artists bureau:** None. **Base rate:** \$360.

**Copy restrictions:** Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor. **E. T. library:** World. **News:** Transradio. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 12:45 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

### WNBC, NEW BRITAIN-HARTFORD

**Operator:** State Broadcasting Corp., 147 Main St., New Britain; 54 Pratt St., Hart-

## CONNECTICUT STATIONS—Continued

ford. **Phone:** 240, New Britain; Hartford, 7-9131. **Power:** 1,000 and 250 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Network. **Opened:** July 15, 1935.

**General manager:** Richard W. Davis. **Program director, musical director:** Doris Peck. **Chief engineer:** Rogers B. Holt. **Publicity director:** M. Berkowitz.

**Rep:** Gene Furgason & Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. **Foreign language programs:** Accepted. **Artists bureau:** None; station talent available, however. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine; all copy subject to station approval and government regulation. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., 11 P.M., all Monday through Friday; 12:45-1 P.M., 11-11:15 P.M., Sunday.

### WELL, NEW HAVEN

**Operator:** City Broadcasting Corp., 221 Orange St. **Phone:** 8-1133. **Power:** 500 and 250 watts on 930 kc. **Affiliation:** None. **Opened:** Oct. 10, 1935.

**General manager, station manager, commercial manager:** James T. Milne. **Program director:** Charles Wright. **Chief engineer:** J. Gordon Keyworth. **Artists bureau head, musical director:** Miss Marion Reynolds. **Publicity director:** Vincent E. Palmeri.

**Rep:** Gene Furgason & Co. **Seating facilities:** Arrangements can be made with Hotel Taft for ballroom; also local theatres. **Merchandising:** Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. **Foreign language programs:** Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics. **E. T. library:** World. **News:** Transradio; also local. **News periods:** 7:45 A.M., 9:30 A.M., 12:15 P.M., 2:45 P.M., 6 P.M., 11 P.M., all 15 minutes, all every day.

### WNLC, NEW LONDON

**Operator:** Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

**President:** Roderick L. Morey. **Station manager:** Gerald J. Morey. **Commercial manager:** Ivon B. Newman. **Program director:** Leonard Stevens. **Chief engineer:** Francis Garuffy. **Musical director:** Richard Benvenuti. **Publicity director:** Edwin J. Morey.

**Rep:** None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

**Copy restrictions:** None, other than that copy be in good taste and not of an "objectionable nature." **E. T. library:** None listed. **News:** Yankee Network News Service; local. **Local news periods:** 7:30 A.M., 12:15 P.M., 1 P.M., 6:35 P.M., all five minutes, all daily except Sunday. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday.

### WATR, WATERBURY

**Operator:** WATR Co., Inc., 71 Grand Street. **Phone:** 3-5161. **Power:** 250 watts on 1290 kc. **Affiliation:** Yankee Network; Colonial; Mutual. **Opened:** June 15, 1934.

**General and station manager:** Harold Thomas.\* **Business manager:** Samuel Elman. **Program director, artists bureau head:** James Parker. **Chief engineer:** John Burke. **Publicity director:** Charles Cutler.

**Rep:** Gene Furgason & Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Furnish displays, posters, etc. **Foreign language programs:** Has Italian, Lithuanian and Polish programs. **Artists bureau:** Yes. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wine and liquor; patent medicines must meet approved standards. **E. T. library:** Standard. **News:** Transradio; Yankee Network News Service. **Yankee News periods:** 8 A.M., 1 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30 P.M., 6:30 P.M., both 15 minutes, both Sunday only. **Local news:** 5:50-6 P.M., Monday through Friday; 12:30-12:45 P.M., Saturday only.

\*Also operator of WBKR, Pittsfield, Mass.

### WBRY, WATERBURY-NEW HAVEN

**Operator:** American-Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152

## CONNECTICUT STATIONS—Continued

Temple St.). **Phone:** 3-1125; (New Haven: 7-1243). **Power:** 1,000 watts on 1530 kc. **Affiliation:** CBS. **Opened:** Nov. 3, 1934. (Note: WBRY is newspaper-owned by the Waterbury American and Republican.)

**President:** William J. Pape. **Station manager:** Erwin J. Frey. **Commercial manager:** Murray L. Grossman. **Program director:** Jack Henry. **Chief engineer:** Sidney Warner. **Musical director:** Waldo S. Newbury. **Publicity director:** E. Christy Erk.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Theatre room, capacity 150. **Merchandising:** Advice on copy, and type of program; show cards and newspaper ads

to satisfaction of client. **Foreign language programs:** Accepted; have Italian, Lithuanian, Polish and Hungarian live talent series. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed. **E. T. library:** NBC Thesaurus. **News:** Transradio; AP; local. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 6:30 P. M. (local news), 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P. M., Sunday.

## DELAWARE

(57,600 radio homes, or 86% ownership among the State's total of 67,000 families. Urban ownership is 30,800, or 90% of urban families; rural ownership is 26,800, or 81% of rural families.)

### Radio Homes by Counties

Kent ..... 7,990    New Castle ..... 38,260    Sussex ..... 11,350

### WDEL, WILMINGTON

**Operator:** WDEL, Inc., 10th & King Sts. **Phone:** 7268. **Power:** 1,000 and 250 watts on 1120 kc. **Affiliation:** NBC Basic Red; Inter-City Broadcasting System; Mason-Dixon Radio Group. **Opened:** May 1, 1922.

**President:** Clair R. McCollough.\* **Station and commercial manager:** J. Gorman Walsh. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Edward Browning. **Musical director:** Victor Caille. **Publicity director:** Lonny Starr.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all daily.

\* Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WILM, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.

### WILM, WILMINGTON

**Operator:** Delaware Broadcasting Co., Inc., 10th & King Sts. **Phone:** 7268. **Power:** 100 watts on 1420 kc (operates to 9 P.M.). **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1922.

**President:** Clair R. McCollough.\* **Station and commercial manager:** J. Gorman Walsh. **Program director:** John Hartman. **Chief engineer:** J. E. Mathiot.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** All copy must conform to station standards. **E. T. Library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 11 A.M., 1 P.M., 6:45 P.M., all 15 minutes, all daily.

\* Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WDEL, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.

## DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 168,000 families.)

### WJSV, WASHINGTON

**Operator:** Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. **Phone:** Metropolitan 3200. **Power:** 50,000 watts on 1460 kc. **Affiliation:** CBS. **Opened:** October 20, 1932.

**Vice-president:** Harry C. Butcher. **General manager:** A. D. Willard, Jr. **Program director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Leon Brusiloff. **Publicity director:** Bill Slocum, Jr.

**Rep:** Radio Sales. **Seating facilities:** Audiences from 100 to 1,200 can be seated. **Merchandising:** Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None, as such, but has contracts with artists appearing regularly on station. **Base rate:** \$300.

**Copy restrictions:** CBS program policies. **E.T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 2-2:05 P.M., 4:45-5 P.M., 6-6:05 P.M., 11-11:05 P.M., all Monday through Saturday; 10:30-10:45 A.M., 11-11:15 P.M., both Sunday only.

### WMAL, WASHINGTON

**Operator:** National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp. capital stock of which is owned by the Washington Star). 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 500 and 250 watts on 630 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1926.

**Vice-president:** Frank M. Russell. **General manager:** Kenneth H. Berkeley. **Commercial manager:** John Dodge. **Program directors:** Carleton D. Smith and Fred Shawn. **Chief engineer:** A. E. Johnson. **Publicity director:** Marion Gale.

**Rep:** National Broadcasting Co. **Seating facilities:** One studio can accommodate 200 persons; two others have 100 capacity combined. **Merchandising:** Advisory service only. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **News periods:** Sports news, 6:15-6:30 P.M. (6:45-7 during daylight saving time), Monday through Saturday; 6-6:15 P.M., Sunday only. Evening Star flashes, 15 minutes daily except Sunday. WMAL news, 7:25-7:30 A.M., daily except Sunday. Earl Godwin, 8:30-8:45 A.M., daily except Sunday. AP news (from NBC) 6:25-6:30 P.M. Saturday and 11-11:05 A.M. Sunday. Baukhage Talking, three 10-minute periods daily except Sunday, two 10-minute periods Sunday only.

### WOL, WASHINGTON

**Operator:** American Broadcasting Company, 1627 K St., N.W. **Phone:** Metropolitan 0012. **Power:** 1,000 watts on 1230 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** December 10, 1924.

**President:** Helen S. Mark. **General manager:** William B. Dolph. **Commercial manager:** James Fishback. **Program and publicity director:** Madeline Ensign. **Chief engineer:** H. H. Lyon. **Musical director:** Frank Blair.

**Rep:** William G. Rambeau Co. **Seating facilities:** 200 persons. **Merchandising:** Supply lists of retailers and wholesalers; mail limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$180.

## DISTRICT OF COLUMBIA STATIONS—Continued

**Copy restrictions:** Beer, wine and liquor advertising accepted weekdays only (liquor only after 10 P.M.); all copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 35 words; commercial continuity on day and night quarter-hours limited to 325 words. **E. T. library:** Associated; Lang-Worth; NAB. **News:** Transradio. **News periods:** 7:30 A.M., 8:30 A.M., 9:45 A.M., 12:15 P.M., 3 P.M., 6:30 P.M., 9 P.M., 10:30 P.M., all five minutes, all daily except Sunday; 8:45 A.M., 12:15 P.M., 3 P.M., 10:30 P.M., all five minutes, all Sunday only.

### WRC, WASHINGTON

**Operator:** National Broadcasting Co., Inc. (owner and operator), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** NBC Basic Red. **Opened:** Aug. 1, 1923.

**For officers, services and copy restrictions, see WMAL, Washington, D.C.**

**Base rate:** \$200. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **News periods:** Esso News, 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all daily except Sunday. **AP news (from NBC),** 9-9:05 A.M. weekdays, 11-11:05 A.M. Sundays.

## FLORIDA

(297,900 radio homes, or 67% ownership among the State's total of 443,000 families. Urban ownership is 189,500, or 80% of urban families; rural ownership is 108,400, or 53% of rural families.)

### Radio Homes by Counties

Alachua .....	5,660	Hamilton .....	1,270	Okeechobee .....	670
Baker .....	870	Hardee .....	1,640	Orange .....	11,730
Bay .....	2,120	Hendry .....	600	Osceola .....	2,220
Bradford .....	1,260	Hernando .....	800	Palm Beach .....	12,250
Brevard .....	2,670	Highlands .....	2,010	Pasco .....	1,910
Broward .....	4,530	Hillsborough .....	32,990	Pinellas .....	17,420
Calhoun .....	970	Holmes .....	1,480	Polk .....	14,230
Charlotte .....	780	Indian River .....	1,210	Putnam .....	3,420
Citrus .....	930	Jackson .....	4,050	St. Johns .....	3,910
Clay .....	1,150	Jefferson .....	1,960	St. Lucie .....	1,470
Collier .....	430	Lafayette .....	620	Santa Rosa .....	1,900
Columbia .....	2,250	Lake .....	4,560	Sarasota .....	2,720
Dade .....	38,000	Lee .....	3,190	Seminole .....	3,760
De Soto .....	1,480	Leon .....	3,960	Sumter .....	1,570
Dixie .....	1,100	Levy .....	1,880	Suwannee .....	2,140
Duval .....	36,730	Liberty .....	610	Taylor .....	2,120
Escambia .....	10,110	Madison .....	2,050	Union .....	790
Flagler .....	430	Manatee .....	4,490	Volusia .....	10,340
Franklin .....	1,190	Marion .....	4,920	Wakulla .....	800
Gadsden .....	3,870	Martin .....	980	Walton .....	1,990
Gilchrist .....	520	Monroe .....	2,810	Washington .....	1,590
Glades .....	430	Nassau .....	1,520		
Gulf .....	520	Okaloosa .....	1,350		

### WMFJ, DAYTONA BEACH

**Operator:** W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** April, 1935.

**Owner-manager:** W. W. Esch. **Commercial manager, artists bureau head, publicity director:** Ed Sims. **Program director:** Billie B. Esch. **Chief engineer:** Webster Ellenwood.

**Rep:** None listed. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted if in French, Jewish, German or Spanish. **Artists bureau:** Yes; have about half a dozen orchestras, vocalists, actors, announcers. **Stock:** Owned by W. W. Esch. **Base rate:** \$75.

**Copy restrictions:** No hard liquor; copy should "not offend ordinary good taste."

## FLORIDA STATIONS—Continued

**E. T. library:** Associated. **News:** Trans-radio; also local. **News periods:** 9 A.M., 12:45 P.M., 6:30 P.M., all 15 minutes, all daily except Sunday.

### WRUF, GAINESVILLE

**Operator:** University of Florida, University of Florida. **Phone:** University 55. **Power:** 5,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** August, 1928.

**Director:** Garland Powell. **Assistant director:** Russell McCaughan. **Engineer:** F. B. Duncan.

**Rep:** None. **Seating facilities:** University auditorium, capacity 2,000. **Merchandising:** None. **Foreign language programs:** None; no need for them in this community. **Artists bureau:** None; staff composed entirely of non-pro artists. **Base rate:** \$75.

**Copy restrictions:** No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis. **E. T. library:** World; NAB. **News:** AP. **News periods:** 8:45-9 A.M. (Florida Facts), 11:55-noon, 1:55-2 P.M., 3:55-4 P.M., 5:15-5:30 P.M., all Monday through Saturday; 10:30-10:45 A.M., Sunday only.

### WJAX, JACKSONVILLE

**Operator:** City of Jacksonville, 1 Broad-cast Place. **Phone:** 5-5821. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Florida Group. **Opened:** Nov. 25, 1925.

**Station and commercial manager, chief engineer:** John T. Hopkins III.

**Rep:** John Blair & Co. **Seating facilities:** 100 persons. **Merchandising:** Complete service offered on contracts which "warrant" it at no charge other than actual cost of stamps, letterheads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$190.

**Copy restrictions:** Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** None.

### WJHP, JACKSONVILLE

**Operator:** The Metropolis Co. **Power:** 250 watts on 1290 kc.

**At press time this station had a construction permit only.**

### WMBR, JACKSONVILLE

**Operator:** Florida Broadcasting Co., 118 W. Adams St. **Phone:** 5-4387. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1927.

**President, general manager, commercial manager:** Frank King. **Production manager, secretary, treasurer:** Glenn Marshall, Jr. **Program director, musical director:** Charles Stone. **Chief engineer:** H. B. Greene.

**Rep:** Paul H. Raymer Co. **News:** UP. **Seating facilities:** Studio, seating 100 persons. **Merchandising:** Contact distributors; conduct monthly cross-section survey of food and drug outlets. **Foreign language programs:** Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. **Artists bureau:** Yes, lists about 30 artists. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter-hour. **E. T. library:** NAB. **News:** UP. **News periods:** 8-8:15 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 5:55-6 P.M., 7-7:15 P.M., 10:30-10:45 P.M., all Monday through Saturday.

### WLAK, LAKE LAND

**Operator:** Lake Region Broadcasting Co., New Florida Hotel. **Phone:** 2128. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Florida Group. **Opened:** May 15, 1936.

**Station manager, program director:** G. G. Fletcher. **Commercial manager:** D. M. Brown. **Chief engineer:** W. P. Hunter. **Musical director:** E. B. Wilson.

**Rep:** John Blair & Co. **Seating facilities:** Two studios, about 25 persons each. **Merchandising:** Complete service available; get dealer co-operation; furnish program promotion and tie-in material without cost unless special work is required. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by J. P. Marchant. **Base rate:** \$40.

**Copy restrictions:** Beer and wine advertising accepted, providing "high standard of advertising is maintained"; patent medicines and health advertising accepted only if rigidly complying with Federal Trade Commission regulations, and providing copy does not offend the listener. **E. T. library:** NBC Thesaurus. **News:** None listed: take NBC news at 9 A.M. and 4:55 P.M., Monday through Friday; 9 A.M. and 6:25 P.M., Saturday, and 11 A.M., Sunday (all five-minute periods); also Earl Godwin farm service program, 1:15 P.M., Monday through Friday.

## FLORIDA STATIONS—Continued

### WIOD, MIAMI

**Operator:** Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. **Phone:** 36444. **Power:** 1,000 watts on 610 kc. **Affiliation:** NBC Florida Group. **Opened:** January, 1926. (Note: This station is newspaper-owned by the Miami Daily News.)

**Vice-president, general manager:** Hal Leyshon. **Station manager, program director:** Martin S. Wales. **Commercial manager:** S. A. Vetter. **Chief engineer:** Milton C. Scott, Jr. **Promotion manager:** James M. Le Gate. **Musical director:** Isabel Shaffer. **Publicity director:** Boarman Byrd.

**Rep:** George P. Hollingbery. **Seating facilities:** Studio, seating 200 persons; spectators' gallery, 100. **Merchandising:** Cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Accepted, but must be accompanied by English translation. **Artists bureau:** Yes. **Base rate:** \$150.

**Copy restrictions:** Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised." **E. T. library:** NBC Thesaurus; Associated. **News:** INS; UP. **News periods:** 6:45-7 A.M. (dramatized news), 7:55-8 A.M., 9-9:05 A.M., 10:25-10:30 A.M., 12:03-12:08 P.M., 1:30-1:45 P.M. (Spanish-English), 2:55-3 P.M., 5:45-6 P.M. (dramatized news), 7:30-7:45 P.M., 11-11:05 P.M., weekdays; 10-10:05 A.M., 1-1:05 P.M., 10-10:05 P.M., Sunday only.

### WQAM, MIAMI

**Operator:** Miami Broadcasting Co., Postal Bldg. **Phone:** 26121. **Power:** 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1921.

**President:** Fred W. Borton. **Station manager:** Fred Mizer. **Commercial manager, program director:** Norman MacKay. **Chief engineer:** Gene Rider. **Program manager:** Hazel McGuire.

**Rep:** John Blair & Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings; advertising in out-of-town newspapers; taxi bumper-strips. **Foreign language programs:** Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). **Artists bureau:** None; can supply artists, however. **Stock:** Held by Miami Broadcasting Co., F. W. Borton,

president, and W. W. Luce, vice-president. **Base rate:** \$150.

**Copy restrictions:** Commercials must not exceed three minutes in 15; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9 A.M., 11 A.M., noon, 2 P.M., 3 P.M., 5 P.M., 6 P.M., 10 P.M., 11 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 5 P.M., 11 P.M., all five minutes, all Sunday.

### WKAT, MIAMI BEACH

**Operator:** A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 1, 1937.

**Owner, station manager:** A. Frank Katzentine. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** None. **Foreign language programs:** Some news programs are rendered in Spanish; no rules listed. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** No written rules; conservative policy maintained. **E. T. library:** Associated. **News:** UP. **News periods:** Every hour on the hour, duration not listed, from 8 A.M. to midnight, Monday through Saturday.

### WTMC, OCALA

**Operator:** John T. Alsop, Jr. **Power:** 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

### WDBO, ORLANDO

**Operator:** Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. **Phone:** 6181. **Power:** 5,000 and 1,000 watts on 580 kc. **Affiliation:** CBS. **Opened:** May 10, 1924.

**President:** Colonel George C. Johnston. **Station and commercial manager:** Harold P. Danforth. **Program director:** E. M. Beckett. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Walter Kimble. **Publicity director:** G. Burnett.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studios and large reception room; capacities not listed. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.



## FLORIDA STATIONS—Continued

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 8:15-8:25 A.M., 11:45-11:55 A.M., both Monday through Saturday; 1:30-1:35 P.M., Monday, Wednesday, Friday.

### WCOA, PENSACOLA

**Operator:** Pensacola Broadcasting Company, San Carlos Hotel. **Phone:** 4111. **Power:** 1,000 and 500 watts on 1340 kc. **Affiliation:** NBC Supplementary Group. **Opened:** February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

**General and station manager:** Henry G. Wells, Jr. **Commercial manager:** R. R. Powell. **Production manager:** Jim Larkin. **Program director:** C. E. Vann. **Chief engineer:** Beecher Hayford. **Musical director:** Ray Rogers.

**Rep:** John H. Perry Associates. **Seating facilities:** Studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. **Merchandising:** Maintain contacts with wholesalers; supply program listings and publicity for local and out-of-town papers. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; number of artists not given. **Base rate:** \$75.

**Copy restrictions:** Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words. **E. T. library:** Standard. **News:** From NBC; two five-minute periods daily.

### WFOY, ST. AUGUSTINE

**Operator:** Fountain of Youth Properties, Inc., Fountain of Youth Park. **Phone:** 1400. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** February 11, 1937.

**President:** Walter B. Fraser. **Station manager:** R. M. Tigert. **Commercial manager:** John Cummins. **Program director:** Ruth Loring Tanksley. **Chief engineer:** Bradley H. Overton.

**Rep:** None. **Seating facilities:** 50 persons. **Merchandising:** Complete service offered; rates vary according to amount of cooperation desired by advertiser. **Foreign language programs:** No rules; such programs have not been requested to date. **Artists bureau:** None. **Stock:** Principally held by Walter B. and Adelene Fraser. **Base rate:** \$50.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association;

all concerns investigated to insure authentic statements in commercials. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 7:45-8 A.M., 9-9:15 A.M., 10:30-10:45 A.M., noon-12:05 P.M., 12:30-12:45 P.M., 2:55-3 P.M., 3:55-4 P.M., 6-6:05 P.M., 6:30-6:45 P.M., 7:55-8 P.M., 9:45-10 P.M., all daily.

### WTSP, ST. PETERSBURG

**Operator:** Pinellas Broadcasting Co. **Power:** 250 and 100 watts on 1370 kc.

**At press time this station had a construction permit only.**

### WSUN, ST. PETERSBURG

**Operator:** St. Petersburg Chamber of Commerce, Municipal Pier. **Phone:** 4747. **Power:** 5,000 and 1,000 watts on 620 kc (shares transmitter and hours of operation with WFLA). **Affiliation:** NBC Florida group. **Opened:** 1927. (Note: This station is municipally owned.)

**General, station and commercial manager:** Harold H. Meyer. **Program director:** Bob Wilbur. **Engineers:** Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. **Local sales manager:** Jerry Wigley.

**Rep:** International Radio Sales. **Seating facilities:** Studio seats 200 persons; auditorium, 3,000. **Merchandising:** Use street car cards; dealer contacts; general publicity; service is gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste." **E. T. library:** Associated. **News:** INS. **Winter news periods:** 7:50-8 A.M., 9-9:05 A.M. (from NBC), 4:55-5 P.M. (from NBC), 7:50-8 P.M., all apparently daily. **Summer news periods:** 7:50-8 A.M., 9-9:05 A.M. (from NBC), 5:25-5:30 P.M. (from NBC), 10-10:15 P.M., all apparently daily.

### WTAL, TALLAHASSEE

**Operator:** Florida Capitol Broadcasters, Inc., Thomasville Highway. **Phone:** 1310-R. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 7, 1935. (Note: Gilbert Freeman, major stockholder in this station, is also major stockholder in three weekly newspapers: Highlands County Pilot, Scenic Highlands Sun, and Lake Placid News.)

**President:** Gilbert Freeman. **Station and commercial manager:** Richard Kingston. **Chief engineer:** J. H. Bailey. **Musical director:** Lillian Kalil.

## FLORIDA STATIONS--Continued

**Rep:** World Broadcasting System. **Seating facilities:** Small reception room; exact capacity not listed. **Merchandising:** Have tie-up with Florida State News (local morning daily) for promotion and merchandising. **Foreign language programs:** No set rules on acceptance. **Artists bureau:** None. **Stock:** Principal holders are Gilbert and Vera Freeman. **Base rate:** \$58.

**Copy restrictions:** Beer and wine copy accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station. **E. T. library:** World. **News:** UP.

### WDAE, TAMPA

**Operator:** Tampa Times Company, Tampa Terrace Hotel. **Phone:** M-1818. **Power:** 5,000 and 1,000 watts on 1220 kc. **Affiliation:** CBS. **Opened:** May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

**President:** David E. Smiley. **Vice-president:** Ralph Nicholson. **Station and commercial manager:** L. S. Mitchell. **Program director:** Kenneth W. Skelton. **Chief engineer:** William Pharr Moore. **Musical director:** M. E. Plattner. **Publicity director:** Joseph F. Smiley.

**Rep:** The Katz Agency. **Seating facilities:** Can accommodate about 40 persons. **Merchandising:** Dealer contacts personally or by phone; place show case and window cards; promotional letters. **Foreign language programs:** Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; no hard liquor; no specific rules govern copy. **E. T. library:** Standard. **News:** Transradio. **News periods:** 1-1:05 P.M., 5:30-5:35 P.M., 11-11:15 P.M., Monday through Saturday.

### WFLA, TAMPA-CLEARWATER

**Operator:** Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. **Phone:** Tampa: H-1828; Clearwater: 2753. **Power:**

5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) **Affiliation:** NBC Florida Group; Orange Network. **Opened:** November, 1925.

**General manager, station manager, commercial manager:** W. Walter Tison. **Program director:** Paul Jones. **Chief engineer:** Joe H. Mitchell. **Musical director:** Frank Grasso. **Production manager, artists bureau head, publicity director:** Don Bell.

**Rep:** John Blair & Co. **Seating facilities:** About 100 persons. **Merchandising:** Estimate on complete merchandising service submitted on request. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes; have about a dozen artists under contract. **Base rate:** \$120.

**Copy restrictions:** Accept wine and beer advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times. **E. T. library:** NBC Thesaurus. **News:** From NBC; 9-9:05 A.M., 4:55-5 P.M., daily; 6:45-7 P.M., Monday, Wednesday, Friday.

### WJNO, WEST PALM BEACH

**Operator:** WJNO, Inc., P. O. Box 189. **Phone:** 5157. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

**President:** Jay J. O'Brien. **Treasurer:** Louise DeLea. **General and commercial manager:** Reggie Martin. **Program director:** J. Gunnar Back. **Chief engineer:** John K. Moore. **Publicity director:** John Clarke.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete cooperation with advertiser. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7:30-7:35 A.M., 9-9:15 A.M., noon-12:15 P.M., 3:30-3:35 P.M., 6-6:10 P.M., 10-10:05 P. M., daily except Sunday; 9:30-9:35 A.M., 12:45-1 P.M., 10-10:05 P.M., Sunday only.

# GEORGIA

(370,800 radio homes, or 52% ownership among the State's total of 716,000 families. Urban ownership is 180,500, or 74% of urban families; rural ownership is 190,300, or 40% of rural families.)

## Radio Homes by Counties

Appling .....	1,270	Evans .....	670	Musogee .....	10,050
Atkinson .....	720	Fannin .....	1,240	Newton .....	1,940
Bacon .....	640	Fayette .....	730	Oconee .....	710
Baker .....	690	Floyd .....	6,570	Oglethorpe .....	1,150
Baldwin .....	2,090	Forsyth .....	860	Paulding .....	1,050
Banks .....	750	Franklin .....	1,380	Peach .....	1,320
Barrow .....	1,360	Fulton with Camp-		Pickens .....	980
Bartow .....	2,730	bell and Milton...	67,230	Pierce .....	1,180
Ben Hill .....	1,820	Gilmer .....	620	Pike .....	950
Berrien .....	1,320	Glascok .....	400	Polk .....	2,940
Bibb .....	13,860	Glynn .....	3,410	Pulaski .....	950
Bleckley .....	880	Gordon .....	1,610	Putnam .....	860
Brantley .....	700	Grady .....	1,860	Quitman .....	340
Brooks .....	2,120	Greene .....	1,360	Rabun .....	610
Bryan .....	660	Gwinnett .....	2,760	Randolph .....	1,850
Bulloch .....	2,500	Habersham .....	1,300	Richmond .....	13,300
Burke .....	3,180	Hall .....	3,540	Rockdale .....	750
Butts .....	980	Hancock .....	1,140	Schley .....	470
Calhoun .....	1,110	Haralson .....	1,250	Screven .....	1,870
Camden .....	750	Harris .....	1,100	Seminole .....	670
Campbell .....	(See Fulton)	Hart .....	1,260	Spalding .....	3,250
Candler .....	770	Heard .....	710	Stephens .....	1,280
Carroll .....	3,360	Henry .....	1,440	Stewart .....	1,120
Catoosa .....	930	Houston .....	1,100	Sumter .....	3,390
Charlton .....	510	Irwin .....	1,040	Talbot .....	850
Chatham .....	21,150	Jackson .....	2,100	Taliaferro .....	580
Chattahoochee .....	580	Jasper .....	920	Tattnall .....	1,420
Chattooga .....	1,550	Jeff Davis .....	770	Taylor .....	1,010
Cherokee .....	1,980	Jefferson .....	1,980	Telfair .....	1,470
Clarke .....	4,230	Jenkins .....	1,330	Terrell .....	1,990
Clay .....	690	Johnson .....	1,210	Thomas .....	4,210
Clayton .....	1,010	Jones .....	780	Tift .....	1,890
Clinch .....	940	Lamar .....	1,140	Toombs .....	1,710
Cobb .....	4,420	Lanier .....	530	Towns .....	350
Coffee .....	1,870	Laurens .....	3,360	Treutlen .....	640
Colquitt .....	3,150	Lee .....	870	Troup .....	4,780
Columbia .....	810	Liberty .....	810	Turner .....	1,080
Cook .....	1,120	Lincoln .....	600	Twiggs .....	730
Coweta .....	2,940	Long .....	430	Union .....	480
Crawford .....	580	Lowndes .....	4,110	Upson .....	2,220
Crisp .....	2,220	Lumpkin .....	450	Walker .....	3,040
Dade .....	400	McDuffie .....	930	Walton .....	2,150
Dawson .....	280	McIntosh .....	810	Ware .....	4,150
Decatur .....	2,790	Macon .....	1,730	Warren .....	990
De Kalb .....	12,600	Madison .....	1,290	Washington .....	2,500
Dodge .....	2,100	Marion .....	650	Wayne .....	1,390
Dooley .....	1,670	Meriwether .....	2,330	Webster .....	430
Dougherty .....	3,920	Miller .....	800	Wheeler .....	780
Douglas .....	890	Milton .....	(See Fulton)	White .....	520
Early .....	1,720	Mitchell .....	2,320	Whitfield .....	2,460
Echols .....	330	Monroe .....	1,180	Wilcox .....	1,220
Effingham .....	1,130	Montgomery .....	880	Wilkes .....	1,720
Elbert .....	1,980	Morgan .....	1,350	Wilkinson .....	1,150
Emanuel .....	2,220	Murray .....	770	Worth .....	1,930

## GEORGIA STATIONS—Continued

### WGPC, ALBANY

**Operator:** Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 100 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

**President:** J. W. Woodruff, Sr. **Station manager:** Stewart Watson. **Program director:** Louis B. Poole. **Musical director:** Mrs. Martha Percilla. **Chief engineer:** Byron Lindsey, Jr.

**Rep:** Sears and Ayer. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Letters to trade, dealer contacts, etc. **Foreign language programs:** Not accepted (population less than 1% foreign). **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Adhere to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC. **E. T. library:** MacGregor. **News:** AP; also local news.

**News periods:** 8-8:05 A.M., 9:55-10 A.M., 12:15-12:30 P.M. (local), 1-1:05 P.M., 3:15-3:20 P. M., 6-6:15 P.M., all Monday through Saturday.

### WGAU, ATHENS

**Operator:** J. K. Patrick & Co., Bobbin Mill Road. **Phone:** 1741. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 25, 1938. (Note: Earl B. Braswell, one of the five partners in this station, is publisher of the Athens Banner-Herald.)

**Station and commercial manager, chief engineer:** A. Lynne Brannen. **Program director:** Melvin C. Gorman. **Musical director:** Harry L. Grimes.

**Rep:** None. **Seating facilities:** "Red" studio audience room seats 60; "Black" audience room seats 40. **Merchandising:** Distribute window cards and displays; help client in every way possible, especially in the drug field (one of the partners is a druggist); no charge for services. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is owned by an equal partnership composed of J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland, and A. Lynne Brannen. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverages; have carried beer, "but are not inclined to do so in the future"; patent medicines accepted.

**E. T. library:** Standard. **News:** AP through local newspaper. **News periods:** 9:15 A.M., 1:15 P.M., 4:30 P.M., all 15 minutes, Monday through Friday; 9:15-9:30 A.M., Saturday only. (Note: Spot announcements are sold before and after, but not during, the news.)

### WAGA, ATLANTA

**Operator:** Liberty Broadcasting Co. is licensee; Atlanta Journal, owner and operator of WSB, same city, operates this station; Western Union Bldg. **Phone:** Main 5101. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** Aug. 1, 1937 (in Atlanta; previously operated in Athens, Ga., as WTFI).

**Executive director:** Lambdin Kay. **General manager:** Jess Swicegood. **Program director:** Earle Pudney. **Chief engineer:** Cliff Hanson. **Musical director:** Joan Norman.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Have observation room; no capacity given. **Merchandising:** Newspaper publicity accorded sponsors. **Foreign language programs:** No occasion for same has arisen; audience of this type is small in the station's coverage area. **Artists bureau:** None. **Base rate:** \$180.

**Copy restrictions:** No hard liquor accounts accepted; copy must be "in good taste."

**E. T. library:** World. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:50-8:05 A.M., 12:15-12:30 P.M., 6:30-6:45 P.M., 10-10:15 P.M., all apparently Monday through Saturday.

### WATL, ATLANTA

**Operator:** Atlanta Broadcasting Co., Henry Grady Bldg. **Phone:** Walnut 4377. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** 1931.

**Owner:** J. W. Woodruff\*. **Station manager:** Maurice C. Coleman. **Program and musical director:** Ken Keese. **Chief engineer:** James Comer.

**Rep:** Sears and Ayer, Inc. **Seating facilities:** 150 persons. **Merchandising:** Conduct direct mail campaigns—blotters, brochures, etc.; invite wholesalers and retailers to visit studios during programs; program listing in daily papers; letters to the trade. **Foreign language programs:** Accept programs or announcements, copy subject to usual scrutiny. **Artists bureau:** None. **Base rate:** \$160.

**Copy restrictions:** All copy subject to acceptance by management; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc. **E. T. library:** Associated.

**News:** INS. **News periods:** Five minutes every hour on the hour, 7 A.M. to 1 A.M., except 15 minutes at 7 P.M., all Monday through Saturday.

\*J. W. Woodruff is also president of WRBL, Columbus, Ga.

## GEORGIA STATIONS—Continued

### WGST, ATLANTA

**Operator:** Southern Broadcasting Stations, Inc., Ansley Hotel. **Phone:** Walnut 8441. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** 1929. (Note: This station is owned by the Georgia School of Technology).

**President:** Dr. M. L. Brittain. **Station manager:** W. H. Summerville. **Commercial manager:** Frank Gaither. **Program director:** John Fulton. **Chief engineer:** Ben Akerman. **Musical director:** Lola Allen Wallace.

**Rep:** The Katz Agency. **Seating facilities:** None. **Merchandising:** Complete service offered free of charge. **Foreign language programs:** No rules, as no requests have been received to date. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no hard liquor; all copy subject to approval of program department. **E. T. library:** Standard. **News:** AP; Transradio. **News periods:** 6:25 A.M., 8:10 A.M., noon, 2 P.M., 4:45 P.M., 11 P.M., all five minutes, all apparently daily. (Note: Spots are sold around the news, but apparently not during the broadcasts).

### WSB, ATLANTA

**Operator:** The Atlanta Journal Company, Atlanta Biltmore Hotel. **Phones:** Hemlock 5200; Walnut 5050. **Power:** 50,000 watts on 740 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

**General and station manager:** Lambdin Kay.\* **Advertising manager:** John M. Outler, Jr. **Program director:** Roy McMillan. **Chief engineer:** C. F. Daugherty. **Musical director:** Marcus Bartlett. **Publicity director:** Ernest Rogers.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio reception parlor seats 200 persons; can use Biltmore Hotel auditoriums, seating 750. **Merchandising:** Not offered free; will cooperate with advertisers on request. **Foreign language programs:** Accepted, but no demand for such programs in this territory. **Artists bureau:** None. **Base rate:** \$240 (½ hr.).

**Copy restrictions:** No wine, beer or liquor advertising accepted; station reserves the right to edit all commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP. **News periods:** 6-6:10 A.M. 7:15-7:30 A.M., 8-8:05 A.M., 8:20-8:30 A.M., 9:45-10 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4-4:15 P.M., 5:25-5:30 P.M., 6-6:15 P.M., 10:15-10:30 P.M., all Monday through Saturday.

\*Also executive director of WAGA, Atlanta.

### WRDW, AUGUSTA

**Operator:** Augusta Broadcasting Company, Tenth and Broad Sts. **Phones:** 2976-7-8. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** July 7, 1930.

**Station manager:** W. R. Ringson. **Commercial manager:** Thurston Bennett. **Program director, artists bureau head:** James A. Davenport. **Chief engineer:** Harvey Aderhold.

**Rep:** None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Distribute postal cards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. **Foreign language programs:** No rules listed. **Artists bureau:** Maintain service bureau placing artists without charge to the artist. **Base rate:** \$90 (portable remote or shortwave equipment at special rates).

**Copy restrictions:** Do not accept liquor advertising. **E. T. library:** World. **News:** UP. **News periods:** 11:50-noon, Monday through Saturday; 6:30-6:45 P.M., Monday through Friday; 7:45-7:50 P.M., Monday, Tuesday, Thursday, Friday, Sunday.

### WRBL, COLUMBUS

**Operator:** Columbus Broadcasting Co., Inc., 1420 Second Avenue. **Phone:** 4300-4301; **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS; Georgia Broadcasting System. **Opened:** 1927.

**Owner:** J. W. Woodruff.\* **General and commercial manager:** J. W. Woodruff, Jr. **Program, musical and publicity director:** Leo "Bill" Dougherty. **Chief engineer:** Oliver Heely. **News and sports editor:** Jack Gibney.

**Rep:** Sears and Ayer, Inc. **Seating facilities:** 100 persons. **Merchandising:** Maintain a limited service, which is rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 8:15-8:30 A.M., 10:30-10:45 A.M. (women's news), 12:15-12:30 P.M., 5-5:05 P.M., 7-7:15 P.M. (sports news), 9:45-10 P.M., all daily.

\*Also president of WATL, Atlanta, Ga.

### WKEU, GRIFFIN

**Operator:** Radio Station WKEU, Griffin Hotel. **Phone:** 1137. **Power:** 100 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** July 4, 1933.

**President, station manager, chief engineer:** A. W. Marshall, Jr. **Commercial man-**

## GEORGIA STATIONS—Continued

ager: Joe Carter. Program director: Muriel Shackelford.

Rep: Burn-Smith Co., Inc. Seating facilities: No information given. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$30.

Copy restrictions: Rate card contains standard clauses. News: None.

### WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. Phone: 3131. Power: 5,000 and 1,000 watts on 1180 kc (operates to sunset in Albuquerque, N. Mex.). Affiliation: CBS. Opened: October 30, 1922.

President, general and station manager: Edward K. Cargill. Commercial manager: Frank Crowther. Program director: Allie V. Williams. Chief engineer: George P. Rankin, Jr. Publicity director: Wilton E. Cobb.

Rep: The Katz Agency. Seating facilities: Use Municipal Auditorium, seating 4,000, when necessary. Merchandising: Contact local dealers at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Stock: Held entirely by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. Base rate: \$100.

Copy restrictions: Beer and wine accepted, but not on Sunday; no hard liquor; 100-word announcements made only on participating programs. E. T. library: World; Davis & Schwegler; NAB; Lang-Worth. News: AP. News periods: 8 A.M., 2 P.M., 4:45 P.M., plus one period at variable sign-off time, all 15 minutes, all Monday through Saturday; 8:15-8:30 P.M., Sunday.

### WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. Phone: 1995. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: May 5, 1930.

President: John W. Quarles. Station manager, commercial manager: J. (Happy) Quarles. Program director, publicity director: Jimmy Kirby. Chief engineer: Robert Starr.

Rep: None. Merchandising: None. Foreign language programs: Not accepted; percentage of foreign population too small. Artists bureau: None. Base rate: \$60.

Copy restrictions: Whiskey not accepted; beer and wine okay. E. T. library: None. News: UP; also local. News periods: 7-7:15 A.M., 9:15-9:20 A.M. (Hollywood news), 9:30-9:45 A.M., 11-11:15 A.M., 12:30-12:45 P.M. (local news), 12:50-12:55 P.M.

(farm news), 6:45-7 P.M., 9:45-10 P.M., all daily except Sunday; 12:30-12:45 P.M., 9:45-10 P.M., Sunday only.

### WSAV, SAVANNAH

Operator: Arthur Lucas. Power: 100 watts on 1310 kc.

At press time this station had a construction permit only.

### WTOG, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., 516 Abercorn St. Phone: 2-0127. Power: 5,000 and 1,000 watts on 1260 kc. Affiliation: CBS. Opened: October, 1929.

President: W. T. Knight, Jr. Station manager: Marjorie B. Willis. Production manager: Fred P. Pfahler. Merchandising manager: William B. Smart. Sports and program manager: Weldon Herrin. Local sales manager: Robert R. Feagin. Chief engineer: James R. Donovan.

Rep: The Katz Agency. Seating facilities: Reception room with view of studio seats 30 persons. Merchandising: Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograph signs for store windows, calling attention to advertiser's program; send letters and bulletins to customers and dealers; pre-plug programs; signs on station shortwave truck. Foreign language programs: Accepted if certified translation is furnished for station scrutiny. Artists bureau: Yes. Base rate: \$125.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

E. T. library: MacGregor; World. News: UP.

### WPAX, THOMASVILLE

Operator: H. Wimpy. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: 1934.

Base rate: \$45.

No further information available after repeated requests.

### WAYX, WAYCROSS

Operator: Jack Williams, 620 Plant Ave. Phone: 965. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: Oct. 12, 1936. (Note: Jack Williams, owner of this station, is also editor and publisher of the Waycross Journal-Herald).

Station head: Jack Williams. Station manager, chief engineer: John J. Tobola. Commercial manager: Jack Murray. Program director: Martha Jane Folsom.

Rep: None. Seating facilities: Reception

## GEORGIA STATIONS—Continued

room seats 50. **Merchandising:** Newspaper publicity and window displays offered gratis. **Foreign language programs:** Accepted, subject to the approval of the management. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Com-

mission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste." **E. T. library:** World. **News:** AP. **News periods:** 8:45 A.M., 10:15 A.M., 12:30 P.M., 2:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday. (Note: Announcements are sold before and after, but not during the news).

## IDAHO

(98,700 radio homes, or 80% ownership among the State's total of 124,000 families. Urban ownership is 34,200, or 90% of urban families; rural ownership is 64,500, or 75% of rural families.)

### Radio Homes by Counties

Ada .....	9,690	Cassia .....	2,470	Lewis .....	1,150
Adams .....	640	Clark .....	220	Lincoln .....	660
Bannock .....	7,060	Clearwater .....	1,350	Madison .....	1,540
Bear Lake .....	1,500	Custer .....	740	Minidoka .....	1,660
Benewah .....	1,500	Elmore .....	1,120	Nez Perce .....	4,320
Bingham .....	3,460	Franklin .....	1,700	Oneida .....	1,090
Blaine .....	860	Fremont .....	1,870	Owyhee .....	860
Boise .....	450	Gem .....	1,590	Payette .....	1,720
Bonner .....	3,190	Gooding .....	1,520	Power .....	940
Bonneville .....	3,990	Idaho .....	2,260	Shoshone .....	4,640
Boundary .....	1,100	Jefferson .....	1,740	Teton .....	630
Butte .....	430	Jerome .....	1,630	Twin Falls .....	6,660
Camas .....	320	Kootenai .....	4,910	Valley .....	810
Canyon .....	7,160	Latah .....	4,100	Washington .....	1,870
Caribou .....	430	Lemhi .....	1,150		

### KIDO, BOISE

**Operator:** C. G. Phillips, and Frank L. Hill, doing business as Boise Broadcast Station, Hotel Boise. **Phone** 660. **Power:** 2,500 and 1,000 watts on 1350 kc. **Affiliation:** NBC North Mountain Group. **Opened:** Nov. 5, 1928. (Note: C. G. Phillips and Frank L. Hill also own KORE, Eugene, Ore.)

**Manager:** C. G. Phillips. **Commercial manager:** Bonnie Scotland. **Sales manager:** Dick McBroom. **Program director:** W. T. Phillips. **Chief engineer:** Harold Toedtemeier. **Station promotion:** Roy Civile. **Traffic manager:** Catherine Scotland. **Publicity director:** Vern Moore.

**Rep:** John Blair & Co. **Seating facilities:** About 300 persons. **Merchandising:** Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products pref-

erence in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. **Foreign language programs:** None; but population (Basque) would warrant Spanish. **Artists bureau:** Sustaining talent is made available to sponsors via nominal setup. **Base rate:** \$120.

**Copy restrictions:** Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **News periods:** 10-10:15 A.M., 12:30-12:35 P.M. 3:25-3:30 P.M., all Monday through Saturday; 7-7:05 P.M., Monday, Tuesday, Thursday, Friday, Saturday; 6:45-6:50 P.M., Wednesday.

### KGCI, COEUR D'ALENE

All particulars concerning a construction permit for this station were stricken off the FCC record at press time.

## IDAHO STATIONS—Continued

### KID, IDAHO FALLS

**Operator:** KID Broadcasting Co. **Power:** 5,000 and 500 watts on 1320 kc. **Affiliation:** None.

**Base rate:** \$90.

No other information available.

### KRCL, LEWISTON

**Operator:** H. E. Studebaker, Lewis-Clark Hotel Bldg. **Phone:** 1950. **Power:** 250 watts on 1390 kc. **Affiliation:** None. **Opened:** March, 1935.

**Owner:** H. E. Studebaker. **Station manager:** Donald A. Wike. **Commercial manager:** R. A. Klise.

**Rep:** Walter Biddick Co. (Coast); Sears and Ayer (Chicago); Cox and Tanz (East). **Seating facilities:** None, except on remotes from local auditoriums. **Merchandising:** Any service rendered at cost. **Foreign language programs:** Accepted; same rules apply as for ordinary broadcasts. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

**Copy restrictions:** No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served." **E. T. library:** World; Lang-Worth. **News:** UP; Transradio. **News periods:** 7:45-8 A.M., 10-10:05 A.M., 12:15-12:30 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 8:45-9 P.M., daily except Sunday; 7-7:15 P.M. every day.

### KFXD, NAMPA

**Operator:** Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** October, 1924.

**Station manager:** Frank E. Hurt. **Commercial manager:** Doyle Cain. **Program and musical director:** Maxine Hurt. **Chief engineer:** Eddie Hurt.

**Rep:** None. **Seating facilities:** 40 persons. **Merchandising:** Have a contact man covering a radius of 70 miles. **Foreign language programs:** No set rules; foreign population very small. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** No beer, wine, liquor or patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus; NAB; Davis & Schwegler; MacGregor. **News:** UP. **News periods:** 8:45 A.M., 10 A.M., 12:30 P.M., 3:15 P.M., 5:45 P.M. (local), 6:45 P.M., 8:45 P.M., all 10 minutes, all daily except Sunday.

### KSEL, POCATELLO

**Operator:** Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000

and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

**General manager:** Henry H. Fletcher. **Program director:** Ruthe A. Fletcher. **Chief engineer:** James E. Mitchell. **Musical director:** Harold A. Sparks. **Publicity director:** Julian H. Boone.

**Rep:** Gene Furgason & Co. **Seating facilities:** None. **Merchandising:** Service rendered at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Accept beer; no wine or liquor. **E. T. library:** Lang-Worth; MacGregor; Standard. **News:** Transradio. **News periods:** 7-7:10 A.M., 9-9:15 A.M., 10:15-10:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 8:15-8:25 P.M., 10-10:10 P.M., all Monday through Saturday; 7:30-7:40 P.M. Sunday.

### KTFL, TWIN FALLS

**Operator:** Radio Broadcasting Corp., Radio Center Bldg. **Phone:** 30. **Power:** 1,000 watts on 1240 kc. **Affiliation:** NBC North Mountain Group. **Opened:** October, 1928.

**President:** O. P. Soule. **Vice-president, general and commercial manager:** John E. Gardner. **Program and publicity director:** F. M. Soule. **Musical director, production manager:** Charles Crabtree. **Chief engineer:** F. V. Cox.

**Rep:** Gene Furgason & Co. **Seating facilities:** KTFL Radioland Concert Hall, 500. **Merchandising:** Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. **Foreign language programs:** No call for these. **Artists bureau:** Partial service; information and prices on request. **Base rate:** \$70.

**Copy restrictions:** Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy limited to 300 words per quarter-hour; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 7-7:10 A.M., 10-10:10 A.M., 12:30-12:45 P.M., 3:25-3:30 P.M., 5:45-5:55 P.M., 8-8:15 P.M., Monday through Saturday; 8:45-8:55 A.M., 4:45-4:55 P.M., 8:15-8:30 P.M., Sunday.

### KWAL, WALLACE-KELLOGG

**Operator:** C. Howarth and C. Berger. **Power:** 250 and 100 watts on 1420 kc.

**At press time this station had a construction permit only.**



# ILLINOIS

(1,857,100 radio homes, or 90% ownership among the State's total of 2,063,000 families. Urban ownership is 1,426,600, or 93% of urban families; rural ownership is 430,500, or 80% of rural families.)

## Radio Homes by Counties

Adams .....	15,900	Hardin .....	1,440	Morgan .....	7,460
Alexander .....	5,360	Henderson .....	2,010	Moultrie .....	2,880
Bond .....	3,460	Henry .....	10,850	Ogle .....	6,700
Boone .....	3,730	Iroquois .....	7,340	Peoria .....	33,880
Brown .....	1,960	Jackson .....	8,020	Perry .....	5,240
Bureau .....	9,060	Jasper .....	2,810	Piatt .....	3,480
Calhoun .....	1,630	Jefferson .....	7,160	Pike .....	5,740
Carroll .....	4,630	Jersey .....	2,870	Pope .....	1,660
Cass .....	4,000	Jo Daviess .....	4,880	Pulaski .....	3,250
Champaign .....	15,790	Johnson .....	2,110	Putnam .....	1,160
Christian .....	8,800	Kane .....	30,150	Randolph .....	6,070
Clark .....	4,250	Kankakee .....	10,720	Richland .....	3,370
Clay .....	3,640	Kendall .....	2,400	Rock Island .....	24,700
Clinton .....	4,530	Knox .....	13,170	St. Clair .....	39,010
Coles .....	9,120	Lake .....	23,920	Saline .....	8,160
Cook .....	996,480	La Salle .....	22,770	Sangamon .....	27,410
Crawford .....	4,940	Lawrence .....	4,910	Schuyler .....	2,700
Cumberland .....	2,370	Lee .....	7,060	Scott .....	2,020
De Kalb .....	8,120	Livingston .....	8,460	Shelby .....	5,990
De Witt .....	4,430	Logan .....	6,230	Stark .....	2,100
Douglas .....	4,160	McDonough .....	6,890	Stephenson .....	9,920
Du Page .....	22,660	McHenry .....	8,170	Tazewell .....	10,780
Edgar .....	6,000	McLean .....	17,740	Union .....	3,860
Edwards .....	2,060	Macon .....	20,370	Vermilion .....	21,040
Effingham .....	4,150	Macoupin .....	11,710	Wabash .....	3,130
Fayette .....	5,140	Madison .....	34,190	Warren .....	5,300
Ford .....	3,680	Marion .....	8,640	Washington .....	3,560
Franklin .....	13,220	Marshall .....	3,060	Wayne .....	4,110
Fulton .....	10,740	Mason .....	3,690	White .....	4,090
Gallatin .....	2,130	Massac .....	3,170	Whiteside .....	9,430
Greene .....	4,730	Menard .....	2,480	Will .....	24,550
Grundy .....	4,160	Mercer .....	3,960	Williamson .....	12,300
Hamilton .....	2,780	Monroe .....	2,730	Winnebago .....	28,940
Hancock .....	6,630	Montgomery .....	8,400	Woodford .....	4,190

## WMRO, AURORA

Operator: Martin R. O'Brien, 34 S. River St. Phone: 4215. Power: 250 watts on 1250 kc (daytime). Affiliation: None. Opened: Dec. 13, 1938.

Owner, station and commercial manager: Martin R. O'Brien. Program director: Russ Salter. Chief engineer: Leo Burch. Artists bureau head: Elizabeth Geib. Musical director: Mary Louise Brown.

Rep: None. Seating facilities: Can accommodate about 125 persons. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$46.

Copy restrictions: Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy

not accepted. E. T. library: NBC Theatricals; Standard. News: AP through the Aurora Beacon. News periods: 11 A.M., 2:30 P.M., both 15 minutes, both Monday through Saturday.

## WJBC, BLOOMINGTON

Operator: Arthur Malcolm McGregor and Dorothy Charlotte McGregor, Bloomington. Phone: 535. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: Sept. 1934.

Station head and manager: A. M. McGregor. Commercial manager, publicity director: Hugh L. Gately. Chief engineer: Marshall Seacrist.

Rep: Cox and Tanz. Seating facilities:

In Chicago there are fifteen commercial radio stations. Of these fifteen, four are 50,000 watt network outlets (considering WLS & WENR as one). Rate these four as you will, but number five position definitely goes to WCFL - Chicago's popular independent.

We broadcast for more local and national spot advertisers than does any competitive station but most important is the fact that our advertisers stay with us and, a station with a low mortality rate can brag.

A typical example is the breakdown of the 523 WCFL broadcasting hours during the month of May, 1939:

Commercial	333	hours - 30 min.	- 63.8%
Sustaining	123	"	- 23.4%
NBC	66	" - 30 "	- 12.8%

No competitive station can equal this record because WCFL on basis of audience - ability to sell - and on basis of rate is the best "buy" in Chicago.

WCFL

5000 Watts - Fulltime

## ILLINOIS STATIONS—Continued

50 persons. **Merchandising:** All programs with a contest or premium angle are handled without cost through Contest Editor, who answers fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 10:30-10:35 A.M., noon-12:15 P.M., 3:30-3:35 P.M., 4:30-4:35 P.M., 5:45-6 P.M., 6:15-6:30 P.M., 7:10-7:15 P.M., daily except Sunday.

### WCAZ CARTHAGE

**Operator:** Superior Broadcasting Co., Inc., 502 Wabash Ave. **Phone:** 520. **Power:** 100 watts on 1070 kc (daytime). **Affiliation:** None. **Opened:** October, 1922.

**President:** Robert Compton. **Station and commercial manager:** John Palmer. **Program and musical director:** Antoinette Palmer. **Chief engineer:** Byrl Shreve.

**Rep:** None. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** Service rendered "for special accounts." **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$45.

**Copy restriction:** Accept beer and some patent medicines; no wines or liquor. **News:** Christian Science Monitor.

### WDWS, CHAMPAIGN

**Operator:** Champaign News Gazette, Inc., 48 Main St. **Phone:** 6-1855. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette.)

**Station manager:** M. Stevick. **Commercial manager:** Jack Beynon. **Program director:** Ken Rice. **Chief engineer:** Max Kimbrel.

**Rep:** Sears & Ayer. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer and wine ac-

counts accepted; no hard liquor or patent medicines accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** Five minutes every hour on the hour, 7 A.M. to 10 P.M., Monday through Saturday; 10:45-11 P.M., every day.

### WAAF, CHICAGO

**Operator:** Drovers Journal Publishing Co., Palmer House. **Phone:** Randolph 1932. **Power:** 1,000 watts on 920 kc (daytime only). **Affiliation:** None. **Opened:** May, 1922. (Note: This station is owned by the Chicago Daily Drovers Journal.)

**President:** Ward A. Neff. **Station manager:** W. E. Hutchinson. **Commercial manager:** Arthur Harre. **Program director:** Richard Chindblom. **Chief engineer:** Carl W. Ulrich. **Production:** Bradley Williams. **Musical director:** James Kozak. **Continuity and publicity:** Harry Creighton.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity; window displays, bus cards, "L" posters, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$172.50.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship. **E. T. library:** Associated; Lang-Worth; NAB. **News:** UP. **News periods:** Daily, five minutes every hour on the hour, except 9 A.M., 1 P.M., and 5 P.M., when the broadcasts run 15 minutes (summaries).

### WBBM, CHICAGO

**Operator:** Columbia Broadcasting System, Inc., 410 N. Michigan Ave. **Phone:** Whitehall 6000. **Power:** 50,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1923.

**Vice-president and manager:** H. Leslie Atlass. **Assistant manager:** J. L. Van Volkenburg. **Commercial manager:** J. Kelly Smith. **Program director:** Bobby Brown. **Artists bureau head:** Stan Thompson. **Chief engineer:** Frank B. Falknor. **Musical director:** Carl Hohengarten. **Publicity director:** Hal Burnett.

**Rep:** Radio Sales. **Seating facilities:** WBBM Air Theatre, seating 300 persons. **Merchandising:** Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 40 artists. **Base rate:** \$750.

**Copy restrictions:** CBS program policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7-7:15 A.M., Monday through Saturday; 7:15-7:30 A.M., Monday through Saturday; noon-12:15 P.M., Sunday only;

# CUT YOURSELF A PIECE OF PIE

*with*  
**W-G-N**



\* Broadcasting Magazine, Jan. 1, 1938: 22,711,860—Radio Families in U.S. 2,788,600—Radio Families in W-G-N Primary Listening Area. Est. by Joint Comm. on Radio Research

THROUGH W-G-N, which since 1925 has consistently led the field, and through this one station alone, you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N's already vast pri-

mary coverage area, as indicated by the above figures, will again be substantially improved. FIRST in facilities, FIRST in programs, FIRST in ideas, FIRST in service and FIRST in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America's second largest market.

**STOP STARVING YOURSELF AND YOUR PRODUCT—CUT YOUR BIGGEST SLICE OF PIE TODAY**

50,000 WATTS

**W-G-N, Inc.**

720 KILOCYCLES

Eastern Sales Office:  
William E. McGuineas  
220 E. 42nd Street  
New York City

441-445 North Michigan Avenue  
Chicago, Illinois

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

Pacific Coast Office:  
Edward S. Townsend  
Russ Building  
San Francisco, Cal.

## ILLINOIS STATIONS—Continued

2:30-2:45 P.M., Saturday only (women's news); 4:30-4:45 P.M., Monday through Friday; 5:45-6 P.M., Tuesday and Thursday; 6-6:15 P.M., Monday, Wednesday, Friday; 6:15-6:30 P.M., Tuesday, Thursday, Saturday; 10-10:15 P.M., Monday through Saturday; also use news spots on breaks, plus four periods spotted between locally sponsored programs.

### WCBD, CHICAGO

**Operator:** WCBD, Inc., 2400 West Madison St. **Phone:** Seeley 8066. **Power:** 5,000 watts on 1080 kc (divides time with WMBI). **Affiliation:** None. (Note: WCBD, WGES and WSCB, all Chicago, are operated by Gene T. Dyer.)

**President, station and commercial manager:** Gene T. Dyer. **Program director:** Peter Bradley. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph. **Chief engineer:** Edward W. Jacker. **Publicity director:** Dick Kross.

**Rep:** None. **Seating facilities:** Visitors' gallery for 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; all copy must be submitted in advance in native tongue and English. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Medical accounts must have approval of Food and Drugs administration as to product and copy. **E. T. library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 10-10:30 A.M., daily; 5:15-5:30 P.M., Tuesday, Thursday, Saturday.

### WCFL, CHICAGO

**Operator:** Chicago Federation of Labor, 666 Lake Shore Drive. **Phone:** Superior 5300. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Blue (alternate station). **Opened:** June, 1926.

**General manager:** Maynard Marquardt. **Commercial manager:** Melvin B. Wolens.

**Rep:** The Katz Agency. **Seating facilities:** 250 persons. **Merchandising:** Dealer contacts; promotion to union membership—approximately 450,000 in station area; additional services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Copy subject to station approval and existing regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8-8:05 A.M., 8:55-9 A.M., 12:15-12:30 P.M., 3-3:15 P.M., 6-6:15 P.M., 7-7:15 P.M., 9-9:15 P.M., 11:45-midnight, all Monday through Saturday. (Note: This schedule goes into effect following end of the baseball season.)

### WCRW, CHICAGO

**Operator:** Clinton R. White, 2756 Pine Grove Ave. **Phone:** Diversey 4440. **Power:** 100 watts on 1210 kc (divides time with WSCB and WEDC; operates 11 A.M. to 2 P.M. and 5 P.M. to 7 P.M.). **Affiliation:** None. **Opened:** July, 1926.

**Owner, station head:** Clinton R. White. **Rep:** merchandising; seating facilities; foreign language programs: artists bureau: None. **Base rate:** \$10 (10 minutes, 30 time rate).

**Copy restrictions:** Do not accept fortune tellers, lotteries, etc. **E. T. library:** None listed. **News:** None.

### WEDC, CHICAGO

**Operator:** Emil Denemark, Inc., 3860 Ogden Ave. **Phone:** Crawford 4100. **Power:** 250 and 100 watts on 1210 kc (shares time with WCRW and WSCB). **Affiliation:** None. **Opened:** Nov. 26, 1926.

**General manager:** Emil Denemark. **Station and commercial manager:** Frank J. Kotnour. **Program director:** Ken Parker. **Chief engineer:** Caleb Frisk. **Artists bureau head:** George Vares. **Musical director:** William Brady.

**Rep:** None. **Seating facilities:** None. **Merchandising:** New programs publicized through foreign language newspapers, and via a sound truck and handbills. **Foreign language programs:** Station specializes in these; have Polish, Bohemian, Jewish, Italian, Ukrainian, Russian, Lithuanian, Mexican and Greek programs. **Artists bureau:** Yes; list several musical and dramatic artists. **Base rate:** \$125.

**Copy restrictions:** Patent medicines are restricted; extent of this restriction, or others, not mentioned. **E. T. library:** None. **News:** Foreign News Service. **News periods:** 8:45 A.M. (Bohemian), 9:15 A.M. (Polish), 4:15 P.M. (Bohemian), all 15 minutes, all Monday through Saturday.

### WENR, CHICAGO

**Operator:** National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 870 kc (WENR divides time with WLS, Chicago). **Affiliation:** NBC Basic Blue. **Opened:** March 19, 1925. (Note: NBC also owns and operates WMAQ, Chicago.)

**Manager of Central Division:** S. N. Strotz. **Sales manager:** O. Morton. **Program director:** Jules Herbuvieux. **Chief engineer:** H. C. Luttgens. **Artists bureau head:** James Stirton. **Musical director:** Roy Shield. **Publicity director:** William Ray.

# BOX OFFICE RECORDS

777,508 persons  
have paid admission (75¢) to attend  
the WLS National Barn Dance in seven years.  
Over three quarters of a million WLS listeners from  
every state in the nation and many foreign countries have  
packed the Eighth Street Theatre in Chicago every Saturday night  
for 370 consecutive performances.

WLS artists made 512 personal appearances in 1938, and 1,229,025  
interested listeners came to see their favorite radio entertainers. Over  
10,000,000 people have attended 4,786 personal appearances of WLS  
acts since 1932. All this is in addition to the box office records set at  
the Eighth Street Theatre by the National Barn Dance.

WLS Home Talent shows were presented in 463 cities of the  
WLS Major Coverage Area in 1938. 463,776 WLS listeners  
paid admission to see these shows supporting their own local  
civic organizations.

Popularity of WLS talent means listener interest  
and listener interest means "WLS  
Gets Results!"



## CHICAGO

Burrige D. Butler  
*President*

Glenn Snyder  
*Manager*

## ILLINOIS STATIONS—Continued

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying all costs. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$720.

**Copy restrictions:** Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 10-10:15 P.M., Monday through Friday.

### WGES, CHICAGO

**Operator:** Oak Leaves Broadcasting Station, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 500 watts (1,000 watts daytime Sundays) on 1360 kc (divides time with WSBT). **Affiliation:** None. **Opened:** Oct. 10, 1923.

**President, station and commercial manager:** Gene T. Dyer. **Program and publicity director:** Dick Kross. **Artists bureau head:** Minerva Clemens. **Musical director:** John Van. **Technical advisor:** E. W. Jacker.

**Rep:** None. **Seating facilities:** Visitors' gallery seating 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy must be submitted, with translation, in advance. **Artists bureau:** Set-up nominal only. **Base rate:** \$95.

**Copy restrictions:** All medicinal accounts, products and copy must be approved by Food & Drug Administration. **E. T. library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 7:55-8 A.M., (Polish), 8:45-9 A.M., (Lithuanian), 9:30-9:45 A.M., (English), 10:30-10:40 A.M., (Italian), 11-11:10 A.M. (Polish), 4-4:10 P.M. (Polish), 4:10-4:20 P.M. (Italian), 4:20-4:30 P.M. (Bohemian), 4:30-4:40 P.M. (German), all morning periods Monday through Saturday, all afternoon periods Monday through Friday.

### WGN, CHICAGO

**Operator:** WGN, Inc., 441 No. Michigan. **Phone:** Superior 0100. **Power:** 50,000 watts on 720 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** June 1, 1924.

**Managing director:** W. E. Macfarlane. **Broadcast manager:** Quin A. Ryan. **Sales manager:** E. W. Wood, Jr. **Chief engineer:** C. J. Meyers. **Musical directors:** Harold Stokes; Henry Weber. **Publicity director:** F. P. Schreiber.

**Rep:** Maintains own offices under Wm. A. McGuineas, 220 E. 42nd St., New York; Edward S. Townsend, Russ Bldg., San Francisco. **Seating facilities:** Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$750.

**Copy restrictions:** Do not accept depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter. **E. T. library:** World. **News:** UP; Press Radio; Chicago Tribune News Bureau. **News periods:** 8 A.M., 11:30 A.M., 6:15 P.M., 8:30 P.M., all 15 minutes, all daily except Sunday.

### WIND, GARY (IND.)

**Operator:** Johnson-Kennedy Radio Corp., 504 Broadway. **Phone:** 9191. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** August 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

**President:** Ralph L. Atlass. **Station manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Robert C. LaBour. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Max Miller. **Publicity director:** Al Hollender.

**Rep:** Gene Furgason & Co. (East). **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. **Artists bureau:** Nominal only. **Base rate:** \$175.

**Copy restrictions:** Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8:45-9 A.M., 10:50-10:55 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:15 P.M., 7:30-7:45 P.M., 9:45-10 P.M., 11:30-midnight, Monday through Saturday; 5-5:15 P.M., 9:45-10 P.M., Sunday only.

### WJJD, CHICAGO

**Operator:** WJJD, Inc., 201 N. Wells St. **Phone:** State 5466. **Power:** 20,000 watts on 1130 kc (operates to sunset in Salt Lake City). **Affiliation:** None. **Opened:** 1923.

**President:** Ralph L. Atlass. **Vice-president:** Art Linick. **Sales manager:** Herbert

## ILLINOIS STATIONS—Continued

P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** W. J. Gunther. **Musical director:** Ben Kanter. **Publicity director:** Al Hollender.

**Rep:** Paul H. Raymer Co.; Walter Biddick Co., (Pacific Coast). **Seating facilities:** Studio, 250 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$220.

**Copy restrictions:** Beer, wine, alcoholic beverages accepted; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality. **E. T. library:** Standard. **News:** Transradio. **News periods:** 6:15-6:20 A.M., 7:15-7:30 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 6:15-6:30 P.M., Monday through Saturday; 3:30-3:45 P.M., 6:15-6:30 P.M., Sunday only.

### WLS, CHICAGO


**Operator:** Agricultural Broadcasting Co., 1230 West Washington Blvd. **Phone:** Haymarket 7500. **Power:** 50,000 watts on 870 kc (divides time with WENR). **Affiliation:** NBC Basic Blue Network. **Opened:** April

12, 1924. (Note: This station is owned by the Prairie Farmer, a weekly; same owners control KOY, Phoenix, Ariz.).

**President:** Burrige D. Butler. **Station manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** Earl Kurtze. **Promotion director:** Don Kelley.

**Rep:** John Blair & Co. **Seating facilities:** Studio seating 50 persons; use local theatre, seating 1,200, every Saturday night, admission 75c. **Merchandising:** Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; handles bookings of all WLS acts. **Base rate:** \$750 (evenings); \$450 (daytime).

**Copy restrictions:** Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations. **E. T. library:** None. **News:** UP; Transradio. **News periods:** 6:45-7:00 A.M., 8:15-8:25 A.M., 10:55-11 A.M., 11:55-noon, 2:30-2:35 P.M., 6:45-7 P.M., all Monday through Saturday; 9:45-10 A.M., Sunday only; 1:40-1:45 P.M., Monday through Friday.




# LIKE FINE WINE

*each year finds*

# WJJD *IMPROVED!*

This year, 1939, is a vintage year with WJJD: Larger audiences as a result of careful showmanship, better programs, and a constant step ahead of others in this market.

Sample WJJD's effectiveness in 1939. Be sure that "The Nation's Largest Independent Station" is on your list.



## WJJD

201 NORTH WELLS STREET • CHICAGO, ILLINOIS

*National Representatives:* PAUL H. RAYMER CO.

CHICAGO • NEW YORK • DETROIT

West Coast only: WALTER BIDDECK CO. Los Angeles • San Francisco • Seattle



## ILLINOIS STATIONS—Continued

### WMAQ, CHICAGO

**Operator:** National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 670 kc. **Affiliation:** NBC Basic Red. **Opened:** March, 1922. (Note: NBC also owns and operates WENR, Chicago).

**Personnel:** See WENR, Chicago.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a complete roster of talent. **Base rate:** \$720.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date

is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date; beer is accepted; no other alcoholic beverages; station adheres to NBC Program Policies. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 8:40-8:45 A.M., 12:30-12:35 P.M., both Monday through Saturday; 6:30-6:35 P.M., 10:15-10:30 P.M., both Monday through Friday; 10:10-15 P.M., Sunday only.

### WMBL, CHICAGO

**Operator:** Moody Bible Institute Radio Station, 153 Institute Place. **Power:** 5,000 watts on 1080 kc (shares time with WCBD). **Opened:** 1926.

**This station is non-commercial; church-owned.**

### WSBC, CHICAGO

**Operator:** WSBC, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 250 and 100 watts on 1210 kc (divides time with WEDC and WCRW). **Affiliation:** None. **Opened:** 1924.

**Supervisor:** Gene T. Dyer. **Station and commercial manager:** Frank A. Stanford.

# W-I-N-D

560 KC.  
C. B. S. AFFILIATE

5000 WATTS DAYS  
1000 WATTS NIGHTS

*"The Tip-Top Spot on Your Dial"*

*Selling America's  
Second Largest Market  
22 Hours Every Day!*

Represented by Gene Furgason & Co.

NATIONAL SALES OFFICE • 201 N. WELLS ST. • CHICAGO, ILL.

## ILLINOIS STATIONS—Continued

**Program director:** Sally Shulman. **Musical director:** Dean Remick. **Public relations:** Dick Kross. **Technical advisor:** Edward W. Jacker.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy and translation must be submitted in advance. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Gene T. Dyer and Evelyn Dyer. **Base rate:** \$80.

**Copy restrictions:** Medical accounts must have approval of Food and Drug Administration as to product and copy. **News:** INS.

*Gene Dyer is also president of WGES and WCBD, Chicago.*

### WHFC, CICERO

**Operator:** WHFC, Inc., 6138 W. Cermak Road. **Phones:** Cicero 4305; Lawndale 8228. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1925.

**President:** Richard W. Hoffman. **Station manager, program director:** Marie E. Clif-

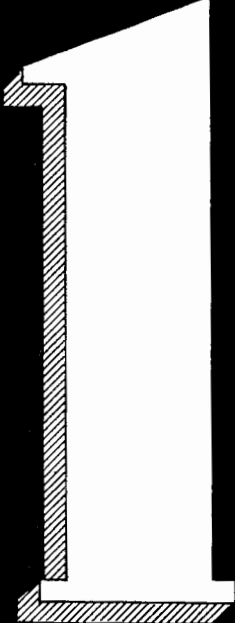
ford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

**Rep:** None. **Seating facilities:** Studio seats about 400. **Merchandising:** None listed. **Foreign language programs:** Accepted; continuity written by staff members; translations checked from transcribed recordings of broadcast; time of advertising copy limited to conform with station regulations; copies of all talks, speeches, etc., must be submitted both in English and the foreign language at least 48 hours in advance. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Beer accepted, but no other alcoholic beverage advertising; patent medicines must comply with all Federal regulations and copy must be accepted in advance; all advertising copy should be submitted beforehand. **E. T. Library:** None. **News:** UP. **News periods:** 10:30 A.M., 1 P.M., 4:15 P.M., 5:45 P.M., 11:15 P.M., all 15 minutes, all Monday through Saturday.

### WDAN, DANVILLE

**Operator:** Northwestern Publishing Co., Hotel Wolford. **Phone:** Main 1700. **Power:**



*The* **NUMBER ONE**  
*station in Chicago*

For more than seven years WBBM has led all other Chicago stations in local and national spot advertising. Ask us or any office of Radio Sales for details of WBBM's phenomenal leadership . . . with audience, with dealers, and with advertisers.

**WBBM** 50,000 watts **CHICAGO**  
A CBS STATION

## ILLINOIS STATIONS—Continued

250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 30, 1938. (Note: Stock of this station is held by the Gannett Co., whose Danville newspaper is the Commercial-News.)

**General manager:** E. C. Hewes. **Station and commercial manager:** C. R. Richardson. **Program director:** Francis Higgins. **Chief engineer:** Perry Esten. **Musical director:** Don Glasgow. **Promotion manager:** Guy F. Kitchen. **Publicity director:** Bill Adams.

**Rep:** J. P. McKinney & Son. **Seating facilities:** South parlor of the Hotel Wolford seats 140; junior ballroom, 350; ballroom, 600. **Merchandising:** Promotion manager handles surveys, trade route lists, merchandising helps, etc; service is rendered gratis. **Foreign language programs:** No rules; foreign population is very small. **Artists bureau:** No formal setup, but can supply necessary talent. **Base rate:** \$80.

**Copy restrictions:** Alcoholic beverage advertising not accepted; all copy must conform to station standards and FCC regulations; six air appearances is maximum daily allowance per advertiser. **E. T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 9:05-9:10 A.M., 11:40-11:45 A.M., 12:30-12:40 P.M., 2:15-2:30 P.M., 6-6:15 P.M. (sports news), Monday through Saturday; 8 A.M., 9 A.M., 10 A.M., 12:15 P.M., all 15 minutes, all Sunday only; 3:30 P.M., 5:15 P.M., 7 P.M., 9 P.M., all 15 minutes, all every day.

### WJBL, DECATUR

**Operator:** Commodore Broadcasting, Inc., 357 N. Main St. **Phone:** 5371. **Power:** At press time WJBL had a construction permit for 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is affiliated with the Decatur Herald and Review.)

**President, station manager, commercial manager:** Charles R. Cook. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwick.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Have such a service; aid given to clients in distributing their products. **Foreign language programs:** Not accepted; no foreign speaking population claimed in service area. **Artists bureau:** None. **Stock:** Held by Charles R. Cook, Decatur Newspapers, Inc. **Base rate:** \$75.

**Copy restrictions:** Beer accepted; no further restrictions listed. **E. T. library:** World. **News:** AP. **News periods:** 6:25-6:30 A.M., 7:30-7:45 A.M., 1:15-1:30 P.M., 2:40-2:45 P.M. (local news), 7:45-8:00 P.M. (sport news), 10:30-10:45 P.M., all Monday through Saturday.

### WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

### WGIL, GALESBURG

**Operator:** Galesburg Broadcasting Co., Hill Arcade. **Phone:** 4626 Main. **Power:** 250 watts on 1500 kc (operates daytime). **Affiliation:** None. **Opened:** Jan. 12, 1938.

**President, general manager:** Howard A. Miller. **Commercial manager:** Virgil Schmit. **Program director:** Virginia Miller. **Chief engineer:** Glenn Callison.

**Rep:** Sears and Ayer. **Seating facilities:** Remote studios available for audiences; capacity not listed. **Merchandising:** Complete service rendered as part of client's radio campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent, though artists are not bound to any formal bureau by contract. **Base rate:** \$57 (1 hour, 13-time rate).

**Copy restrictions:** Beer and light wines accepted; no hard liquor; all copy subject to station approval. **E. T. library:** Standard. **News:** INS. **News periods:** 7 A.M., 1 P.M., 6:30 P.M., all 15 minutes, all daily; 12:45-12:50 P.M. (local news), 6-6:15 P.M. (sports news), plus two or three-minute flashes every hour on the hour, all Monday through Saturday.

### WEBQ, HARRISBURG

**Operator:** Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 and 100 watts on 1210 kc (divides time with KFVS). **Affiliation:** None. **Opened:** September, 1923.

**Station manager:** Inglis M. Taylor. **Program director:** Virginia Crane. **Chief engineer:** Joseph R. Tate. **Artists bureau head:** Eddie Wise.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 20 announcers, orchestras, string bands, individual artists, etc. **Base rate:** \$40.

**Copy restrictions:** Beer and wines accepted; no hard liquors; all contracts subject to approval of the management. **E. T. library:** None. **News:** Transradio; local. **News periods:** 6:45 A.M., 2:45 P.M., 8:30 P.M., all 15 minutes, all Monday through Saturday.

### WCLS, JOLIET

**Operator:** WCLS, Inc., Joliet Bldg. **Phone:** 5656. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

## ILLINOIS STATIONS—Continued

**Owner, manager:** L. W. Wood. **Program director:** R. M. Hoyt. **Chief engineer:** George Ives.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Beer and wine advertising accepted providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau. **E. T. library:** Standard. **News:** UP. **News periods:** Every hour on the hour, 5 minutes, 7 A.M. to 8 P.M., except at 12 noon, all apparently daily; 12:15-12:30 P.M. (local news), Monday through Saturday.

### WMBD, PEORIA

**Operator:** Peoria Broadcasting Co., 200 Alliance Life Bldg. **Phone:** 7133. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** 1927.

**President, station manager:** Edgar L. Bill\*. **Commercial manager:** Charles Caley. **Program director:** Gene Trace. **Chief engineer:** Ted Giles. **Artists bureau head:** Milton Budd. **Musical director:** Hod Hiatt. **Publicity director:** Gomer Bath.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Members of sales staff cooperate in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus. **E. T. library:** None listed. **News:** UP; local. **News periods:** 6:15-6:20 A.M., 8-8:05 A.M., 9:15-9:30 A.M., noon-12:15 P.M., 4-4:10 P.M., 6:15-6:30 P.M., 10-10:15 P.M., all apparently daily.

\* Also president of WDZ, Tuscola, Ill.

### WTAD, QUINCY

**Operator:** Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 364; 56. **Power:** 1,000 watts on 900 kc (daytime). **Affiliation:** None. **Opened:** December, 1926. (Note: Station also maintains studios in

the Orpheum Theatre, Hannibal, Mo.).

**President:** W. Emery Lancaster. **Assistant manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Program director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

**Rep:** None. **Seating facilities:** Auditorium available, seating 200 persons. **Merchandising:** Complete point-of-sale merchandising available to clients. **Foreign language programs:** Not accepted. **Artists bureau:** Program department supplies talent. **Base rate:** \$85.

**Copy restrictions:** Station reserves right to edit all copy; latter must conform to FCC and FTC requirements. **E. T. library:** World. **News:** UP. **News periods:** 7-7:15 A.M., Monday, Wednesday, Friday; 7:45-8 A.M., Monday through Friday; 11:05-11:10 A.M., Monday, Wednesday, Friday; 1-1:15 P.M., Monday through Saturday.

### WROK, ROCKFORD

**Operator:** Rockford Broadcasters, Inc., Rockford News Tower. **Phone:** Main 5632. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)

**President:** Ruth Hanna Simms. **Managing director:** James W. Rodgers. **Manager:** Walter Koessler. **Program director:** John C. McCloy. **Chief engineer:** Thomas C. Cameron. **Publicity director:** Allen O. Brophy.

**Rep:** Kelly-Smith Co. **Seating facilities:** Studio, 75; also from remotes on occasion. **Merchandising:** Contact dealers; publicize program and product; surveys; special mailing to merchants. **Foreign language programs:** Accept Swedish, Swiss, German, Italian. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 9-9:15 A.M., 10-10:10 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 4-4:10 P.M., 6-6:10 P.M., 8:15-8:25 P.M., 9:45-10 P.M., all daily.

### WHBF, ROCK ISLAND

**Operator:** Rock Island Broadcasting Co., Safety Bldg., Rock Island; also 5th Avenue Bldg., Moline; also Orpheum Theatre, Davenport (Ia.). **Phones:** Rock Island 918, Moline 611; Davenport 3-2179. **Power:** 1000 watts on 1240 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in

## ILLINOIS STATIONS—Continued

1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

**Vice-president, general manager, national sales manager:** Leslie C. Johnson. **Commercial manager:** Maurice J. Corken. **Production manager:** Ivan Streed, **Chief engineer:** J. E. Gray. **Musical director:** Lucia Thompson. **Traffic director:** Lois McDermand. **Publicity directors:** Don Wright, Helen M. Porter.

**Rep:** Gene Furgason & Co. **Seating facilities:** Three studios; also Fort Armstrong Hotel ballroom, capacity 500. **Merchandising:** Complete service; dealer contacts by personal calls and mail; studio displays and distribution of samples; preparation and distribution of supplementary advertising; route lists and photographic services available; complete program listing in Rock Island Argus; market research; instantaneous recording facilities; when possible national advertisers are requested to furnish samples of product for distribution to station's 48 rural news correspondents who assist merchandising in their communities. **Foreign language programs:** Mainly Swedish and Belgian; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. **Artists bureau:** None. **Base rate:** \$110.

**Copy restrictions:** Liquor advertising not accepted; beer and wines okay if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject disapproved by the FCC. **E. T. library:** MacGregor. **News:** UP; own local and rural news. **News periods:** 6-6:15 A.M., 7-7:15 A.M., 8-8:07 A.M., 9-9:07 A.M., 10-10:07 A.M., 12-12:45 P.M., 1:30-1:45 P.M., 3-3:15 P.M., 5-5:30 P.M., 6:45-6:52 P.M., 8-8:07 P.M., 10-10:15 P.M., 11:45-12 midnight, all Monday through Saturday; 12-12:07 P.M., 7-7:07 P.M., 7:52-8 P.M., 9-9:15 P.M., 10-10:15 P.M., 11:45-12 midnight, Sunday only.

### WCBS, SPRINGFIELD

**Operator:** WCBS, Inc., 523 E. Capitol Ave. **Phone:** Main 8228; dial 9855. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** October, 1926. (Note: This station is affiliated with the Illinois State Journal.)

**President:** Harold L. Dewing. **Vice-president:** A. A. Shipton. **Secretary:** L. G. Pfefferle. **Commercial manager:** Jack Heintz. **Program director:** Howard Dorsey. **Chief engineer:** Dick Ashenfelter. **Artists bureau head, musical director:** John Geil.

**Rep:** Sears and Ayer. **Seating facilities:** Studio A, 125 persons; Studio B, 15; Studio C, 8. **Merchandising:** Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** No formal bureau; can supply talent. **Base rate:** \$60.

**Copy restrictions:** Beer and wines accepted. **E. T. library:** NBC Thesaurus; World. **News:** INS. **News periods:** 8 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 2 P.M., 3 P.M., 4 P.M., 5 P.M., 6:55 P.M., 10 P.M., all five minutes except at 10 P.M., which period runs 15 minutes, all daily except Sunday; 7-7:05 P.M., 10-10:15 P.M., Sunday only.

### WTAX, SPRINGFIELD

**Operator:** WTAX, Inc., Reisch Bldg. **Phone:** Main 1600. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October, 1930.

**President, station and commercial manager:** Jay A. Johnson. **Program director:** Bob Kay. **Chief engineer:** Edward Ring.

**Rep:** William R. Stewart. **Seating facilities:** No information given. **Merchandising:** Full cooperation available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer and wine accounts; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval. **E. T. library:** Associated. **News:** INS. **News periods:** 8 A.M., 10 A.M., 11 A.M., 12:30 P.M., 2 P.M., 3 P.M., 7 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9-9:05 P.M., every day.

### WDZ, TUSCOLA

**Operator:** WDZ Broadcasting Co., Star Bldg. **Phone** 96. **Power:** 1,000 watts on 1020 kc (operates daytime). **Affiliation:** None. **Opened:** June 20, 1920.

**President:** Edgar L. Bill. **Station manager, commercial manager:** Clair B. Hull. **Chief engineer:** Mark Spies.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full cooperation rendered. **Foreign language programs:** No rules. **Artists bureau:** Yes. **Base rate:** \$75.

**Copy restrictions:** Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product. **E. T. library:** Standard. **News:** UP. **News periods:** 6:10-6:15 A.M., 7:30-7:45 A.M., 10-10:10 A.M., noon-12:15 P.M., 1:50-2 P.M., 4-4:05 P.M., 6:15-6:30 P.M., all apparently daily.

\* Also president of WMBD, Peoria, Ill.

## ILLINOIS STATIONS—Continued

### WILL, URBANA

**Operator:** University of Illinois, 400 S. Wright St. **Power:** 5,000 watts on

580 kc (operates daytime). **Opened:** 1922.

**This station is non-commercial; university-owned.**

## INDIANA

*(816,800 radio homes, or 87% ownership among the State's total of 934,000 families. Urban ownership is 480,300, or 92% of urban families; rural ownership is 336,500, or 82% of rural families.)*

### Radio Homes by Counties

Adams .....	4,430	Hendricks .....	4,890	Pike .....	3,950
Allen .....	36,680	Henry .....	8,940	Porter .....	5,790
Bartholomew .....	6,330	Howard .....	11,900	Posey .....	4,300
Benton .....	2,760	Huntington .....	7,430	Pulaski .....	2,550
Blackford .....	3,410	Jackson .....	5,680	Putnam .....	5,050
Boone .....	5,720	Jasper .....	3,000	Randolph .....	6,590
Brown .....	1,150	Jay .....	5,190	Ripley .....	4,320
Carroll .....	3,960	Jefferson .....	4,540	Rush .....	4,830
Cass .....	8,820	Jennings .....	2,770	St. Joseph .....	39,710
Clark .....	7,570	Johnson .....	5,520	Scott .....	1,620
Clay .....	6,530	Knox .....	10,500	Shelby .....	6,930
Clinton .....	7,200	Kosciusko .....	7,140	Spencer .....	3,820
Crawford .....	2,280	Lagrange .....	3,280	Starke .....	2,580
Daviess .....	5,860	Lake .....	61,110	Steuben .....	3,620
Dearborn .....	5,210	La Porte .....	14,530	Sullivan .....	6,870
Decatur .....	4,490	Lawrence .....	8,490	Switzerland .....	2,060
De Kalb .....	6,460	Madison .....	21,110	Tippecanoe .....	12,300
Delaware .....	17,590	Marion .....	115,670	Tipton .....	3,800
Dubois .....	4,520	Marshall .....	6,180	Union .....	1,560
Elkhart .....	18,110	Martin .....	2,180	Vanderburg .....	28,860
Fayette .....	4,930	Miami .....	7,500	Vermillion .....	6,060
Floyd .....	9,050	Monroe .....	8,800	Vigo .....	26,350
Fountain .....	4,650	Montgomery .....	7,170	Wabash .....	6,530
Franklin .....	3,330	Morgan .....	4,930	Warren .....	2,210
Fulton .....	3,900	Newton .....	2,420	Warrick .....	4,270
Gibson .....	7,070	Noble .....	5,830	Washington .....	3,810
Grant .....	13,090	Ohio .....	970	Wayne .....	14,330
Greene .....	7,660	Orange .....	4,060	Wells .....	4,570
Hamilton .....	6,210	Owen .....	2,830	White .....	3,970
Hancock .....	4,460	Parke .....	4,160	Whitley .....	4,010
Harrison .....	3,790	Perry .....	3,670		

### WHBU, ANDERSON

**Operator:** Anderson Broadcasting Corp., Citizens Bank Bldg. **Phone:** 234. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1924.

**President, general and station manager:** L. M. Kennett. **Commercial manager:** L. Podhaski. **Program director:** C. K. Fulk. **Chief engineer:** W. Reeves.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Mail out letters to the trade and contact dealers at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Do not accept beer or

other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program, and three minutes per half-hour program. **E. T. library:** Associated. **News:** INS. **News periods:** 10 A.M., 10:25 A.M., 11 A.M., 11:30 A.M., 12:55 P.M., 1:30 P.M., 2 P.M., 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all five minutes, and 7:45-8 P.M., all Monday through Saturday.

### WTRC, ELKHART

**Operator:** Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250

## INDIANA STATIONS—Continued

and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)

**Manager:** R. R. Baker. **Program director:** Carl Schrock. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

**Rep:** Tenney, Woodward & Co. **Seating facilities:** None. **Merchandising:** Complete service locally at no charge; 5% charged for work outside county. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted. **E. T. library:** Standard; World. **News:** UP. **News periods:** Five minutes every hour on the hour, 7 A.M. to 9 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:45 P.M., both Sunday only.

### WEOA, EVANSVILLE

**Operator:** Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1936. (Note: Same owners control WGBF, also of Evansville.)

**General and station manager:** Martin Leich. **Commercial manager, publicity director:** Clarence Leich. **Program director:** Pat Roper. **Chief engineer:** John Caraway, Jr.

**Rep:** Weed & Co. **Seating facilities:** Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000 (facilities shared with WGBF). **Merchandising:** Surveys, dealer contacts, promotion and publicity in city and county papers plus station's weekly bulletin (circulation 25,000); use of display window at downtown corner, free of charge; program publicity on nine billboards; special services are rendered at actual cost. **Foreign language programs:** No set rules; probably would accept. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer, but no liquor copy; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste. **E. T. library:** World. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 12:30-12:45 P.M., 6:45-6:55 P.M., 10-10:15 P.M., all Monday through Saturday; 11-11:05 A.M., 3:55-4 P.M., 5:45-5:50 P.M., all Sunday.

### WGBF, EVANSVILLE

**Operator:** Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 1,000 and 500 watts on 630 kc (shares nighttime with KFRU). **Affiliation:** NBC Basic Sup-

plementary Red and Blue Service. **Opened:** 1923. (Note: Same owners control WEOA, also of Evansville.)

**Secretary, station and commercial manager, publicity director:** Clarence Leich. **Program and musical director, artists bureau head:** Pat Roper. **Chief engineer:** Fay Gehres.

**For all other particulars as to representative, services, and copy restrictions, see WEOA.**

**Base rate:** \$150. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45-8 A.M., 4:25-4:30 P.M., (from NBC) 7-7:05 P.M., all Monday through Saturday; 9-9:05 A.M. (from NBC), 5-5:05 P.M., 9-9:05 P.M. (from NBC), all Sunday.

### WGL, FORT WAYNE

**Operator:** Westinghouse Radio Stations, Inc., Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

**Vice-president, general manager:** Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** W. Charles Roe. **Chief engineer:** Fred Fischer. **Musical director:** Jeane Brown. **Publicity director:** Carl W. Vandagriff. **Sales promotion director:** Russell L. Sparks.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; distribute limited number of window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. **Base rate:** \$100.

**Copy restrictions:** Beer advertising accepted except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **News periods:** 9:45-9:55 A.M., 6:45-7 P.M., Monday through Saturday; 5:45-6 P.M., Sunday only.

## INDIANA STATIONS—Continued

### WOWO, FORT WAYNE

**Operator:** Westinghouse Radio Stations, Inc., Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 10,000 watts on 1160 kc (divides night-time with WWVA). **Affiliation:** NBC Basic Blue. **Opened:** May 25, 1925. (Note: WGL, Ft. Wayne, is under the same ownership as WOWO.)

**Vice-president, general manager:** Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** Franklin Tooke. **Chief engineer:** Fred Fischer. **Musical director:** Jeane Brown. **Publicity director:** Carl W. Vandagriff. **Sales promotion director:** Russell L. Sparks.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; distribute limited number of window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesmen or his jobbers; all services free except for postage. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. **Base rate:** \$250.

**Copy restrictions:** See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; **News periods:** 6:45-6:55 A.M., 12:15-12:30 P.M., Monday through Saturday; 9:05 A.M., 5:45-5:55 P.M., 9:45-9:55 P.M., Monday through Friday.

### WIND, GARY

See under Chicago, Ill.

### WHIP, HAMMOND

**Operator:** Hammond-Calumet Broadcasting Corp. **Power:** 5,000 watts on 1480 kc (operates to local sunset in Buffalo). **Affiliation:** None. (Note: Same owners operate WWAE, also of Hammond.)

**Base rate:** \$125.

No further information available after repeated requests.

### WWAE, HAMMOND

**Operator:** Hammond-Calumet Broadcasting Corp. **Power:** 100 watts on 1200 kc (operates unlimited daytime; shares hours with WFAM nighttime). **Affiliation:** None.

**Base rate:** \$70.

No further information available after repeated requests.

### WFEM, INDIANAPOLIS

**Operator:** Indianapolis Power and Light Co., 48 Monument Circle. **Phone:** Lincoln 8506. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** Nov., 1924.

**General manager, station manager, commercial manager:** R. E. Blossom. **Program director:** F. O. Sharp. **Chief engineer:** M. R. Williams. **Musical director:** W. H. Reuleaux. **Publicity:** W. F. Kiley.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No rules; such population reported as very small. **Artists bureau:** None. **Base rate:** \$256.

**Copy restrictions:** No set rules; do not accept beer or hard liquor; do not accept copy in any manner "questionable." **E. T. library:** Associated. **News:** INS. **News periods:** Noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five-minute periods on "Early Bird" program at 6:55, 7:25 and 7:55 A.M.

### WIBC, INDIANAPOLIS

**Operator:** Indiana Broadcasting Corp., 350 N. Meridian St. **Phone:** Li 2305. **Power:** 1,000 watts on 1050 kc (operates to local sunset). **Affiliation:** None. **Opened:** Oct. 30, 1938.

# WOWO

reaches

## MORE INDIANA HOMES

. . . and at less cost  
than any other major

## HOOSIER MEDIUM

With a bonus of 179,940 additional homes in Ohio and Michigan.

Westinghouse Radio Stations, Inc.

Fort Wayne, Ind	10,000 Watts
NBC Basic Blue	1160 Kc.



## INDIANA STATIONS--Continued

**General and commercial manager:** C. A. McLaughlin. **Program director:** Robert Longwell. **Chief engineer:** H. E. Adams. **Artists bureau head:** George Palmer. **Musical director:** Ailene Stidham. **Publicity director:** Robert Longwell.

**Rep:** Gene Furgason & Co. **Seating facilities:** None. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$112.50.

**Copy restrictions:** "Good taste governs all copy." **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** Every hour on the hour, 6 A.M. to local sunset, all periods five minutes, all daily except Sunday.

### WIRE, INDIANAPOLIS

**Operator:** Indianapolis Broadcasting, Inc., 540 N. Meridian St. **Phone:** Riley 4471. **Power:** 5,000 and 1,000 watts on 1400 kc. **Affiliation:** NBC Basic Red; Mutual. **Opened:** July 26, 1929. (Note: The stock of Indianapolis Broadcasting Inc., is owned by Central Newspapers, Inc.)

**President, general manager:** Eugene C. Pulliam. **Station manager:** R. E. Bausman. **Business manager:** N. G. Mason. **Chief engineer:** Earl W. Lewis. **Program director:** Josephine Mason. **Musical director:** Harry Bason.

**Rep:** The Katz Agency. **Seating facilities:** None listed. **Merchandising:** Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. **Foreign language programs:** No set rules; foreign population very small. **Artists bureau:** None. **Base rate:** \$260.

**Copy restrictions:** All copy must conform to station standards and government regulations. **E. T. library:** Standard; World. **News:** UP. **News periods:** 8 A.M., 12:15 P.M., 4:30 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., Sunday only.

### WLBC, MUNCIE

**Operator:** Donald A. Burton, Anthony Bldg. **Phone:** 5411. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 11, 1926.

**Owner, station manager:** Donald A. Burton. **Commercial manager:** Wm. Craig. **Program director:** Carl Noble. **Chief engineer:** Maurice Crane.

**Rep:** Sears and Ayer. **Seating facilities:** Studio A, 30. **Merchandising:** Service rendered on request; window displays, placards, newspaper tie-ups. **Foreign lan-**

**guage programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. **E. T. library:** World. **News:** UP. **News periods:** Daily, every hour on the hour, beginning at 6 A.M. and ending with 11 P.M., all five minutes, excepting 15-minute periods at 3 P.M., 6 P.M., 8 P.M., and 9 P.M.

### WGRC, NEW ALBANY

See under Louisville, Ky.

### WKBV, RICHMOND

**Operator:** Knox Radio Corp. **Power:** 100 watts on 1500 kc. **Affiliation:** None.

No other information available.

### WFAM, SOUTH BEND

**Operator:** South Bend Tribune, 223 W. Colfax. **Phone:** 3-6161. **Power:** 100 watts on 1200 kc (divides time with WWAE; operates 8 A.M. to 5 P.M. Sundays; 7 A.M. to noon, and 3:30 P.M. to 8 P.M. weekdays). **Affiliation:** None. **Opened:** 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, is under same ownership.)

**Station manager:** F. D. Schurz. **Commercial manager:** R. H. Swintz. **Program director, artists bureau head:** Bob Drain. **Chief engineer:** H. G. Cole. **Musical director:** Harlan Hogan. **Publicity director:** Mary Stockdale.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. **Foreign language programs:** Yes; Polish and Hungarian programs current; special rates apply. **Artists bureau:** Nominally maintained. **Base rate:** \$75.

**Copy restrictions:** Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:35 A.M., 8:25-8:30 A.M., noon-12:05 P.M. (WSBT), 12:40-12:45 P.M. (WSBT), 10-10:15 P.M. (WSBT), all Monday through Saturday; 9-9:05 A.M., 1-1:05 P.M., 5:30-5:35 P.M. (WSBT), 10-10:05 P.M. (WSBT), Sunday only.

### WSBT, SOUTH BEND

**Operator:** South Bend Tribune, 223 W. Colfax. **Phone:** 3-6161. **Power:** 500 watts

## INDIANA STATIONS—Continued

on 1360 kc (divides time with WGES; operates Sundays 5 P.M. to 11 P.M., weekdays noon to 3:30 P.M. and 8 P.M. to midnight). **Affiliation:** CBS. **Opened:** 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

**Base rate:** \$100.

For all other information, see WFAM.

### WBOW, TERRE HAUTE

**Operator:** Banks of Wabash, Inc., 303 So. 6th St. **Phone:** Crawford 3394. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

**Vice-president, station manager:** W. W. Behrman. **Program director:** Horace Capps. **Chief engineer:** Stokes Gresham, Jr. **Musical director:** Leo Baxter. **Publicity director:** George Jackson.

**Rep:** Weed & Co. **Seating facilities:** About 100 persons. **Merchandising:** Con-

tact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$100.

**Copy restrictions:** Beer accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8:15-8:30 A.M., 12:45-12:55 P.M., 7-7:15 P.M., 9:45-10 P.M., Monday through Saturday; 2-2:15 P.M., 5:30-5:45 P.M., Sunday only.

### WBAA, WEST LAFAYETTE

**Operator:** Purdue University. **Phone:** 6076. **Power:** 1,000 and 500 watts on 890 kc (specified hours). **Opened:** 1919 on temporary license; permanent license since April 4, 1922.

**This station is non-commercial; university-owned.**

## IOWA

*(577,800 radio homes, or 85% ownership among the State's total of 680,000 families. Urban ownership is 262,500, or 93% of urban families; rural ownership is 315,300, or 79% of rural families.)*

### Radio Homes by Counties

Adair .....	3,110	Delaware .....	3,960	Kossuth .....	5,010
Adams .....	2,320	Des Moines .....	10,050	Lee .....	10,380
Allamakee .....	3,610	Dickinson .....	2,350	Linn .....	21,480
Appanoose .....	5,950	Dubuque .....	14,010	Louisa .....	2,680
Audubon .....	2,550	Emmet .....	2,780	Lucas .....	3,590
Benton .....	5,290	Fayette .....	6,780	Lyon .....	2,950
Black Hawk .....	17,130	Floyd .....	4,800	Madison .....	3,380
Boone .....	6,740	Franklin .....	3,540	Mahaska .....	6,290
Bremer .....	3,920	Fremont .....	3,380	Marion .....	5,990
Buchanan .....	4,210	Greene .....	3,690	Marshall .....	8,070
Buena Vista .....	4,220	Grundy .....	2,940	Mills .....	3,160
Butler .....	3,880	Guthrie .....	3,910	Mitchell .....	3,170
Calhoun .....	3,890	Hamilton .....	4,520	Monona .....	3,820
Carroll .....	4,650	Hancock .....	2,950	Monroe .....	3,370
Cass .....	4,640	Hardin .....	5,360	Montgomery .....	4,060
Cedar .....	3,860	Harrison .....	5,450	Muscatine .....	7,740
Cerro Gordo .....	9,050	Henry .....	4,020	O'Brien .....	4,120
Cherokee .....	3,730	Howard .....	2,880	Osceola .....	1,990
Chickasaw .....	3,170	Humboldt .....	2,780	Page .....	5,860
Clarke .....	2,470	Ida .....	2,520	Palo Alto .....	3,110
Clay .....	3,620	Iowa .....	3,960	Plymouth .....	4,980
Clayton .....	5,460	Jackson .....	4,320	Pocahontas .....	3,190
Clinton .....	10,990	Jasper .....	7,690	Polk .....	45,010
Crawford .....	4,500	Jefferson .....	4,020	Pottawattamie .....	16,640
Dallas .....	6,080	Johnson .....	7,420	Poweshiek .....	4,460
Davis .....	2,580	Jones .....	4,020	Ringgold .....	2,760
Decatur .....	3,340	Keokuk .....	4,660	Sac .....	3,890

## IOWA STATIONS—Continued

Scott .....	20,210	Union .....	4,360	Webster .....	9,500
Shelby .....	3,510	Van Buren .....	3,100	Winnebago .....	2,580
Sioux .....	5,240	Wapello .....	10,190	Winneshiek .....	4,640
Story .....	7,440	Warren .....	4,220	Woodbury .....	24,390
Tama .....	5,120	Washington .....	4,740	Worth .....	2,290
Taylor .....	3,540	Wayne .....	3,370	Wright .....	4,490

### WOL, AMES

**Operator:** Iowa State College of Agriculture and Mechanic Arts. **Phone:** 2210; 228. **Power:** 5,000 watts on 640 kc (daytime). **Opened:** April, 1922.

**This station is non-commercial; college-owned.**

### KFGQ, BOONE

**Operator:** Boone Biblical College. **Power:** 100 watts on 1370 kc (operates specified hours daytime).

**This station is non-commercial.**

### WMT, CEDAR RAPIDS

**Operator:** Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. **Phones:** 6127 (Cedar Rapids), 236 (Waterloo). **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** NBC Basic Blue; Iowa Network and WNAX; Mutual Broadcasting System. (Note: WMT is affiliated with the Des Moines Register & Tribune.)

**Vice-president, general manager:** Sumner D. Quarton. **Commercial manager:** W. B. Quarton (Cedar Rapids); Don E. Inman (Waterloo). **Program director:** Douglas B. Grant. **Chief engineer:** Charles F. Quentin. **Musical director:** Eleanor Gough. **Merchandising and publicity director:** Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). **Continuity editor:** Chauncey Fay. **Traffic manager:** Kenneth L. Hastie.

**Rep:** The Katz Agency. **Seating facilities:** Studio seats 100 persons; Roosevelt ballroom seats 100. **Merchandising:** Complete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune and Cedar Rapids Gazette. **Foreign language programs:** No set policy; weekly Bohemian program. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Beer, wine or whiskey accounts not accepted; all patent medicine advertising must be approved by laboratory test before acceptance. **E. T. library:** World; NAB; Davis & Schwegler. **News:** UP. **News periods:** 7:15-7:30 A.M., 9-9:15 A.M., 11:45-11:55 A.M., 5:50-6 P.M., 6:30-

6:45 P.M., all Monday through Saturday; 1-1:15 P.M., Sunday only.

### WOC, DAVENPORT

**Operator:** Tri-City Broadcasting Co., 1000 Brady St. **Phone:** 2-3521. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watter under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

**Commercial manager:** Ben Hovel. **Program director:** J. Neil Reagan. **Chief engineer:** Harold Higby. **Publicity director:** J. Neff Wells, Jr.

**Rep:** Free & Peters, Inc. **Seating facilities:** Auditorium, 500 persons; studio A, 50; studio B, 30. **Merchandising:** Render every service desired, except that advertisers are asked to pay postage costs. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). **Base rate:** \$108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on general rates—but not spot announcements—is tendered.)

**Copy restrictions:** Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management. **E. T. library:** World; Associated. **News:** UP. **News periods:** 6:45 A.M., 9:15 A.M., 12:30 P.M., 6:15 P.M., 10 P.M., all 15 minutes all Monday through Saturday; 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Sunday.

### KGCA, DECORAH

**Operator:** Charles Walter Greenley. **Power:** 100 watts on 1270 kc (daytime; shares hours with KWLC).

No other information available.

### KWLC, DECORAH

**Operator:** Luther College, 600 Leiv Eiriksson Drive. **Phone:** 690. **Power:** 100

"Most of the Listeners All of the Time"



# KFNF

Announces  
the Removal of Its  
GENERAL OFFICES  
and  
STUDIOS  
to  
COUNCIL BLUFFS



Studios Also in Shenandoah (Ia.) and Omaha (Neb.)

M. H. PETERSEN, General Manager

## IOWA STATIONS—Continued

watts on 1270 kc (daytime; shares hours with KGCA). **Opened:** December, 1926.

**This station is non-commercial; church-college owned.**

### KRNT, DES MOINES

**Operator:** Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS; Iowa Network. **Opened:** March 17, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, and is affiliated with KSO, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

**President:** Gardner Cowles, Jr. **Station manager:** Luther Hill. **Commercial manager:** Craig Lawrence. **National sales manager:** Ted Enns. **Program director:** Edmund Linehan. **Chief engineer:** Paul Huntsinger. **Traffic manager, musical director:** Dick Teela. **Sales promotion manager:** Wayne Welch. **Publicity director:** Mary Little.

**Rep:** The Katz Agency. **Seating facilities:** Studio and lobby seat 250; standing room for 100 additional persons. **Merchandising:** Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (3 columns to full page), 100 cuts used weekly in these papers; full showing of billboards in Des Moines; cards on the rear of 150 Des Moines street cars; merchandising bulletins to druggists and grocers in area; special mailings on request on which advertiser pays only cost of postage; calls on key dealers and retailers; window displays in studio lobbies. **Foreign language programs:** Acceptance subject to board of approval; none current. **Artists bureau:** Yes; lists a roster of about 40 artists. **Base rate:** \$200.

**Copy restrictions:** No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT medical advisory committee; other rules and regulations as per N.A.B. Code of Ethics. **E. T. Library:** Standard. **News:** UP; INS; Register and Tribune correspondents. **News periods:** 7:15 A.M., 8:15 A.M., noon, 10 P.M., (duration not listed) all Monday through Saturday; 9:45 A.M., 10 P.M. (duration not listed), Sunday.

### KSO, DES MOINES

**Operator:** Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** NBC Basic Blue; Mutual; Iowa Network. **Opened:** Nov. 5, 1932. (Note: KSO is

owned by the Des Moines Register and Tribune, and is affiliated with KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

**For personnel, services, and copy restrictions, see KRNT, Des Moines.**

**Base rate:** \$160. **E. T. Library:** Standard. **News:** UP; INS; Register and Tribune correspondents. **News periods:** 7 A.M., 8 A.M., 10 A.M., 12:30 P.M., 2 P.M., 4 P.M., 6 P.M., 8:45 P.M. (duration not listed), all Monday through Saturday; 9 A.M., 5:45 P.M., 8:45 P.M. (duration not listed), Sunday.

### WHO, DES MOINES

**Operator:** Central Broadcasting Co., 914 Walnut St. **Phone:** 3-7147. **Power:** 50,000 watts on 1000 kc. **Affiliation:** NBC Basic Red. **Opened:** April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

**Vice-president and manager:** J. O. Maland. **Sales manager:** Hale Bondurant. **Program director, musical director:** Harold Fair. **Traffic manager:** Fred A. Reed. **Chief engineer:** Paul Loyet. **WHO Radio Enterprises, Inc., manager:** Irving H. Grossman. **Publicity director:** Wilfred Woody Woods.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. **Merchandising:** Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. **Foreign language programs:** Station has no rules on this matter. **Artists bureau:** WHO Radio Enterprises, Inc.; complete roster; also sight acts for fairs, etc. **Stock:** Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary; Ralph Evans, director public relations. **Base rate:** \$425.

**Copy restrictions:** Commercial copy must not exceed 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-

## IOWA STATIONS—Continued

hour; 700 words per half-hour; 1,400 words per hour; beer advertising accepted after 10:30 P.M.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** UP; Transradio. **News periods:** 6:30 A.M., 7:15 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 6:45-7 P.M., Saturday only; 10:15-10:30 P.M., every day. **Summer news periods (May to Sept):** 6:30 A.M., 7:15 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 11:45-noon, Monday through Friday; 10-10:15 P.M., every day.

### KDTH, DUBUQUE

**Operator:** Telegraph-Herald. **Power:** 500 watts on 1340 kc (daytime).

**At press time this station had a construction permit only.**

### WKBB, DUBUQUE

**Operator:** Sanders Brothers Radio Station, Julien Hotel. **Phone:** 572. **Power:** 250

and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.; transmitter now under construction in Dubuque).

**President:** Walter E. Klauer. **Station manager, commercial manager:** J. D. Carpenter. **Chief engineer:** L. Carlson.

**Rep:** International Radio Sales. **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Dealer contacts, personal and by mail. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer accounts, but no hard liquor. **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:30-7:45 A.M., 9:15-9:30 A.M., both Monday through Saturday; 12:15 P.M., 6:45 P.M., 9 P.M., all 15 minutes, all every day.

### WSUL, IOWA CITY

**Operator:** State University of Iowa. **Power:** 1,000 and 500 watts on 880 kc.

**This station is non-commercial; university-owned.**

## Iowa's News Audience yours on KSO, of course!

It takes concentration on a job to do a job. That's one reason KSO has really concentrated on the news. Nine times a day, people in the largest single marketing area in Iowa—and there are more than 1,000,000 of them—hear local, state, national and world news through KSO. KSO also has a complete and fast moving merchandising set-up—together with fine programming—to assure your program a ready-built, responsive audience at rates that really make sense.

*And, of course, you can buy KSO in the WNAX-Iowa Network combination at an exceptionally low rate.*

# KSO

DES MOINES • NBC Blue-MBS • 1430 K.C.

5000 WATTS L. S. • 1000 WATTS NIGHT

Represented by THE KATZ AGENCY

**PROGRAMMED** for maximum **AUDIENCE** in a major **MARKET** at minimum **RATE**

## IOWA STATIONS—Continued

### KFJB, MARSHALLTOWN

**Operator:** Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

**President, station manager:** E. N. Peak. **Chief engineer:** Warren D. Bailey.

**Rep:** None. **Seating facilities:** Memorial Coliseum, capacity 2,300. **Merchandising:** Contact dealers and distributors; other services rendered at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** No liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management. **E. T. library:** MacGregor. **News:** UP. **News periods:** Every hour on the hour, five minutes, except 7 A.M. and 6 P.M. when 15-minute editions are broadcast.

### KGLO, MASON CITY

**Operator:** Mason City Globe Gazette Co., Hanford Hotel. **Phone:** 2800. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** CBS. **Opened:** Jan. 17, 1937. (Note: This station

is newspaper-owned by the Mason City Globe-Gazette.)

**General manager:** F. C. Eighmey. **Commercial manager:** John J. Price. **Program director:** Nic Scheel. **Chief engineer:** Leo W. Born. **Production manager:** James M. Woods. **Merchandising director:** George Milloy. **Publicity director:** Henry Hook.

**Rep:** Weed & Co. **Seating facilities:** 60 persons. **Merchandising:** Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Accept beer; no wine or liquor advertising. **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **News periods:** 6:45 A.M., 11 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 6-6:15 P.M., 8-8:15 P.M., 10-10:15 P.M., every day.

### KFNF, SHENANDOAH

**Operator:** KFNF, Inc., 407 Sycamore St. **Phone:** No. 1. **Power:** 1,000 and 500 watts on 890 kc. (Has construction permit for

## Top Per Family Income yours on KRNT, of course

1938 figures gives Des Moines families an effective buying income of \$3,778—highest among all of the 100,000 cities in the country. That in itself is enough to make KRNT—only Basic Columbia outlet in Iowa—really interesting. Add to that the fact that KRNT's Daytime Primary area coincides with the outlines of the Des Moines market with more than 1,000,000 people who in 1938 had an effective buying income of \$500,771,000. That's why KRNT is a *must* in Iowa.

*And, of course, you can buy KRNT in the WNAX-Iowa Network combination at an exceptionally low rate.*

# KRNT

DES MOINES • Basic CBS • 1320 K.C.  
5000 WATTS L. S. • 1000 WATTS NIGHT  
Represented by THE KATZ AGENCY

**THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA**

## IOWA STATIONS—Continued

5,000 and 1,000 watts on 890 kc) (shares time with KUSD in a ratio of  $\frac{7}{8}$  to  $\frac{1}{8}$ ).  
**Affiliation:** None. **Opened:** February, 1924.

**General manager:** M. H. Petersen. **Sales manager:** W. K. Bailey. **Program director:** Roy Brant. **Merchandising manager:** Ed Heaton. **Chief engineer:** Wiley D. Wenger.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio auditorium seats 400. **Merchandising:** Special mailings in territory gratis; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$120.

**Copy restrictions:** Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio. **News periods:** 5:45-6 A.M., 7:45-8 A.M., 9:55-10 A.M., 2:55-3 P.M., 6:45-7 P.M., 8:45-9 P.M., all Monday through Saturday; 6:45-7 P.M., 8:45-9 P.M., all Sunday; noon-12:15 P.M., every day.

### KMA, SHENANDOAH

**Operator:** May Seed and Nursery Co., Lowell and Elm Sts. **Phone:** 193. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Basic Blue Supplementary; Mutual.

**Opened:** Aug. 25, 1925.

**President:** Earl E. May. **Station manager:** J. "Cy" Rapp. **Production manager:** Owen Saddler. **Program director:** Fred D. Greenlee. **Promotion manager:** Frank Jaffe.

**Rep:** Howard H. Wilson Co.; Walter Bid-dick Co. (Coast). **Seating facilities:** Studio on stage of auditorium, seating 900. **Merchandising:** Has merchandising men to service advertisers, help salesmen make contacts; circularize dealers; assist in getting displays. **Foreign language programs:** Would accept, but area is virtually 100% English-speaking. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Commercials limited to four minutes per quarter-hour; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. **E. T. library:** World. **News:** UP. **News periods:** 5 A.M., 7 A.M., 10 A.M., 12:30 P.M., 4 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Monday through Friday; 9:45 A.M., 12:15 P.M., 7 P.M., 10 P.M., all 15 minutes, all Sunday only.

### KSCJ, SIOUX CITY

**Operator:** Perkins Brothers Company, 415 Douglas St. **Phone:** 5-7993. **Power:** 5,000

## Responsive Audience yours on WMT, of course!

WMT is practically "the law and the prophets" in the some 747,569 radio homes lying within its day-time primary area. That's tremendous coverage for a 5,000 watt station—but lay it to a 600 K. C. frequency. And, it's a responsive audience; 11,852 requests for a printed give-away; 17,967 letters asking for a talent folder; 4,085 demands that a sustaining program be kept on the air. In eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota, WMT has influence.

*And, of course, you can buy WMT with WNAX and KSO or KRNT at an exceptionally low rate.*

# WMT

Cedar Rapids-Waterloo • 600 Kilocycles  
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night  
Represented by THE KATZ AGENCY

69,000 Square Miles of the RICHEST PART of the MIDWEST



## IOWA STATIONS—Continued

and 1,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

**General, station and commercial manager:** C. W. Corkhill. **Program director:** Ruth Marie Fachman. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity director:** Roberta Deany.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Studio audience hall, seating 150 persons.

**Merchandising:** Newspaper publicity; theatre screen ads; spot announcements. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$175.

**Copy restriction:** Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval.

**E. T. library:** MacGregor; Davis & Schwegler. **News:** From parent paper. **News periods:** 9:30-9:35 A.M., Monday through Friday; 12:30-12:45 P.M., Monday through Saturday; 10-10:10 P.M., every day.

## KTRL SIOUX CITY

**Operator:** Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 12, 1938. (Note: This station is affiliated with the Sioux City Tribune.)

**Station manager, publicity director:** Dietrich Dirks. **Commercial manager:** Ray Jensen. **Program director:** Deane Flett. **Chief engineer:** Carl Gray.

**Rep:** None. **Seating facilities:** Studio A seats 150 persons; Skylon studio seats 1,000. **Merchandising:** Radio, newspaper and trailer publicity rendered; charge, if any, depends upon the account and the contract. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** None. **Stock:** 50% held by Dietrich Dirks, and 50% by the Tribune Co. **Base rate:** \$100.

**Copy restrictions:** Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes, every hour on the hour, daily except 15 minutes at 8 A.M., noon, 6 P.M., and 9 P.M.

## KANSAS

(367,800 radio homes, or 73% ownership among the State's total of 501,000 families. Urban ownership is 189,300, or 93% of urban families; rural ownership is 178,500, or 60% of rural families.)

### Radio Homes by Counties

Allen	4,510	Ellis	2,260	Lane	500
Anderson	2,420	Ellsworth	1,630	Leavenworth	7,060
Atchison	4,950	Finney	2,040	Lincoln	1,460
Barber	1,730	Ford	4,010	Linn	2,290
Barton	3,730	Franklin	4,560	Logan	650
Bourbon	4,540	Geary	2,830	Lyon	5,990
Brown	3,890	Gove	760	McPherson	4,280
Butler	7,130	Graham	1,090	Marion	3,380
Chase	1,150	Grant	480	Marshall	4,100
Chautauqua	1,820	Gray	850	Meade	1,050
Cherokee	6,280	Greeley	270	Miami	3,940
Cheyenne	950	Greenwood	3,540	Mitchell	2,320
Clark	760	Hamilton	540	Montgomery	11,820
Clay	2,790	Harper	2,330	Morris	2,040
Cloud	3,420	Harvey	4,510	Morton	650
Coffey	2,340	Haskell	390	Nemaha	2,890
Comanche	840	Hodgeman	570	Neosho	4,640
Cowley	8,860	Jackson	2,580	Ness	1,190
Crawford	10,490	Jefferson	2,350	Norton	2,000
Decatur	1,410	Jewell	2,360	Osage	3,040
Dickinson	5,050	Johnson	5,290	Osborne	1,910
Doniphan	2,210	Kearney	490	Ottawa	1,770
Douglas	5,750	Kingman	1,980	Pawnee	1,770
Edwards	1,260	Kiowa	930	Phillips	1,980
Elk	1,570	Labette	6,470	Pottawatomie	2,560

## KANSAS STATIONS—Continued

Pratt .....	2,590	Scott .....	640	Sumner .....	5,470
Rawlin .....	1,060	Sedgwick .....	32,850	Thomas .....	1,200
Reno .....	9,910	Seward .....	1,550	Trego .....	870
Republic .....	2,490	Shawnee .....	19,960	Wabauunsee .....	1,700
Rice .....	2,640	Sheridan .....	800	Wallace .....	430
Riley .....	4,200	Sherman .....	1,400	Washington .....	2,760
Rooks .....	1,530	Smith .....	2,200	Wichita .....	340
Rush .....	1,340	Stafford .....	1,690	Wilson .....	3,650
Russell .....	1,730	Stanton .....	310	Woodson .....	1,430
Saline .....	6,400	Steven .....	680	Wyandotte .....	33,740

### KFBI, ABILENE

**Operator:** Farmers and Bankers Broadcasting Corp. **Phone:** 1200. **Power:** 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). **Affiliation:** None. **Opened:** 1924. (Note: KFBI also maintains studios in Salina, Kans., in charge of Clarence Rupp; the station has a construction permit to move to Wichita, Kans.).

**Director, station manager:** K. W. Pyle. **Program director:** Harry Peck. **Chief engineer:** C. H. Johnston. **Musical director:** Marie Gunzelman.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Studio, 100. **Merchandising:** Will make calls in Abilene and Salina; send out mailings at cost. **Foreign language programs:** Accepted; Bohemian and Swedish series current. **Artists bureau:** None. **Base rate:** \$50 (½ hr.).

**Copy restrictions:** Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after approval by medical director of Farmers and Bankers Life Insurance Co. **E. T. library:** World; Standard. **News:** UP. **News periods:** 8-8:05 A.M., 8:55-9 A.M., 12:15-12:20 P.M., 1:45-1:50 P.M., 2:55-3 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 6:15-6:30 P.M. (sports), 7:30-7:45 P.M., all Monday through Saturday; 6:55-7 A.M., 11-11:05 A.M., both Monday through Friday.

### KVAK, ATCHISON

**Operator:** Carl Latenser. **Power:** 100 watts on 1420 kc (daytime).

**At press time this station had a construction permit only.**

### KGGF, COFFEYVILLE

**Operator:** Hugh J. Powell, Journal Bldg., 8th & Elm Sts. **Phone:** 147. **Power:** 1,000 watts on 1010 kc (shares time with WNAD). **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 20, 1930. (Note: This station is owned by the Coffeyville Daily Journal.)

**Senior partner, station manager:** Hugh J. Powell. **Commercial manager:** W. B. Dar-

rah. **Program and musical director:** Clair Foster. **Chief engineer:** J. Fred Case.

**Rep:** The Katz Agency. **Seating facilities:** 96 persons. **Merchandising:** Publicity service; window displays in the Journal building; no charges except where postage and expensive printing are involved. **Foreign language programs:** Accepted from "responsible sources"; usually must be auditioned beforehand. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** No alcoholic beverages accepted; all copy must conform to station standards and government regulations. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A.M., 10:15 A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

### KGNO, DODGE CITY

**Operator:** Dodge City Broadcasting Co., Inc., First National Bank Bldg. **Phone:** 1340. **Power:** 1,000 and 250 watts on 1340 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

**President:** J. C. Denious. **Manager:** N. C. Petersen. **Commercial director:** Vaughn Kimball. **Program director:** T. M. George. **Chief engineer:** Emil Doane.

**Rep:** Arthur H. Haggard Associates. **Seating facilities:** Auditorium seats 30 persons, with standing room for 20 more; remote facilities available. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted; foreign population very minor, however. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **News periods:** 7:30-7:40 A.M., 11:20-11:30 A.M., 1-1:05 P.M., 4:15-4:30 P.M., all Monday through Friday.

### KTSW, EMPORIA

**Operator:** Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

## KANSAS STATIONS—Continued

**Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1939.

**General and station manager:** K. W. Trimble. **Commercial manager:** Larry Simms. **Program director:** Sidney Anderson. **Chief engineer:** Paul H. Daniels.

**Rep:** None. **Base rate:** Card not sent.

**E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except 15-minute periods at 7 A.M., 11 A.M., noon, 6 P.M., and 10 P.M., all Monday through Saturday; also excepting 15-minute periods at noon, 6 P.M., and 7 P.M., Sunday.

### KIUL, GARDEN CITY

**Operator:** Garden City Broadcasting Co., 404 N. Main Street. **Phone:** 666. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 20, 1935.

**Station manager:** Clem Morgan. **Commercial manager:** Quincy Holmes. **Program and musical director:** Dallas Stallard. **Chief engineer:** Ralph Childs.

**Rep:** Cox and Tanz. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete service at no extra charge. **Foreign language programs:** Accepted if approved by program director. **Artists bureau:** None. **Stock:** Held entirely by F. D. Conard and Associates. **Base rate:** \$40.

**Copy restrictions:** Accept beer; no wine or hard liquor; all copy subject to station approval. **E. T. library:** NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 6:45-7 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 2:30-2:40 P.M., 6:15-6:30 P.M., all daily.

### KVGB, GREAT BEND

**Operator:** Helen Townsley, Cork Bldg. **Phone:** 1080. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 10, 1937.

**Owner:** Ernest Edward Ruehlen. **Business manager:** Vern Minor. **Production manager:** Dave Wilson. **Traffic manager:** Justin Bradshaw. **Chief engineer:** Leo Legleiter.

**Rep:** None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Service can be arranged. **Foreign language programs:** Accepted; English translation must be furnished in advance; special rates apply. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." **E. T. library:** World; Mac Gregor. **News:** UP. **News periods:** Every hour on the hour, five minutes per broadcast, six days per week.

### KWBG, HUTCHINSON

**Operator:** Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

**President, station and commercial manager, publicity director:** W. B. Greenwald. **Chief engineer:** Harold Bourell.

**Rep:** None. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Service available; also have exhibition room for clients' products. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$20 (½ hr.).

**Copy restrictions:** Beer accepted; no wine, liquor or patent medicine advertising. **E. T. library:** World. **News:** UP. **News periods:** Five minutes every hour on the hour, all apparently daily.

### KCKN, KANSAS CITY

**Operator:** The KCKN Broadcasting Co., 901 North Eighth St. **Phone:** Drexel 4300. **Power:** 100 watts on 1310 kc. **Affiliation:** Kansas Network (KCKN and WIBW, Topeka, both Capper-owned). **Opened:** Nov. 1, 1925. (Note: This station is newspaper-owned by the Kansas City Kansan—a Capper Publication.)

**President:** W. A. Bailey. **Station manager:** Ellis Atteberry. **Commercial manager:** Owen Balch. **Program director:** George Engelter. **Chief engineer:** C. E. ("Red") Salzer. **Director of special events:** John Drake. **Artists bureau head, musical director:** Ruth Royal. **Publicity director:** Ruth Kendall.

**Rep:** Capper Publications. **Seating facilities:** Exhibition Hall Studio, 200. **Merchandising:** Newspaper publicity; window displays, point of purchase tie-ups; direct mail. **Foreign language programs:** No rules against such broadcasts, except that interpreters selected by the station may scan the copy; no such broadcasts running, however. **Artists bureau:** Setup is nominal only. **Base rate:** \$45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan; applies only to programs, not announcements.)

**Copy restrictions:** No beer, wine, or other alcoholic beverages. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB. **News:** UP. **News periods:** Five minutes every hour on the hour, except 15 minute period at 7 P.M., all daily except Sunday.

### KFKU, LAWRENCE

**Operator:** University of Kansas. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with WREN).

**This station is non-commercial; university-owned.**

## KANSAS STATIONS—Continued

### WREN, LAWRENCE-KANSAS CITY

**Operator:** The WREN Broadcasting Co., Inc., WREN Bldg., Lawrence, Kans. **Phone:** 110. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with KFKU; latter takes about a half-hour on weekday afternoons). **Affiliation:** NBC Basic Blue. **Opened:** 1927.

**President, station manager:** Vernon H. Smith. **Assistant manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Publicity director:** John P. Bondeson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Studio seats about 150 persons; also observation lobby. **Merchandising:** Have staff to distribute window cards, make contacts, etc.; service billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7-7:05 A.M., 8:45-9 A.M., 10-10:05 A.M., 12:30-12:45 P.M., 2:55-3 P.M., 3:45-4 P.M., 5:15-5:30 P.M., all Monday through Saturday.

### KSAC, MANHATTAN

**Operator:** Kansas State College of Agriculture and Applied Science. **Phone:** 2236. **Power:** 1,000 and 500 watts on 580 kc (shares time with WIBW). **Opened:** Dec. 1, 1924.

**This station is non-commercial; college-owned.**

### KOAM, PITTSBURG

**Operator:** The Pittsburg Broadcasting Co., Inc., Commerce Bldg. **Phones:** 2165; 2166; 2167. **Power:** 1,000 watts on 790 kc (daytime). **Affiliation:** NBC additional to Red and Blue Southwestern Group. **Opened:** Oct. 11, 1937.

**President, station manager:** E. V. Baxter. **Commercial manager:** R. G. Patterson. **Program and musical director:** Bruce Robertson. **Chief engineer:** W. L. Brown. **Artists bureau head, publicity director:** Ward Keith.

**Rep:** Wythe Walker & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Window cards, direct mail, and newspaper copy, supplied gratis to clients. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; lists 14 artists, and several orchestras, writers, producers, announcers. **Base rate:** \$75.

**Copy restrictions:** Beer accepted; no wines or hard liquor. **E. T. library:** Standard. **News:** INS. **News periods:** 6:30-6:40 A.M., 7:30-7:45 A.M., 10-10:10 A.M., noon-

12:15 P.M., Monday through Saturday; 12:30-12:45 P.M., Sunday only; also last 15 minutes before sign-off (local sunset) daily.

### KSAL, SALINA

**Operator:** R. J. Laubengayer, Journal Bldg. **Phone:** 100. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 27, 1937. (Note: Station operator also publishes the Salina Journal and has interest in the Hays Daily News, Goodland Daily News, and Hill City Times.)

**Owner, president:** R. J. Laubengayer. **General manager:** Merle H. Tucker. **Sales manager:** H. C. Fagerstrom. **Program director:** Sidney Tremble. **Merchandising and continuity director:** Russell Siner. **Chief engineer:** N. E. Vance.

**Rep:** The Katz Agency, Inc. **Seating facilities:** Two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. **Merchandising:** All types of merchandising; program listings in Salina Journal, courtesy announcements, dealer and wholesaler contacts, previews; additional services at net cost. **Foreign language programs:** Accepted; currently running a Swedish educational program. **Artists bureau:** None. **Stock:** Held by R. J. Laubengayer. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverages or patent medicines accepted; rule of "good taste" is copy criterion. **E. T. library:** NBC Thesaurus; Standard; Lang-Worth. **News:** AP; news from Salina Journal. **News periods:** 9 A.M., 10:30 A.M., 10:55 A.M. (weather, road news), 4 P.M., 5 P.M., 7:15 P.M., 8 P.M., 9 P.M., all five minutes, all Monday through Saturday; 7:15-7:30 A.M. (market and news), noon-12:15 P.M., 10:45-11 P.M., Monday through Saturday; 6-6:15 P.M., 7:45-8 P.M., Sunday only. **Market news:** 9:30 A.M., 10:45 A.M., 1:15 P.M., 3 P.M., Monday through Friday; noon, Saturday only. **Local news:** 5:30-5:45 P.M., Monday through Saturday.

### WIBW, TOPEKA

**Operator:** Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. **Phone:** 3-2377. **Power:** 5,000 and 1,000 watts on 580 kc (shares time with KSAC). **Affiliation:** CBS. **Opened:** 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)

**General manager:** Ben Ludy. **Musical director:** Maude Shreffler. **Chief engineer:** Karl Troeglen. **Publicity director:** Charles Hill.

**Rep:** Capper Publications. **News:** UP, AP. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Publicity

## KANSAS STATIONS—Continued

in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. **Foreign language programs:** No objections to such programs, but the foreign population is small. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful." **E. T. library:** Standard. **News:** UP; AP. **News periods:** 5:45 A.M., 7 A.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; noon and 10 P.M., both 15 minutes, both every day.

### KANS, WICHITA

**Operator:** The KANS Broadcasting Co., Hotel Lassen. **Phone:** 4-2387. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

**General, station and commercial manager, chief engineer:** Herb Hollister.\* **Assistant manager, program director:** Jack Todd. **Promotion and merchandising manager:** Phil McKnight. **Musical director:** Raymond Shelley.

**Rep:** The Katz Agency. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. **Foreign language programs:** Would accept, though occasion has not arisen to date. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

**Copy restrictions:** Accept beer, but no

wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 8 A.M., 9:15 A.M., 10:15 A.M., 12:30 P.M. 3 P.M. all 15 minutes, all daily; 6-6:15 P.M., Tuesday through Saturday.

\*Also stockholder in KMMJ, Grand Island, Neb.

### KFH, WICHITA

**Operator:** The Radio Station KFJ Co., Inc., York Rite Temple Bldg. **Phone:** 3-5254. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)

**Station manager:** Marcellus Murdock. **National sales promotion manager:** Clark A. Luther. **Business manager:** P. S. Clark. **Program director:** Vernon Reed. **Chief engineer:** A. C. Dadisman. **Musical director:** Guy Snyder.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Maintain special department; no charge for usual services. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no wine, or hard liquor; all copy subject to station approval. **E. T. library:** Associated. **News:** UP. **News periods:** 6 A.M., 7:30 A.M., 3:45 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 12 noon, 10 P.M., both 15 minutes, both every day.

## KENTUCKY

(494,900 radio homes, or 70% ownership among the State's total of 708,000 families. Urban ownership is 208,600, or 86% of urban families; rural ownership is 286,300, or 61% of rural families.)

### Radio Homes by Counties

Adair .....	2,540	Breckinridge .....	2,980	Clinton .....	1,290
Allen .....	2,590	Bullitt .....	1,540	Crittenden .....	2,080
Anderson .....	1,550	Butler .....	1,960	Cumberland .....	1,470
Ballard .....	1,740	Caldwell .....	2,670	Daviess .....	9,020
Barren .....	4,520	Calloway .....	3,100	Edmondson .....	1,680
Bath .....	1,820	Campbell .....	19,760	Elliott .....	940
Bell .....	6,280	Carlisle .....	1,330	Estill .....	2,690
Boone .....	1,880	Carroll .....	1,570	Fayette .....	16,360
Bourbon .....	3,790	Carter .....	3,380	Fleming .....	2,360
Boyd .....	9,690	Casey .....	2,340	Floyd .....	6,180
Boyle .....	3,380	Christian .....	6,330	Franklin .....	3,820
Bracken .....	1,790	Clark .....	3,780	Fulton .....	2,850
Breathitt .....	2,660	Clay .....	2,310	Gallatin .....	850



# **HOW'S SALES IN DOG SCRATCH?**

Get out a little way from Louisville, and you'll quickly see why there's not much use in going outside the *Louisville Trading Area* for your Kentucky business. . . . That observation promptly brings you to WAVE—the one radio station that gives you *what you want in Kentucky*—and nothing else! . . . May we show you how *much* we can do—for how *little* cost?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



## **STATION WAVE**

INCORPORATED

**LOUISVILLE, KY.**

**1000 WATTS . . . 940 K. C.**

# KENTUCKY STATIONS—Continued

Garrard .....	1,920	Letcher .....	5,290	Owen .....	1,910
Grant .....	1,900	Lewis .....	2,250	Owsley .....	960
Graves .....	5,700	Lincoln .....	2,910	Pendleton .....	2,000
Grayson .....	2,760	Livingston .....	1,460	Perry .....	6,280
Green .....	1,860	Logan .....	3,970	Pike .....	8,980
Greenup .....	3,640	Lyons .....	1,240	Powell .....	850
Hancock .....	1,100	McCracken .....	10,470	Pulaski .....	5,550
Hardin .....	3,690	McCreary .....	2,110	Robertson .....	610
Harlan .....	10,220	McLean .....	1,950	Rockcastle .....	2,170
Harrison .....	3,050	Madison .....	4,970	Rowan .....	1,580
Hart .....	2,630	Magoffin .....	2,100	Russell .....	1,670
Henderson .....	5,240	Marion .....	2,510	Scott .....	2,950
Henry .....	2,410	Marshall .....	2,160	Shelby .....	3,400
Hickman .....	1,490	Martin .....	1,080	Simpson .....	2,120
Hopkins .....	7,470	Mason .....	3,960	Spencer .....	1,070
Jackson .....	1,400	Meade .....	1,300	Taylor .....	2,050
Jefferson .....	91,040	Menifee .....	650	Todd .....	2,430
Jessamine .....	2,380	Mercer .....	2,760	Trigg .....	1,960
Johnson .....	3,300	Metcalfe .....	1,500	Trimble .....	900
Kenton .....	24,660	Monroe .....	1,950	Union .....	3,100
Knott .....	1,830	Montgomery .....	2,350	Warren .....	6,710
Knox .....	3,890	Morgan .....	2,050	Washington .....	1,920
Larue .....	1,520	Muhlenberg .....	6,590	Wayne .....	2,250
Laurel .....	3,010	Nelson .....	2,600	Webster .....	4,100
Lawrence .....	2,300	Nicholas .....	1,630	Whitley .....	4,810
Lee .....	1,380	Ohio .....	4,270	Wolfe .....	1,080
Leslie .....	1,270	Oldham .....	1,400	Woodford .....	2,080

## WCMI, ASHLAND

**Operator:** Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phone:** Main 3010. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under separate management.)

**President, managing director:** Gilmore N. Nunn. **Station, merchandising and promotion manager:** R. (Bob) MacKenzie. **Sales director:** C. Alden Baker. **Program director:** Joe Matthews. **Chief engineer:** Harry Harris. **Musical director:** Patricia Smith.

**Rep:** Burn-Smith Co. **Seating facilities:** Main studio seats 300 persons; Paramount Theatre available, seating 1,700. **Merchandising:** Handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. **Foreign language programs:** Accepted. **Artists bureau:** Yes; list a score of announcers, musicians, etc. **Base rate:** \$75.

**Copy restrictions:** Accept light wines and beer, but no hard liquor; announcements limited to 100 words or less and are only broadcast on station breaks (every 15 minutes) or during spot periods. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes, every half hour, 8:30 A.M. to 5:30 P.M., plus 8 P.M., all Monday through Friday; 15-minute periods at 7:30

A.M., 12:30 P.M., 6:30 P.M., and 10 P.M., all Monday through Saturday; Sunday has 15-minute periods only at 9 A.M., 12:30 P.M., 5 P.M., 7 P.M. and 10 P.M.

## WLAP, LEXINGTON

**Operator:** American Broadcasting Corporation of Kentucky, Radio Bldg. **Phone:** 1721; 1722. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual. **Opened:** March 17, 1934.

**President, general manager:** Gilmore N. Nunn. **Program director:** Ted Grizzard. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

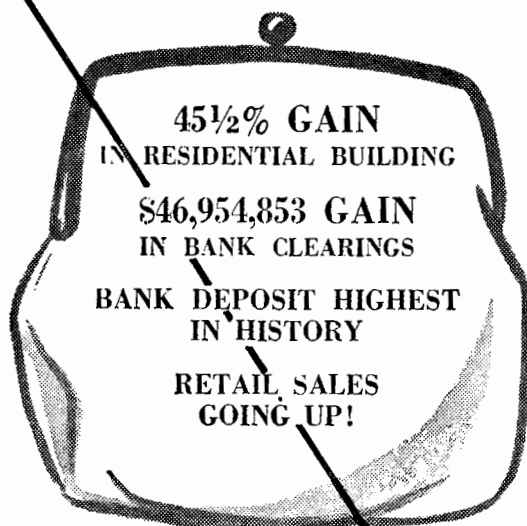
**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None listed. **Foreign language programs:** No set rules; question has never arisen as foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wine and patent medicine advertising provided it meets with approval of the State Pharmacy Board. **News:** UP.

## WAVE, LOUISVILLE

**Operator:** WAVE, Inc., Brown Hotel. **Phone:** Jackson 8391. **Power:** 1,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

**The *SHORTEST* distance between  
two points is a **STRAIGHT LINE****



*to open*  
**POCKETBOOKS in the  
RICH KENTUCKIANA MARKET**

YOU  
*Must*

**USE**

Represented Nationally  
By **EDWARD PETRY**  
Company

Owned and Operated By  
**THE COURIER-JOURNAL  
THE LOUISVILLE TIMES**



**50,000 WATTS  
C.B.S. BASIC OUTLET  
820 KILOCYCLES**



## KENTUCKY STATIONS—Continued

**Owner, station head:** George W. Norton, Jr. **Station manager:** Nathan Lord. **Commercial manager:** James F. Cox. **Program director:** George Patterson. **Chief engineer:** Wilbur Hudson. **Artists bureau head, musical director:** Earl Keller. **Publicity director:** R. J. Pitrey.

**Rep:** Free & Peters, Inc. **Seating facilities:** Main studio, 75 persons. **Merchandising:** Cooperate in any service relating to the program itself, i.e., publicizing program by various means. **Foreign language programs:** No rules; such programs never requested; foreign population very small. **Artists bureau:** Setup nominal only. **Base rate:** \$220.

**Copy restrictions:** Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** INS. **News periods:** 10:45 A.M., 12:45 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

### WGRC, NEW ALBANY (IND.)

**Operator:** Northside Broadcasting Corp., Indiana Theatre Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** Mutual. **Opened:** Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343).

**President and general manager:** S. A. Cisler. **Commercial manager:** J. P. Smith. **Program director:** Charles Schroeder. **Musical director:** Rosalind Brown. **Chief engineer:** William Thorp. **Manager continuity department:** Charlotte Falkner.

**Rep:** None. **Seating facilities:** Have access to two theatres, capacity 1,100 apiece. **Merchandising:** Contact jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$45.

**Copy restrictions:** All copy subject to general manager's approval; accept beer advertising only; patent medicines accepted if they pass F.T.C. approval. **E. T. library:** Associated; Lang-Worth. **News:** Transradio. **News periods:** 12:30-12:40 P.M., 6:30-6:45 P.M., plus bulletins every half-hour, all every day; 6:30 A.M., 7:30 A.M., 10 A.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday; 7:30-7:45 A.M., 10-10:05 A.M., 5-5:05 P.M., Sunday.

### WHAS, LOUISVILLE

**Operator:** Louisville Times Company, Courier-Journal & Times Bldg. **Phone:**

Wabash 2211. **Power:** 50,000 watts on 820 kc. **Affiliation:** CBS. **Opened:** July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

**Owner:** Barry Bingham. **Station director:** Credo Fitch Harris. **Executive manager:** W. L. Coulson. **Commercial manager:** Joe Eaton. **Program director:** Robert L. Kennett. **Technical director:** Orrin W. Towner. **Artists bureau head:** Dudley Musson. **Musical director:** Robert Hutsell. **Publicity director:** John Hoagland.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Services of complete department available; information on request. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

**Copy restrictions:** Hard liquor advertising not accepted; patent medicine advertising must conform to Federal Trade Commission regulations and station standards. **E. T. library:** Associated; Davis & Schwegler; Lang-Worth. **News:** UP; INS. **News periods:** 7:30 and 12 noon, Monday through Friday; 5 P.M., Monday through Saturday; 10 P.M., Sunday through Friday.

### WINN, LOUISVILLE

**Operator:** Kentucky Broadcasting Corp. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

### WOMI, OWENSBORO

**Operator:** Owensboro Broadcasting Co., Owensboro. **Phone:** 420. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer.)

**President:** Lawrence W. Hager. **Station manager, program director:** Hugh O. Potter. **Chief engineer:** Earl Jagoe. **Artists bureau head:** Virginia Lee. **Musical director:** Edna May Brown. **Publicity and promotion director:** LeRoy Woodward.

**Rep:** None. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Tie-in with parent newspaper for publicity. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer accepted; also patent medicines; all copy subject to station approval and state and Federal laws. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 8 A.M., 10:15 A.M., 12:30 P.M., 2:30 P.M., 5:20 P.M., 6:30 P.M., 7 P.M., 9 P.M., 10:25 P.M., all five minutes, all Monday through Saturday.

## KENTUCKY STATIONS—Continued

### WPAD, PADUCAH

**Operator:** Paducah Broadcasting Co., Inc.  
Ninth & Terrell Sts. **Power:** 250 and 100

watts on 1420 kc.

**Base rate:** \$60.

No other information available.

## LOUISIANA

(297,400 radio homes, or 58% ownership among the State's total of 510,000 families. Urban ownership is 168,100, or 78% of urban families; rural ownership is 129,300, or 44% of rural families.)

### Radio Homes by Counties

Acadia .....	4,430	Iberia .....	3,310	St. Charles.....	1,390
Allen .....	1,790	Iberville .....	3,080	St. Helena.....	740
Ascension .....	2,120	Jackson .....	1,400	St. James.....	1,740
Assumption .....	1,730	Jefferson .....	5,500	St. John the Baptist.	1,560
Avoyelles .....	3,430	Jefferson Davis .....	2,280	St. Landry.....	6,050
Beauregard .....	1,790	Lafayette .....	4,680	St. Martin.....	2,080
Bienville .....	2,370	Lafourche .....	3,230	St. Mary.....	3,570
Bossier .....	3,310	La Salle .....	1,340	St. Tammany.....	2,760
Caddo .....	22,060	Lincoln .....	2,520	Tangipahoa .....	5,270
Calcasieu .....	5,980	Livingston .....	1,730	Tensas .....	1,810
Caldwell .....	1,050	Madison .....	1,870	Terrebonne .....	3,310
Cameron .....	580	Morehouse .....	2,930	Union .....	2,020
Catahoula .....	1,270	Natchitoches .....	4,120	Vermilion .....	3,400
Claiborne .....	3,470	Orleans .....	98,660	Vernon .....	2,180
Concordia .....	1,700	Ouachita .....	8,970	Washington .....	3,940
De Soto .....	3,430	Plaquemines .....	1,010	Webster .....	3,470
East Baton Rouge.....	10,550	Pointe Coupee .....	2,270	West Baton Rouge..	1,200
East Carroll .....	2,070	Rapides .....	8,650	West Carroll.....	1,350
East Feliciana .....	1,510	Red River .....	1,670	West Feliciana.....	990
Evangeline .....	2,530	Richland .....	2,760	Winn .....	1,680
Franklin .....	3,040	Sabine .....	2,330		
Grant .....	1,670	St. Bernard.....	700		

### KALB, ALEXANDRIA

**Operator:** Alexandria Broadcasting Co., Inc., 3d and Jackson Sts. **Phones:** 55 (commercial); 65 (public). **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 21, 1935.

**General manager:** C. Edly Rogers. **Commercial manager:** I. F. Welch. **Program director:** Virgil G. Evans. **Chief engineer:** Truman Stanley.

**Rep:** None. **Seating facilities:** Reception room for 300. **Merchandising:** None. **Foreign language programs:** None needed in this area. **Artists bureau:** None. **Stock:** Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. **Base rate:** \$30.

**Copy restrictions:** None. **E. T. library:** Standard; NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 10:45 A.M., 1 P.M., 5 P.M., 8:15 P.M., all 10 minutes, all Monday through Saturday; 12:15 P.M., 4:15 P.M., both 10 minutes, both Sunday only.

### WJBO, BATON ROUGE

**Operator:** Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. **Phone:** 3647. **Power:** 500 watts on 1120 kc (unlimited time except 8 to 9 P.M. Mondays). **Affiliation:** NBC Blue Southern Group. **Opened:** 1924 (in New Orleans; in Baton Rouge since 1934). (Note: This station is newspaper affiliated with the Baton Rouge State-Times and Morning Advocate).

**Vice-president, general manager:** H. Vernon Anderson. **Commercial manager:** Roy Dabadie. **Program director:** Ralph Sims. **Production supervisor:** William H. Bland, Jr. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Complete service rendered; details not listed. **Foreign language programs:** Not accepted. **Base rate:** \$120.

**Copy restrictions:** Beer and light wines

## LOUISIANA STATIONS—Continued

accepted, but not hard liquor copy; all advertising must conform to Federal Trade Commission regulations. **E. T. library:** World. **News:** UP. **News periods:** 7:30 A.M., 12:25 P.M., 5:55 P.M., 10:30 P.M., all five minutes, all Monday through Saturday (Esso).

### KVOL, LAFAYETTE

**Operator:** Evangeline Broadcasting Co., Inc., Evangeline Hotel. **Phone:** 336. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 29, 1935. (Note: This station is affiliated with the Lafayette Daily Advertiser.)

**President:** Morgan Murphy. **Station manager:** George H. Thomas. **Commercial manager:** Robert A. Escudier. **Chief engineer:** James G. Cooper. **Publicity director:** Mrs. Hazel Guilbeau.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Cooperate on window displays. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Accept beer, wine, liquor, and some patent medicine advertising; all copy must conform to station standards and government regulations. **News:** AP.

### KPLC, LAKE CHARLES

**Operator:** Calcasieu Broadcasting Company, Majestic Hotel. **Phone:** 82. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 26, 1935.

**General manager:** T. B. Lanford. **Station manager:** C. R. Porter. **Commercial manager:** Frank Carroll. **Program director:** Walter Melson. **Chief engineer:** E. C. Moses.

**Rep:** None. **Seating facilities:** Reception room seats 15 persons. **Merchandising:** Reasonable services offered free of charge. **Foreign language programs:** Accept French programs only, and these are restricted to a certain period of the day. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Beer and wine advertising accepted; all copy must conform to station standards. **E. T. library:** Standard. **News:** INS. **News periods:** 7:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M. (Hollywood news), 3:30 P.M., 6:30 P.M., duration and days per week not listed; news flashes at 8:30 A.M., 9:30 A.M., 11:30 A.M., 1:30 P.M., 4:30 P.M., 5:30 P.M., 7:30 P.M., 8:30 P.M.

### KMLB, MONROE

**Operator:** Liner's Broadcasting Station, Inc., Frances Hotel. **Phone:** 4321. **Power:**

250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1930.

**Vice-president, commercial manager, publicity director:** J. C. Liner, Jr. **Station manager:** J. C. Liner, Sr. **Program director, artists bureau head, musical director:** Don Breitenmoser. **Chief engineer:** O. L. Morgan.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

**Copy restrictions:** Light wine and beer advertising accepted; all copy must be in good taste in the opinion of the station management. **News:** UP.

### WDSU, NEW ORLEANS

**Operator:** WDSU, Inc., Hotel Monteleone. **Phone:** Raymond 7135. **Power:** 1,000 watts on 1250 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** July 23, 1923.

**President:** J. H. Uhalt. **Vice-president, commercial manager:** P. K. Ewing. **Chief engineer:** Kenneth Erwin. **Musical director:** Alberta Hodges.

**Rep:** John Blair & Co. **Seating facilities:** No information given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$180.

**Copy restrictions:** Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours"; all copy must conform to government regulations and station approval. **E. T. library:** MacGregor. **News:** INS. **News periods:** 10 periods daily, all quarter hours, but schedule not furnished.

### WJBW, NEW ORLEANS

**Operator:** C. C. Carlson, Goldchaux Bldg. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Base rate:** \$26 (½ hr.).

No other information available after repeated requests.

### WNOE, NEW ORLEANS

**Operator:** James A. Noe, 720 Common St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Base rate:** \$25 (½ hr.).

No other information available after repeated requests.

### WSMB, NEW ORLEANS

**Operator:** WSMB, Inc., Maison Blanche Bldg. **Phone:** Main 5920. **Power:** 5,000 and

## LOUISIANA STATIONS—Continued

1,000 watts on 1320 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

**President:** E. V. Richards. **General manager:** H. Wheelahan. **Commercial manager:** T. J. Fontelieu. **Program director, artists bureau head:** W. J. Brengel. **Chief engineer:** H. G. Nebe. **Musical director:** Ettore Fontana. **Publicity director:** Harry Arthur.

**Rep:** Edward Petry & Co., Inc., **Seating facilities:** Lobby, 300 persons; also Maison Blanche Auditorium, capacity 1,000. **Merchandising:** Any reasonable service rendered, but cost must be borne by advertiser. **Foreign language programs:** None on station currently; French and Italian could be used. **Artists bureau:** Acts as supply house for talent, rather than contractor of permanent artists; picks performers from local musicians' union and Little Theatre, offering them a chance on the air on a rotating basis. **Base rate:** \$120 (½ hr.).

**Copy restrictions:** Beer and wines accepted; hard liquor only after 10 P.M.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 10 A.M., 12:30 P.M., 3:30 P.M., 5 P.M., 6:45 P.M., 10:30 P.M., all 15 minutes, all daily. (Note: During DST, not observed in New Orleans, the 6:45 P.M. period is switched to 9:30 P.M.)

### WWL, NEW ORLEANS

**Operator:** Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2196. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

**Faculty director:** Rev. F. A. Cavey, S.J. **Station manager:** Vincent F. Callahan. **Sales manager:** Paul Beville. **Merchandising director:** Louis Read. **Program director:** James Willson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

**Rep:** The Katz Agency. **Seating facilities:** University Room, 600 persons. **Merchandising:** WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. **Foreign lan-**

**guage programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200 (½ hr.).

**Copy restrictions:** Beer and wine accepted; proprietaries must conform to station standards of public decency. **E. T. library:** Standard. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all daily (Esso).

### KRMD, SHREVEPORT

**Operator:** Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

**Station manager:** G. V. Wilson. **Commercial manager:** David Wilson. **Program and publicity director:** Elizabeth Alford. **Chief engineer:** R. M. Dean.

**Rep:** None. **Seating facilities:** Can accommodate 45 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Yes. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** All standard restrictions observed. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15-7:20 A.M., 12:15-12:20 P. M., 6:15-6:25 P.M., all Monday through Saturday; also 10 three-minute flashes per day, Monday through Saturday; 12:15-12:20 P.M., 5:15-5:20 P.M., 7:30-7:45 P.M., all Sunday.

### KTBS, SHREVEPORT

**Operator:** Tri-State Broadcasting System, Inc., Commercial Bldg. **Phone:** 2-8711. **Power:** 1,000 watts on 1450 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1928. (Note: This station is newspaper-owned by the Shreveport Times, as is KWKH of the same city.)

**President:** John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head, publicity director:** B. G. Robertson. **Chief engineer:** C. H. Maddox.

**Rep:** The Branham Co. **Seating facilities:** 75 persons (studios shared with KWKH). **Merchandising:** Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. **Foreign language programs:** No rules, as such programs have never been requested; foreign population nil in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$150.

**Copy restrictions:** Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., 12:30

## LOUISIANA STATIONS—Continued

P.M., 5:30 P.M., 10:15 P.M., all five minutes, all Monday through Saturday.

### KWKH, SHREVEPORT

**Operator:** International Broadcasting Corp., Commercial Bldg. **Phone:** 2-8711. **Power:** 50,000 watts on 1100 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)

**President:** John D. Ewing. **Station man-**

**ager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony. **Publicity director:** B. G. Robertson.

For representative, services, and copy restrictions, see KTBS, Shreveport.

**Base rate:** \$275. **E. T. library:** NBC The-saurus. **News:** UP. **News periods:** 7:30-7:35 A.M., 12:15-12:20 P.M., 5:30-5:40 P.M., Monday through Saturday.

## MAINE

(201,100 radio homes, or 91% ownership among the State's total of 221,000 families. Urban ownership is 79,700, or 91% of urban families; rural ownership is 121,400, or 91% of rural families.)

### Radio Homes by Counties

Androscoggin .....	17,720	Knox .....	8,160	Somerset .....	10,060
Aroostook .....	17,320	Lincoln .....	4,630	Waldo .....	5,600
Cumberland .....	34,650	Oxford .....	10,430	Washington .....	9,650
Franklin .....	5,290	Penobscot .....	22,670	York .....	19,260
Hancock .....	8,830	Piscataquis .....	4,920		
Kennebec .....	17,290	Sagadahoc .....	4,620		

### WRDO, AUGUSTA

**Operator:** WRDO, Inc., 1 Commercial St. **Phone:** 2285. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Mutual; Yankee and Colonial Networks; Maine Broadcasting System. **Opened:** Feb. 23, 1932.

**Station manager:** Jack S. Atwood. **Chief engineer:** Harold Dinsmore.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Contact dealers and prospective dealers in region, personally or by mail. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards. **News:** Yankee Network News Service; Maine News Service (local).

### WABL BANGOR

**Operator:** Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** June 30, 1923.

**General manager:** F. B. Simpson. **Station manager:** R. M. Wallace. **Program director:** Maurice Dolbier. **Chief engineer:** Nelson Lawson.

**Rep:** Gene Furgason & Co. **Seating fa-**

**cilities:** Approximately 100. **Merchandising:** None. **Foreign language programs:** Accept both programs and announcements. **Artists bureau:** No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. **Stock:** Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. **Base rate:** \$90.

**Copy restrictions:** Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. **E. T. library:** None. **News:** AP from Bangor Daily Commercial. **News periods:** 8:45 A.M., noon, 1:15 P.M., 5 P.M. (duration per broadcast not listed), Monday through Saturday; 6 P.M., Sunday only (duration of broadcast not listed).

### WLBZ, BANGOR

**Operator:** Maine Broadcasting Co., Inc., 100 Main St. **Phone:** 6023; 9808. **Power:** 1,000 and 500 watts on 620 kc. **Affiliation:** NBC Basic Supplementary Group; Yankee Network; Colonial; Mutual. **Opened:** 1926.

**Manager-director, publicity:** Thompson L. Guernsey. **Assistant manager:** Edward Guernsey. **Program director:** Irving Hunter. **Chief engineer:** Bernard Kellom. **Musical director:** Norman Lambert.

## MAINE STATIONS—Continued

**Rep:** Weed & Co. **Seating facilities:** Studio seats 120; observation room seats 25. **Merchandising:** Contact dealers: distribute publicity and promotional material to wholesalers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate. **E. T. library:** World. **News:** Yankee Network News Service; Maine Radio News (local). **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday. **Local news:** 12:40-12:45 P.M., 6:50-7 P.M., both Monday through Saturday; 6:45-7 P.M., Sunday.

### WCOU, LEWISTON

**Operator:** Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Aug. 21, 1938. (Note: Stockholders of the Twin City Broadcasting Co., Inc., also own Le Messenger, French language daily).

**Treasurer:** Faust O. Couture. **Station and commercial manager:** Bernard R. Howe. **Program director:** Roger Levenson. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Will notify dealers of new campaigns on WCOU stationery, sponsor to be billed at cost. **Foreign language programs:** Will accept French announcements and programs from 6 to 7 A.M. weekdays, and 9 A.M. to noon Sundays. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Announcements limited to 100 words, and station breaks to 30 words; copy on quarter-hour programs limited to 250 words; beer advertising accepted, but no hard liquor. **E. T. library:** Standard. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday.

### WCSH, PORTLAND

**Operator:** Congress Square Hotel Co., 579 Congress St. **Phone:** 3-9667. **Power:** 2,500 and 1,000 watts on 940 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** June 25, 1925. (Note: Same owners control WFEA, Manchester, N. H.).

**Director:** George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Arthur F. Kendall.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** French language broadcasts occasionally accepted but not invited. **Artists bureau:** Nominally maintained to pick artists from available supply in city. **Base rate:** \$160.

**Copy restrictions:** Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday. (Also Esso Reporter 7:15-7:20 A.M., 12:15-12:20 P.M., 6:45-6:50 P.M., Monday through Saturday.)

### WGAN, PORTLAND

**Operator:** Portland Broadcasting System, Inc., Columbia Hotel. **Phone:** 2-7489. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** CBS. **Opened:** Aug. 3, 1938. (Note: This station is affiliated with the Press Herald and Express, Gannett newspapers).

**President:** Guy P. Gannett. **Station manager:** Creighton E. Gatchell. **Program director:** Richard E. Bates. **Chief engineer:** Roger D. Hodgkins.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements, distribution of window cards, and limited number of letters to the trade rendered gratis. **Foreign language programs:** None. **Artists bureau:** No formal setup; station can, however, supply producers, writers, and five announcers. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accounts accepted; patent medicine advertising must conform to all Federal regulations. **E. T. library:** Associated. **News:** From affiliated newspapers. **News periods:** 7:15 A.M., 12:30 P.M., 1:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 A.M., 6:45-7 P.M., both Sunday only.

### WAGM, PRESQUE ISLE

**Operator:** Aroostook Broadcasting Corp., National Bank Bldg. **Phone:** 8821. **Power:**

## MAINE STATIONS—Continued

100 watts on 1420 kc (specified hours).  
**Affiliation:** None. **Opened:** January, 1930.

**General and station manager:** R. W. MacIntosh. **Commercial manager, chief engineer:** L. E. Hughes. **Program and publicity director:** Ted Coffin. **Artists bureau head:** Bill Davis. **Musical director:** Ted Davis.

**Rep:** Cox and Tanz. **Seating facilities:** Main studio, 50; auditorium studio available seating up to 700. **Merchandising:** Pre-plug programs at opening of series gratis.

**Foreign language programs:** Accept French and Swedish; programs of this type limited to 15 minutes per week per sponsor. **Artists bureau:** Yes; details not given. **Base rate:** \$40.

**Copy restrictions:** Only such promulgations as are made by the Federal Trade Commission. **E. T. library:** None listed. **News:** Transradio; also from WLBZ, WCSH, WRDO. **News periods:** Noon-12:05 P.M. (local), 5:30-5:40 P.M. (market news). 6:50-7 P.M., all daily. (Note: Spots are sold before and after the news.)

## MARYLAND

(355,100 radio homes, or 87% ownership among the State's total of 410,000 families. Urban ownership is 225,100, or 90% of urban families; rural ownership is 130,000, or 82% of rural families.)

### Radio Homes by Counties

Allegany .....	16,220	Charles .....	2,830	Prince Georges .....	12,120
Anne Arundel.....	10,300	Dorchester .....	5,470	Queen Annes.....	3,090
Baltimore .....	24,050	Frederick .....	11,170	St. Marys.....	2,590
Baltimore City.....	187,770	Garrett .....	3,610	Somerset .....	4,940
Calvert .....	1,770	Harford .....	6,330	Talbot .....	4,180
Caroline .....	3,860	Howard .....	3,120	Washington .....	14,160
Carroll .....	7,290	Kent .....	3,120	Wicomico .....	6,830
Cecil .....	5,150	Montgomery .....	10,490	Worcester .....	4,640

### WBAL, BALTIMORE

**Operator:** WBAL Broadcasting Company, Lexington Bldg. **Phone:** Plaza 4900. **Power:** 10,000 watts on 1060 kc (after 9 P.M., 2,500 watts on 760 kc synchronized with WJZ, New York). **Affiliation:** NBC Basic Blue; Mutual. **Opened:** November 2, 1925. (Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

**Station and commercial manager:** H. C. Burke. **Program manager:** Paul Girard. **Chief engineer:** Gerald W. Cooke. **Musical director:** Bob Iula.

**Rep:** International Radio Sales. **Seating facilities:** Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$340.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval. **E. T. library:** World; Lang-Worth. **News:** INS; UP. **News periods:** 7:25 A.M., noon, 5:25 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso); 10-10:15 A.M., 12:30-12:35 P.M., 7-7:15 P.M., Sunday.

### WCAO, BALTIMORE

**Operator:** The Monumental Radio Co., 811 W. Lanvale St. **Phone:** Madison 7222. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** CBS. **Opened:** May, 1922.

**Vice-president:** L. Waters Milbourne. **Program director:** Gordon A. Scheihing. **Chief engineer:** Martin L. Jones. **Publicity director:** L. W. Milbourne.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** 47,000 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. **Base rate:** \$275.

**Copy restrictions:** Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 P.M.; limit the number of patent medicine advertisers. **E. T. library:** None. **News:** INS. **News periods:** 7:30 A.M., 2 P.M., 5:55 P.M., 10 P.M., all five minutes, all Monday through Saturday;

# BALTIMORE'S STAND-OUT STATION



*WFBR's new home  
"RADIO CENTRE"*

**FINEST studios!**  
**FIRST in popularity!**  
**FIRST in advertising!**  
**FIRST in showmanship!**  
**FIRST in merchandising cooperation!**

**IN BALTIMORE  
THEY LISTEN TO -**

# WFBR

National  
Representatives:  
EDWARD PERRY & CO.  
NEW YORK - CHICAGO  
SAN FRANCISCO  
HONOLULU

**MARYLAND'S PIONEER BROADCAST STATION**  
**BASIC N.B.C. RED NETWORK**



## MARYLAND STATIONS—Continued

8:45 A.M., 12:40 P.M., 10 P.M., all five minutes, all Sunday.

### WCBM, BALTIMORE

**Operator:** Baltimore Broadcasting Corp., 114 W. Lexington St. **Phone:** Plaza 5350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** 1924.

**President and commercial manager:** John Elmer. **Station manager:** George Roeder. **Chief engineer:** G. Porter Houston.

**Rep:** None. **Seating facilities:** 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. **E. T. library:** NBC Thesaurus; Lang-Worth; NAB. **News:** INS; Universal. **News periods:** 9:45 A.M., noon, 2:30 P.M., 6:30 P.M., 10:30 P.M., duration not listed, all Monday through Saturday; noon, 7 P.M., 11 P.M., duration not listed, Sunday only.

### WFBR, BALTIMORE

**Operator:** The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basid Red. **Opened:** June 4, 1922.

**President:** Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbroglio. **Publicity director:** Robert S. Maslin, Jr.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. **Merchandising:** Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers, of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with 10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of

the radio programs through these mediums to clients of minimum 13-week contracts. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal. **Base rate:** \$300.

**Copy restrictions:** Not over four minutes of commercial in 15-minute programs; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:40 A.M., noon, 6:10 P.M., 11 P.M., all five minutes, all daily; 8:15-8:30 A.M., 1:30-1:45 P.M., Monday through Saturday.

### WTBO, CUMBERLAND

**Operator:** Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

**General manager:** H. B. McNaughton. **Chief engineer:** George Lenhart.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$86.25.

**Copy restrictions:** Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45 A.M., 10:30 A.M., 12:45 P.M., all 15 minutes, all Monday through Saturday; 5:25-5:30 P.M., 5:40-5:45 P.M., 6:30-6:45 P.M., every day; 8:45-9 A.M., noon-12:15 P.M., Sunday only.

### WFMD, FREDERICK

**Operator:** Monocacy Broadcasting Co., Winchester Hall. **Phone:** Frederick 1466. **Power:** 500 watts on 900 kc (to local sunset). **Affiliation:** None. **Opened:** Jan. 1, 1936.

**Vice-president, general manager, commercial manager:** A. V. Tidmore. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley. **Publicity director:** Hugh F. Ferguson.

**Rep:** None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** None formulated as yet; clients largely local. **Foreign language programs:** Would accept, but population doesn't warrant such programs. **Artists bureau:** Books talent, but has no talent contracts; purpose of bureau is described as "to prevent ex-

## MARYLAND STATIONS—Continued

ploitation for too many benefit performances." **Base rate:** \$60 (one hour, 13 times).

**Copy restrictions:** Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 12:15 P.M., 6 P.M. (last varies with sunset time), all five minutes, all daily; 10:30-10:35 A.M., Sunday only.

### WJEJ, HAGERSTOWN

**Operator:** Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 29, 1932.

**General manager:** Grover C. Criley. **Commercial manager:** C. H. Myers. **Program director:** Amos Harper. **Chief engineer:** Harold Brewer.

**Rep:** None. **Seating facilities:** Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. **Merchandising:** Information on request. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy

must conform with government regulations. **News:** Transradio.

### WSAL, SALISBURY

**Operator:** Frank M. Stearns, 315 E. Main St. **Phone:** 1540; 1541. **Power:** 250 watts on 1200 kc (daytime). **Affiliation:** Maryland Coverage Network. **Opened:** Nov. 17, 1937.

**Owner, commercial manager:** Frank M. Stearns. **Program director:** Deane S. Long. **Chief engineer:** Richard W. Bullers. **Musical director:** William Heaton.

**Rep:** Weed & Co. **Seating facilities:** 25 in the studios; use local theatre on Saturdays for Kiddies Show, and on Sundays (when the theatre is otherwise closed) for an amateur hour. **Merchandising:** Can render services on request. **Foreign language programs:** Station claims no foreign languages are used in the area. **Artists bureau:** Yes. **Base rate:** \$45.

**Copy restrictions:** Beer and wine okay; no hard liquor; "we make every possible effort to keep commercials to within three minutes of every 15." **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8 A.M., 12:10 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (commentary) Monday through Friday.

## MASSACHUSETTS

(1,019,200 radio homes, or 92% ownership among the State's total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

### Radio Homes by Counties

Barnstable .....	9,550	Franklin .....	12,840	Norfolk .....	73,210
Berkshire .....	29,990	Hampden .....	81,090	Plymouth .....	42,530
Bristol .....	87,060	Hampshire .....	16,730	Suffolk .....	200,230
Dukes .....	1,510	Middlesex .....	223,760	Worcester .....	116,080
Essex .....	123,560	Nantucket .....	1,060		

### WAAB, BOSTON

**Operator:** The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

**President:** John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Fos-

ter II. **Artists bureau head:** Van D. Sheldon. **Publicity:** A. Stephenson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$200.

**Copy restrictions:** Accept beer and wines;

## MASSACHUSETTS STATIONS—Continued

Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **News periods:** 7:30 A.M., noon, 6:45 P.M., midnight, all 15 minutes, all Monday through Saturday; 7:45 A.M., 2:45 P.M., 7 P.M., midnight, all 15 minutes, all Sunday only.

### WBZ-WBZA, BOSTON

**Operator:** Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc. **WBZ:** Hotel Bradford, Boston. **WBZA:** Hotel Kimball, Springfield. **Phone:** WBZ: Hancock 4261; WBZA: Springfield 6-8336. **Power:** WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: Both stations operate simultaneously and in synchronism on the same frequency and wavelength.) **Affiliation:** NBC Basic Blue. **Opened:** WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924.

**General manager:** John A. Holman. **Commercial manager:** Frank R. Bowes. **Program director:** John F. McNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** George A. Harder.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$400.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **News periods:** 7 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

### WCOP, BOSTON

**Operator:** Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120

kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935.

**President:** Harold A. Lafount. **Station manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Sales manager:** Arthur Leary. **Program director:** Katherine F. Batchelder. **Musical director:** Sidney P. Reinherz. **Artists bureau head:** Eleanor G. Kane. **Publicity director:** John K. Gowen, III.

**Rep:** None. **Seating facilities:** Public function rooms of Copley Plaza Hotel, capacity 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** Supplies talent. **Base rate:** \$75.

**Copy restrictions:** Accept beer and wine; commercial copy "carefully edited and must comply with state and government regulations." **E. T. library:** World. **News:** Transradio. **News periods:** 8:15 A.M., 10 A.M., 12:45 P.M., all 15 minutes, all Monday through Friday; 8:15 A.M., 9:45 A.M., 12:45 P.M., all 15 minutes, Saturday; 9:15-9:30 A.M., 8-8:15 P.M., Sunday only.

### WEEL, BOSTON

**Operator:** Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

**Station manager:** Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

**Rep:** Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can supply talent, however. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$425.

**Copy restrictions:** CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **News periods:** 6:50-7 A.M., 7:45-8 A.M., 3-3:15 P.M., 6-6:05 P.M., 11:05-11:15 P.M., all Monday through Saturday; noon-12:15 P.M., 11-11:10 P.M., both Sunday only.

### WHDH, BOSTON

**Operator:** Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc

## MASSACHUSETTS STATIONS—Continued

(to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

**Base rate:** \$120.

No further information available after several requests.

### WMEX, BOSTON

**Operator:** The Northern Corp., 70 Brookline Ave. **Phone:** Commonwealth 3900. **Power:** 250 and 100 watts on 1500 kc (station has construction permit for 5,000 watts on 1470 kc). **Affiliation:** None. **Opened:** October 18, 1934.

**Managing director, station manager, chief engineer:** Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Reilly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

**Rep:** None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 11:45 A.M., 2:45 P.M., 5:45 P.M., 7:15 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Monday through Saturday; 6 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Sunday.

### WNAC, BOSTON

**Operator:** The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

**President:** John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Chief engineer:** Paul A. deMars. **Merchandising:** Carleton McVarish (manager), Robert C. Taylor. **Station promotion:** Frank Foster, II. **Artists bureau head:** Van D. Sheldon. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete talent roster available. **Base rate:** \$400.

**Copy restrictions:** Beer and wines accepted; copy on all programs must con-

form to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. **E. T. library:** Associated. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

### WORL, BOSTON

**Operator:** Broadcasting Service Organization, Inc., 610 Beacon St. **Phone:** Commonwealth 5100. **Power:** 500 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** 1926.

**President:** Harold A. Lafount. **Manager:** George Lasker. **Program director:** Robert N. Perry. **Chief engineer:** George Luckey. **Publicity director:** Marjorie L. Spriggs.

**Rep:** Burn-Smith Co., Inc. **Merchandising:** Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$75.

**Copy restrictions:** Advertising of intoxicating beverages not accepted; all copy subject to station approval. **E. T. library:** Standard. **News:** UP; Christian Science Monitor; Boston Evening Transcript. **News periods:** Every hour on the hour, periods varying from three to 15 minutes (exact time not listed), all apparently daily.

### WSAR, FALL RIVER

**Operator:** Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. **Phones:** 450-451. **Power:** 1,000 watts on 1450 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1921.

**President, treasurer, station manager:** William T. Welch. **Commercial manager:** Leonard C. Cox. **Program director, artists bureau head:** Josephine Y. Welch. **Chief engineer:** John C. Pavao. **Musical director:** Frank L. Cotter. **Publicity director:** Francis J. McLaughlin, Jr.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Two studios, larger one seating 100 persons. **Merchandising:** Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. **Foreign language programs:** Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

**Copy restrictions:** Accept beer, wine and liquor; no restrictions other than those

## MASSACHUSETTS STATIONS--Continued

of the FCC. **E. T. library:** Standard. **News:** WSAR local news; Yankee Network News Service. **Local news periods:** 10:15 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday. **Yankee news:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:30 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only.

### WHAL, GREENFIELD

**Operator:** John W. Haigis, 354 Main St. **Phone:** 4301. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** May 15, 1938.

**Owner:** John W. Haigis. **Station manager, chief engineer:** James L. Spates. **Program and musical director:** Warren Greenwood. **Artists bureau head:** Bob Findley. **Publicity director:** Ken Houseman.

**Rep:** Bertha Bannan, James Fay (Boston). **Seating facilities:** Local hall available, seating 300 persons. **Merchandising:** Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. **Foreign language programs:** Accepted at specified times at national rates; payment must be made in advance. **Artists bureau:** Talent not under contract, but station can supply necessary artists, etc. **Base rate:** \$60.

**Copy restrictions:** Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. **E. T. library:** NBC Thesaurus. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

### WOCB, HYANNIS

**Operator:** Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. **Power:** 250 and 100 watts on 1210 kc.

**At press time this station had a construction permit only.**

### WLAW, LAWRENCE

**Operator:** Hildreth and Rogers Co., 278 Essex St. **Phone:** 4107. **Power:** 1,000 watts on 680 kc (daytime). **Affiliation:** None. **Opened:** Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)

**President, treasurer:** A. H. Rogers. **Station manager:** Irving E. Rogers. **Commercial manager:** David M. Kimel. **Program and musical director:** Stanley N. Schultz. **Chief engineer:** Herbert W. Brown. **Artists bureau head, publicity director:** H. Harrison Flint.

**Rep:** Weed & Co. **Seating facilities:** Studio A can accommodate 150 people; 50 more can view studio through glass partition. **Merchandising:** Newspaper publicity on programs and artists in the two newspapers affiliated with the station. **Foreign language programs:** Accepted, but with restrictions. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** None listed other than that station retains right to reject any copy for reasons sufficient unto itself. **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7-7:15 A.M., 10:30-10:45 A.M., 12:05-12:15 P.M., 12:45-1 P.M., plus an early evening 15-minute newscast changing with time of year, all Monday through Saturday; 7:50 A.M., plus an early evening newscast changing with time of year, both 10 minutes, both Sunday only. (Note: Spots are sold before and after, but not during, newscasts.)

### WLLH, LOWELL (AND LAWRENCE)

**Operator:** Merrimac Broadcasting Co., Inc., 39 Kearney Square. **Phone:** Lowell 8715; Lawrence 22148. **Power:** 250 and 100 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH.)

**President:** A. S. Moffat\*. **Station manager:** Robert F. Donahue. **Commercial manager:** Haskell Bloomberg. **Program director:** Tom Clayton. **Chief engineer:** Anthony Michaels.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. **Merchandising:** Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. **Foreign language programs:** Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." **E. T. library:** Associated; Lang-Worth. **News:** Yankee Network News Service; also own local news service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. (Note: Sponsorship sold around, but not during,

\* Also president of WMAS, Springfield, Mass.

## MASSACHUSETTS STATIONS—Continued

Yankee newscasts.) **Local news periods:** 7:45 A.M., 12:45 P.M., 6:30 P.M., 10:45 P.M., all five minutes, all Monday through Saturday; 9 A.M., 6:45 P.M., 9:55 P.M., all five minutes, Sunday only. (Note: These periods are sold in five-minute parcels, with an over-run of important news allowed gratis.)

### WNBH, NEW BEDFORD

**Operator:** E. Anthony and Sons, Inc., 251 Union St. **Phone:** 5533. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** May, 1921 (Note: This station is newspaper-owned by the Mercury and Standard-Times.)

**General manager:** Irving Vermilya. **Commercial manager, program director:** Paul Stiles. **Chief engineer:** Clyde Pierce.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. **Foreign language programs:** Accepted at any time under same rules as English programs. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. **E. T. library:** Standard. **News:** INS; Yankee Network News Service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. **WNBH news:** 10 A.M., 12:45 P.M., 5:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

### WBRK, PITTSFIELD

**Operator:** Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

**President:** Harold Thomas.\* **Commercial manager:** Bruff W. Olin. **Program director:** Walcott A. Wyllie. **Chief engineer:** Norman Blake. **Publicity director:** Robert Burbank.

**Rep:** None. **Seating facilities:** Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). **Merchandising:** Provide lobby

\* Also general and station manager of WATR, Waterbury, Conn.

space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. **Foreign language programs:** Not accepted. **Artists bureau:** Service bureau operates without charge to talent. **Base rate:** \$100.

**Copy restrictions:** Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 10:45-11 P.M., all Monday through Saturday; 12:30 P.M., 6 P.M., 10:45 P.M., all 15 minutes, all Sunday.

### WMAS, SPRINGFIELD

**Operator:** WMAS, Inc., Hotel Charles. **Phone:** 7-1414. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1932.

**President:** A. S. Moffat.\* **Station manager:** A. W. Marlin. **Program director, artists bureau head:** F. Turner Cooke. **Chief engineer:** Earl Hewinson. **Musical director:** Paul Pelletier. **Publicity director:** Carl Raymond.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Three studios, accommodate about 35 persons. **Merchandising:** Service rendered to sponsor in accordance with needs. **Foreign language programs:** Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., noon, 11 P.M., all 15 minutes, Sunday; 6-6:05 P.M., Monday through Friday; 6-6:15 P.M., Saturday and Sunday.

\* Also president of WLLH, Lowell, Mass.

### WSPR, SPRINGFIELD

**Operator:** Connecticut Valley Broadcasting Co., 63 Chestnut St. **Phone:** 6-2757. **Power:** 500 watts on 1140 kc (operates to 1 hour after sunset). **Affiliation:** Mutual; Colonial Network; Yankee Network. **Opened:** June 3, 1936.

**President, station manager:** Quincy A. Brackett. **Commercial manager:** Milton W. Stoughton. **Program and musical director:** Wayne H. Latham. **Artists bureau**

## MASSACHUSETTS STATIONS—Continued

**head:** Elwin N. Tacy. **Chief engineer:** Hillis W. Holt. **Publicity director:** Howard S. Keefe.

**Rep:** George P. Hollingbery Co.; James F. Fay (Boston). **Seating facilities:** Reception room, capacity not listed. **Merchandising:** Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. **Foreign language programs:** Will accept, but endeavor to keep them down to a minimum. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

**Copy restrictions:** Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. **E. T. library:** Standard. **News:** Transradio, Yankee Network News Service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 8:45-9 A.M., 1:30-1:45 P.M., 6:30-6:45 P.M., Sunday only. **Transradio news periods:** 7:15 A.M., 9:45 A.M., 2:45 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

### WORC, WORCESTER

**Operator:** Alfred F. Kleindienst, 65 Elm St. **Phone:** 5-3101. **Power:** 500 watts on 1280 kc. **Affiliation:** CBS. **Opened:** February, 1925.

**Owner, operator:** Alfred F. Kleindienst. **Acting director:** Mildred P. Stanton. **Commercial manager:** Lawrence Miron. **Musical director:** Maurice Diamond.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Any type of merchandising is provided at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:05 P.M., 11 P.M., Sunday.

### WTAG, WORCESTER

**Operator:** Worcester Telegram Publishing Co., Inc., Franklin St. **Phone:** 5-4321. **Power:** 1,000 watts on 580 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)

**Managing director:** Edward E. Hill. **Commercial manager:** Howard J. Perry. **Program director:** Henry M. O'Toole. **Chief engineer:** Prof. Hobart H. Newell. **Publicity director:** Frederick Rushton. **Traffic manager:** Robert W. Booth.

**Rep:** Edw. Petry & Co. **Seating facilities:** Studio A, 50 persons; studio B, 25 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

**Copy restrictions:** Accept beer, wines and patent medicines subject to station approval; no hard liquors. **E. T. library:** World. **News:** From parent papers. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6:30 P.M., 11 P.M., both 15 minutes, both Sunday only. (Note: Two 100-word announcements sold before and after each newscast; no commercials during the news.)



# MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

## Radio Homes by Counties

Alcona .....	1,050	Gratiot .....	7,150	Missoukee .....	1,490
Alger .....	1,680	Hillsdale .....	7,240	Monroe .....	11,970
Allegan .....	9,510	Houghton .....	10,740	Montcalm .....	7,000
Alpena .....	3,910	Huron .....	6,620	Montmorency .....	610
Antrim .....	2,350	Ingham .....	28,860	Muskegon .....	19,860
Arenac .....	1,690	Ionia .....	8,350	Newaygo .....	4,060
Baraga .....	1,810	Iosco .....	1,760	Oakland .....	49,310
Barry .....	5,520	Iron .....	4,100	Oceana .....	3,340
Bay .....	15,200	Isabella .....	4,620	Ogemaw .....	1,480
Benzie .....	1,660	Jackson .....	22,360	Ontonagon .....	2,200
Berrien .....	20,200	Kalamazoo .....	22,250	Osceola .....	2,980
Branch .....	6,370	Kalkaska .....	920	Oscoda .....	360
Calhoun .....	21,980	Kent .....	59,010	Otsego .....	1,160
Cass .....	5,400	Keweenaw .....	1,020	Ottawa .....	12,770
Charlevoix .....	2,760	Lake .....	1,020	Presque Isle .....	2,140
Cheboygan .....	2,560	Lapeer .....	5,920	Roscommon .....	540
Chippewa .....	5,140	Leelanau .....	1,740	Saginaw .....	27,570
Clare .....	1,680	Lenawee .....	12,720	St. Clair .....	16,290
Clinton .....	5,790	Livingston .....	4,710	St. Joseph .....	8,230
Crawford .....	730	Luce .....	1,040	Sanilac .....	6,360
Delta .....	6,740	Mackinac .....	1,880	Schoolcraft .....	1,760
Dickinson .....	6,210	Macomb .....	17,660	Shiawassee .....	9,600
Eaton .....	8,320	Manistee .....	4,140	Tuscola .....	7,330
Emmet .....	3,490	Marquette .....	9,280	Van Buren .....	8,640
Genesee .....	49,020	Mason .....	4,380	Washtenaw .....	17,130
Gladwin .....	1,570	Mecosta .....	3,800	Wayne .....	428,960
Gogebic .....	6,040	Menominee .....	4,970	Wexford .....	3,910
Grand Traverse .....	4,370	Midland .....	4,140		

## WELL, BATTLE CREEK

**Operator:** Enquirer News Co., 1 W. Michigan Ave. **Phones:** 5655; 7166. **Power:** 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** September, 1925. (Note: This station is newspaper owned by the Battle Creek Enquirer & News.)

**Owner:** A. L. Miller. **Station manager:** Dan E. Jayne. **Commercial manager:** Forrest Flagg Owen. **Chief engineer:** Raymond B. Roof. **Program director:** Alden Haight.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Studio, 30 persons. **Merchandising:** No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. **Foreign language program:** No rules; no call for such programs. **Artists bureau:** No regular setup; maintain file of available local talent. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station

approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. **E. T. Library:** None. **News:** AP.

## WBCM, BAY CITY

**Operator:** Bay Broadcasting Co., Inc., Hotel Wenonah. **Phone:** 4212-3. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

**General manager:** S. W. Edwards. **Musical director:** Lionel H. DeRemer. **Chief engineer:** Ralph H. Carpenter.

**Rep:** George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** German program current. **Base rate:** \$100.

**Copy restrictions:** Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. **E. T.**



## MICHIGAN STATIONS—Continued

**library:** NBC Thesaurus. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:15 P.M., every day.

### WHDF, CALUMET

**Operator:** Upper Michigan Broadcasting Co., Hotel Scott, Hancock, Mich. **Phone:** Hancock 1. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet News and Houghton Daily Mining Gazette.)

**Vice-president, station manager, publicity director:** John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

**Rep:** Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station co-operates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** Held by A. L. Burgan (56.6%), W. G. Rice (27.9%), George L. Burgan (10%), and J. W. Rice (5.5%). **Base rate:** \$60.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **News periods:** Noon (in Finnish), 1 P.M., 6 P.M. (duration not listed), all apparently daily.

### CKLW, DETROIT

**Operator:** Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155; (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

**General manager:** J. E. Campeau. **Office manager:** M. W. Kempthorne. **Station manager:** W. J. Carter. **Commercial manager:** L. J. DuMahaut. **Program director:** John Gordon. **Chief engineer:** W. J. Carter. **Production manager:** Gordon Castle. **Publicity director:** Val Clare.

**Rep:** Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise

represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station can supply talent, however. **Base rate:** \$320.

**Copy restrictions:** Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World. **News:** UP. **News periods:** Noon, 3 P.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Friday.

### WJBK, DETROIT

**Operator:** James F. Hopkins, Inc., 6559 Hamilton Ave. **Phone:** TR 2-2000. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** August, 1928.

**President, station manager:** James F. Hopkins. **Commercial manager:** Paul Y. Clark. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Fred Fenton. **Publicity director:** Charles Sterritt.

**Rep:** United Broadcasting Co. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. **News:** INS. **News periods:** 6:30-6:35 A.M., 8-8:05 A.M., 11-11:05 A.M., 11:45-noon, 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:05 P.M., 6-6:15 P.M., 8-8:05 P.M., 10:30-10:35 P.M., midnight-12:05 A.M., 1-1:05 A.M.

*Ask the Men* \*

*Men Who Sell*

# MICHIGAN RADIO NETWORK

WBCM-Bay City WELL-Battle Creek WJIM-Lansing WXYZ-(Key Station) Detroit  
WIBM-Jackson WFDF-Flint WKZO-Kalamazoo WOOD-WASH-Grand Rapids

AVAILABLE FOR NBC BLUE COMMERCIALS  
AS A UNIT

*The Best Radio*

# *Who Sell the to Listeners*

## **\* BROKERS-JOBBER-CASH AND CARRY DISTRIBUTORS**

Learn From Michigan Retailers  
That Radio Advertising on MRN  
Moves Goods Right From the  
Start. . .

Retailers Learn From CUSTOMERS  
That Radio Advertising Brings  
Them To *HIS* Door. . . .

**WHICH STATION BRINGS THEM?**  
The Favored Station of Course—  
The One That is Heard With EASE  
and CLARITY . . .

In Seven of Michigan's Eight Major  
Markets There is Only One Radio  
Station in the Town—A Potent  
Factor in Answering—"WHERE IS  
THE BIGGEST AUDIENCE?"

# *Buy of 1939*

## MICHIGAN STATIONS—Continued

### WJR, DETROIT

**Operator:** WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. **Phone:** Madison 4440. **Power:** 50,000 watts on 750 kc. **Affiliation:** CBS. **Opened:** 1922.

**President:** G. A. Richards\*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Sales manager:** Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** \$700.

**Copy restrictions:** Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. **E. T. library:** World; Davis & Schwegler; NAB. **News:** INS. **News periods:** 6:45 A.M., 8:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 3:45-4 P.M., Monday through Friday.

\* Also president of WGAR, Cleveland, O., and KMPC, Beverly Hills, Calif.

### WMBC, DETROIT

**Operator:** Michigan Broadcasting Co., 7310 Woodward Ave. **Phone:** Madison 9100. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1925.

**President:** E. J. Hunt. **General and commercial manager:** H. M. Steed. **Vice-president, treasurer:** E. A. Wooten. **Chief engineer:** E. H. Clark. **Musical director:** Al Gross.

**Rep:** None. **Seating facilities:** Studio A, 100 persons; studio B, 50. **Merchandising:** Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. **Foreign language programs:** Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakovich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. **Artists bureau:** None. **Stock:** Principal holders are E. J. Hunt and E. A. Wooten. **Base rate:** \$120.

**Copy restrictions:** Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. **E. T.**

**library:** Lang-Worth; Standard; Associated. **News:** Transradio. **News periods:** 11 A.M., 3 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

### WWJ, DETROIT

**Operator:** The Evening News Association, 626 Lafayette Blvd. **Phone:** Randolph 2000. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Basic Red. **Opened:** August 20, 1920\*. (Note: This station is owned by the Detroit News.)

**Manager:** W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** James Jewell. **Chief engineer:** Walter Hoffman. **Musical director:** Herbert Mertz.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** \$475.

\* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

IN THE FIRST FIVE  
MONTHS OF 1939

235 ADVERTISERS

have successfully  
sold everything from  
cigarettes to motor  
cars in this rich

4<sup>TH</sup> MARKET

thru CKLW

2<sup>ND</sup> IN POWER

in the DETROIT area

## MICHIGAN STATIONS—Continued

**Copy restrictions:** Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations. **E. T. library:** Davis & Schwieger. **News:** UP. **News periods:** 7:45-8 A.M., 12:30-12:45 P.M., daily except Sunday; 6:30-6:40 P.M., 11-11:10 P.M., daily except Saturday.

### WXYZ, DETROIT

**Operator:** King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network; Canadian Broadcasting Corp.; also originates some programs for Mutual and the Don Lee Broadcasting System. **Opened:** 1925.

**President:** George W. Trendle. **General manager, treasurer:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None in studios; broadcasts from theatres at regular admission prices. **Merchandising:** Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$375.

**Copy restrictions:** Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC. **E. T. library:** Standard; Associated. **News:** UP. **News periods:** 7:30-7:40 A.M. 8:10-8:15 A.M. noon-12:10 P.M., 5:30-5:45 P.M., all Monday through Saturday; 5:30-5:40 P.M., Sunday.

### WKAR, EAST LANSING

**Operator:** Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

**This station is non-commercial; college-owned.**

### WFDF, FLINT

**Operator:** Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

**Station manager:** Howard M. Loeb. **Commercial manager:** Frederick S. Loeb. **Program director:** Adrian R. Cooper. **Chief engineer:** Frank D. Fallain. **Musical director:** William Geyer. **Publicity director:** R. V. Osgood.

**Rep:** None. **Seating facilities:** 75 persons. **Merchandising:** Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act"; no competitive or "provocative" copy; no exaggeration or false testimonials. **E. T. library:** NBC Thesaurus. **News:** Transradio; also own local news. **News periods:** 7 A.M., 9 A.M., 11 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Monday through Saturday; 9 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Sunday.

### WOOD-WASH, GRAND RAPIDS

**Operator:** King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. **Phone:** 9-4211. **Power:** 500 watts on 1270 kc. **Affiliation:** NBC Optional Basic Service; Michigan Radio Network. **Opened:** WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

**President:** George W. Trendle. **General manager:** H. Allen Campbell. **Station manager:** Stanley W. Barnett. **Commercial manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Publicity director:** T. Wilcox Putnam.

**Rep:** Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.



## MICHIGAN STATIONS—Continued

**Copy restrictions:** Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12-12:15 P.M., 10:30-10:45 P.M., all Monday through Saturday. (Note: Also use some NBC news.)

### WJMS, IRONWOOD

**Operator:** WJMS, Inc., St. James Hotel Annex. **Phone:** 20. **Power:** 100 watts on 1420 kc. **Affiliation:** Arrowhead Network; Lake Superior Radio Group. **Opened:** Nov. 1, 1931.

**General manager:** N. C. Ruddell. **Program director:** Harry Wills. **Chief engineer:** R. L. Johnson.

**Rep:** Mitchell & Ruddell, Inc. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and the announcer meet with station approval. **Artists bureau:** None. **Stock:** 1,687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell as majority stockholders. **Base rate:** \$60.

**Copy restrictions:** Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8-8:05 A.M., 9:30-9:45 A.M., 11:30-11:35 A.M., 12:10-12:15 P.M. (in Finnish), 12:30-12:45 P.M., 3-3:05 P.M., 6-6:05 P.M., 6:15-6:30 P.M. (sports news), 7:15-7:30 P.M., all apparently daily.

### WIBM, JACKSON

**Operator:** WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

**President:** Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

**Rep:** None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% Eng-

lish-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

**Copy restrictions:** Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** NBC Thesaurus. **News:** From Michigan Radio Network and NBC; also AP and local. **News periods:** 8-8:05 A.M., 11:45-noon, 3:55-4 P.M., 7:15-7:30 P.M., all Monday through Friday.

### WKZO, KALAMAZOO

**Operator:** WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). **Affiliation:** Michigan Radio Network. **Opened:** 1930.

**President and general manager:** John E. Fetzer. **Program director:** Merlin Stonehouse. **Chief engineer:** Edwin Rector. **Publicity director:** "Patty" Criswell.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15 A.M., 8:15 A.M., 11:15 A.M., 5:15 P.M., 7:15 P.M., all 15 minutes, all daily.

### WJIM, LANSING

**Operator:** WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** Aug. 22, 1934.

**General manager:** Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Accept beer and wine subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of the FCC and Federal Trade Commission. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 6-6:10 P.M.,

## MICHIGAN STATIONS—Continued

and 10 minutes ahead of all set baseball games, all Monday through Saturday.

### WMPC, LAPEER

**Operator:** First Methodist Protestant Church of Lapeer. **Power:** 250 and 100 watts on 1200 kc (specified hours).

**This station is non-commercial; church-owned.**

### WBEO, MARQUETTE

**Operator:** Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 and 100 watts on 1310 kc (specified hours). **Affiliation:** None. **Base rate:** \$50.

No other information available after repeated requests.

### WKBZ, MUSKEGON

**Operator:** Ashbacker Radio Corp., Michigan Theatre Bldg. **Phone:** 22-651. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 3, 1926. (Note: This station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926).

**Vice-president, general manager:** Grant F. Ashbacker. **Commercial manager:** Philip E. Sanford. **Program and musical director, artists bureau head:** Roland Van Wyck. **Chief engineer:** George Krivitsky. **Publicity director:** Hilliard Gudelsky.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$75.

**Copy restrictions:** Beer advertising accepted. **News:** UP.

### WHLS, PORT HURON

**Operator:** Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Aug. 7, 1938.

**General and commercial manager:** Angus D. Pfaff. **Program director:** H. L. Stevens. **Chief engineer:** W. F. McDonnell. **Musical director:** L. Patterson. **Publicity director:** Fred Knorr.

**Rep:** None. **Seating facilities:** None. **Merchandising:** General merchandising cooperation available on a cost basis. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is a partnership between Harmon L. and Herman L. Stevens. **Base rate:** \$40.

**Copy restrictions:** Accept beer and light wine advertising; adhere to NAB Code of Ethics; copy and product must conform to Federal Trade Commission rules. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except a 15-minute period at 12 noon, all Monday through Saturday; 10 A.M., noon, 7:45 P.M., all 15 minutes, all Sunday.

### WEXL, ROYAL OAK

**Operator:** Royal Oak Broadcasting Co., 212 W. Sixth St. **Phone:** Royal Oak 0815; Elmhurst 6524 (in Detroit). **Power:** 50 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

**President:** George B. Hartrick. **Station and commercial manager:** Ellis C. Thompson. **Program and publicity director:** Kirk Knight. **Chief engineer:** Luther McFarland.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; three Polish programs currently running. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally. **E. T. library:** None. **News:** No service listed; apparently local news. **News periods:** 12:30 P.M., 5 P.M., 9:30 P.M., all 10 minutes, all daily except Sunday.

# MINNESOTA

(556,900 radio homes, or 85% ownership among the State's total of 652,000 families. Urban ownership is 309,300, or 93% of urban families; rural ownership is 247,600, or 77% of rural families.)

## Radio Homes by Counties

Aitkin .....	2,960	Isanti .....	2,360	Pipestone .....	2,520
Anoka .....	3,790	Itasca .....	5,340	Polk .....	6,850
Becker .....	4,260	Jackson .....	2,950	Pope .....	2,490
Beltrami .....	4,180	Kanabec .....	1,650	Ramsey .....	71,650
Benton .....	2,770	Kandiyohi .....	4,530	Red Lake .....	1,170
Big Stone .....	1,890	Kittson .....	1,770	Redwood .....	3,970
Blue Earth .....	7,540	Koochiching .....	2,990	Renville .....	4,470
Brown .....	5,030	Lac qui Parle .....	2,790	Rice .....	6,120
Carlton .....	4,310	Lake .....	1,720	Rock .....	2,190
Carver .....	3,400	Lake of the Woods .....	900	Roseau .....	2,300
Cass .....	3,070	Le Seuer .....	4,010	St. Louis .....	45,600
Chippewa .....	3,120	Lincoln .....	2,050	Scott .....	2,820
Chisago .....	2,810	Lyon .....	3,880	Sherburne .....	1,710
Clay .....	4,640	McLeod .....	4,290	Sibley .....	3,070
Clearwater .....	1,790	Mahnomen .....	1,060	Stearns .....	11,230
Cook .....	520	Marshall .....	3,070	Steele .....	3,940
Cottonwood .....	2,810	Martin .....	4,610	Stevens .....	1,860
Crow Wing .....	5,600	Meeker .....	3,550	Swift .....	2,740
Dakota .....	7,250	Mille Lacs .....	2,890	Todd .....	4,980
Dodge .....	2,500	Morrison .....	4,650	Traverse .....	1,530
Douglas .....	3,850	Mower .....	6,150	Wabasha .....	3,810
Faribault .....	4,460	Murray .....	2,450	Wadena .....	2,160
Fillmore .....	5,350	Nicollet .....	3,090	Waseca .....	3,030
Freeborn .....	6,010	Nobles .....	3,610	Washington .....	5,440
Goodhue .....	6,820	Norman .....	2,600	Watsonwan .....	2,660
Grant .....	1,800	Olmsted .....	7,360	Wilkin .....	1,800
Hennepin .....	128,770	Otter Tail .....	9,380	Wiona .....	8,390
Houston .....	2,830	Pennington .....	2,100	Wright .....	5,470
Hubbard .....	1,960	Pine .....	3,940	Yellow Medicine .....	3,100

## KATE, ALBERT LEA

**Operator:** Albert Lea Broadcasting Co.  
**Power:** 250 and 100 watts on 1420 kc.  
**Affiliation:** North Central Broadcasting System. **Opened:** 1937.

**Base rate:** \$84.

No further information available.

## KDAL, DULUTH

**Operator:** Red River Broadcasting Co., Inc., 218 Bradley Bldg. **Phone:** Melrose 2230. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Nov. 22, 1936.

**Station manager:** Dalton A. LeMasurier. **Commercial manager:** A. H. Flaten. **Program director:** Gilbert Fawcett. **Chief engineer:** R. A. Dettman. **Publicity director:** Sam L. Levitan.

**Rep:** None. **Seating facilities:** Studio, seating 75 persons. **Merchandising:** Supply surveys, market data, buyer contacts, and

merchandising plans. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$77.50.

**Copy restrictions:** Accept beer and wine only; any merchandise must be "absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof..." **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 10-10:10 A.M., 12:30-12:40 P.M., 2:45-2:55 P.M., 6:15-6:25 P.M., 10-10:10 P.M., all Monday through Saturday; 12:45-12:55 P.M., 10-10:10 P.M., Sunday only.

## WEBC, DULUTH

**Operator:** Head of the Lakes Broadcasting Co., WEBC Building. **Phone:** MEL 1537. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Supplementary Basic. **Opened:** June, 1924. (Note: This station is affiliated with the Superior, Wis., Tele-



## MINNESOTA STATIONS—Continued

gram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

**General manager:** W. C. Bridges. **Commercial manager:** T. W. Gavin. **Chief engineer:** C. Persons. **Publicity director:** Earl Almquist.

**Rep:** George P. Hollingbery Co. **Seating facilities:** About 100. **Merchandising:** Contact dealers and retailers, by mail or personal calls. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$148.50.

**Copy restrictions:** Beer and wine advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted. **E. T. library:** NBC Thesaurus. **News:** UP. **AP. News periods:** 6:40-6:45 A.M., 10:25-10:30 A.M., 11:15-11:20 A.M., 12:55-1 P.M., 3:05-3:15 P.M., 5-5:05 P.M., 10:15-10:30 P.M., all Monday through Friday; 6:40-6:45 A.M., 9-9:05 A.M., 10:30-10:35 A.M., 12:55-1 P.M., 10:30-10:45 P.M., Saturday only; 8-8:15 P.M., Sunday only.

### KGDE, FERGUS FALLS

**Operator:** Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

**Station manager:** C. L. Jaren. **Program director:** H. H. Warner. **Musical director:** A. Woodard. **Chief engineer:** John Hausler.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** 100. **Merchandising:** Window trims; dealer contacts. **Foreign language programs:** Accepted; must be accompanied by English copy for censorship by station. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$50.

**Copy restrictions:** Accept 3.2% beer only; no medicinal claims or values must be attached to copy claims. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** Every hour on the hour, 8 A.M. to 8 P.M. (duration per broadcast not listed), Monday through Saturday; also 7:30-7:45 A.M., 10:32-10:42 A.M. (following two minutes of grain market news), 12:30-12:35 P.M., 1:45-1:55 P.M., 3:45-4 P.M. (includes some sport news), 6:30-6:35 P.M., 8:45-8:55 P.M., all Monday through Saturday.

### WMFG, HIBBING

**Operator:** Head of the Lakes Broadcasting Co., Androy Hotel. **Phone:** 1150. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Tele-

gram; same ownership as WHLB, Virginia, and WEBC, Duluth).

**General manager:** W. C. Bridges. **Station manager:** H. S. Hyett. **Chief engineer:** C. B. Persons.

**Rep:** George P. Hollingbery Co. **News:** No service listed. **Seating facilities:** None. **Merchandising:** Suitable service rendered without cost. **Foreign language programs:** Accepted for daytime periods; none during evening. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes. **E. T. library:** None. **News:** From parent papers. **News periods:** 6:30-6:35 A.M., 12:45-12:50 P.M., 4-4:05 P.M., 10-10:15 P.M., all Monday through Saturday; 7:45-7:50 A.M., 10:45-10:50 A.M., 2:05-2:10 P.M., 5-5:05 P.M., all Monday through Friday.

### KYSM, MANKATO

**Operator:** F. B. Clements & Co., 101 N. Second St. **Phone:** 4673. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** NBC Red and Blue Basic Supplementary Service; Minnesota Radio Network. **Opened:** July 11, 1938. (Note: KYSM also maintains studios in New Ulm, St. Peter and St. James, Minn.)

**Owner:** F. B. Clements. **Station manager:** Ray E. Schwartz. **Commercial manager, publicity director:** Charles A. Kennedy. **Program director, artists bureau head:** Clinton Johnson. **Chief engineer:** H. D. Kimberly. **Musical director:** Mert Floe.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Pre-announcements, window cards, newspaper publicity and sampling rendered at no extra charge. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

**Copy restrictions:** Accept beer advertising after 6 P.M.; patent medicines, wine and other alcoholic beverages not accepted; copy is subject to NAB Code of Ethics. **E. T. library:** NBC Thesaurus; Associated; Standard. **News:** UP. **News periods:** 7 A.M., 12:15 P.M., 6:15 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

### KSTP, MINNEAPOLIS-ST. PAUL

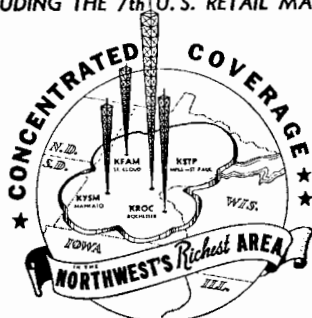
**Operator:** National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). **Phones:** Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis).

# NO ONE RADIO STATION COVERS THE ENTIRE STATE OF MINNESOTA

...but THE MINNESOTA NETWORK  
GIVES INDIVIDUALIZED INTENSE COVERAGE  
IN THE GREAT NORTHWEST...

INCLUDING THE 7th U.S. RETAIL MARKET

Direct your message  
to 4,108,220  
PERSONS in the  
NORTHWEST'S  
RICHEST AREA



COVERAGE—WHERE  
and HOW YOU  
WANT IT...to  
490,563 RADIO  
HOMES in the  
PRIMARY AREA

## MARKET ANALYSIS MINNESOTA NETWORK PRIMARY AREA ONLY

KEY STATION		TOTAL POPULATION	RADIO HOMES	RETAIL SALES	SPENDABLE INCOME
<b>KSTP</b>	TWIN CITIES P.A. - 40 Counties	1,619,118	338,413	\$792,166,000	\$919,664,000
<b>KROC</b>	ROCHESTER P.A. - 10 Counties	261,600	56,450	82,537,000	130,516,000
<b>KYSM</b>	MANKATO P.A. - 12 Counties	258,200	53,920	62,343,000	98,763,000
<b>KFAM</b>	SAINT CLOUD P.A. - 9 Counties	221,200	41,780	49,678,000	84,249,000
<b>Total</b>	IN PRIMARY AREA OF MINN. NETWORK	2,360,118	490,563	\$986,724,000	\$1,233,192,000

KSTP, 50,000\* watts basic Red NBC, feeds both Red and Blue NBC programs to four of the Northwest's richest communities. By direct wire from KSTP, your program becomes a local feature in these enterprising cities and joins with the great shows of the NBC Red and Blue Networks. The new Minnesota Network is the ONLY means of thoroughly localizing your message to these important markets . . . and that means more listeners and greater immediate returns per dollar.

**MORE LISTENERS! MORE SALES! LOWER COST!**

\* 50,000  
WATTS  
DAY and NIGHT

\* F.C.C. CP Granted

**KSTP**  
*Northwest's Leading Radio Station*

SAINT PAUL  
MINNEAPOLIS  
STANLEY E. HUBBARD  
Pres. & Gen. Mgr.

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS-ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles—Edward Petry & Co., Inc.

## MINNESOTA STATIONS—Continued

**Power:** 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; North Central Broadcasting System. **Opened:** April 1, 1928.

**President:** Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Violet Murphy. **Musical director:** Leonard Leigh. **Publicity director:** Joe Meyers.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** In Minneapolis, 150 persons; in St. Paul, 250. **Merchandising:** Market information and temporary headquarters for out-of-town executives and salesmen supplied free of charge; announcements, publicity, special surveys, posters, and distribution or sampling service rendered for a fee. **Foreign language programs:** No rules; station has never been approached on this matter. **Artists bureau:** Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regular talent is not under this bureau. **Base rate:** \$240 (½ hr.).

**Copy restrictions:** Accept wine, beer and hard liquors, but not before 10:30 P.M.; other restrictions—as to copy length, honesty, etc.—are "standard". **E. T. library:** World; NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 7:30 A.M., 10:15 P.M. (duration of neither listed), Monday through Saturday; 12:30 P.M. (duration not listed), Monday, Wednesday, Friday; 10:15 P.M. (duration not listed), Sunday only.

### WCCO, MINNEAPOLIS-ST. PAUL

**Operator:** Columbia Broadcasting System, Inc., 7th St. and 2nd Ave., So. **Phone:** Main 1202. **Power:** 50,000 watts on 810 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1924.

**General and station manager:** Earl H. Gammons. **Commercial manager:** Carl J. Burkland. **Program director:** Hayle C. Cavanor. **Chief engineer:** Hugh S. McCartney. **Artists bureau head:** Al Sheehan. **Publicity and sales promotion director:** Robert L. Hutton, Jr.

**Rep:** Radio Sales. **Seating facilities:** Six studios, seating from 50 to 100; auditorium, seating 450. **Merchandising:** Yes; maintains facilities. **Foreign language programs:** None accepted. **Artists bureau:** Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. **Stock:** Completely held by CBS. **Base rate:** \$475.

**Copy restrictions:** Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star. **News periods:** 7:15-7:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 2:50-2:55 P.M., 5:15-5:30 P.M. (latter Minneapolis Star news), Monday through Friday; 10:15-10:30 P.M., Sunday through Friday.

### WDGY, MINNEAPOLIS-ST. PAUL

**Operator:** Geo. W. Young, Hotel Nicolet. **Phones:** BR 7777; MI 6363. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual Broadcasting System. **Opened:** Dec. 23, 1923.

**Owner-manager:** Geo. W. Young.

**Rep:** William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Accepted if English translation is sent with copy for scrutiny. **Artists bureau:** None. **Base rate:** \$140.

**Copy restrictions:** All copy must be subject to NAB Code of Ethics; beer and wine accounts accepted, subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8:30-8:40 A.M., 10:30-10:40 A.M., 2:30-2:45 P.M., all Monday through Saturday; 12:10-12:15 P.M., 5:30-5:45 P.M., both Monday through Friday.

### WLB, MINNEAPOLIS-ST. PAUL

**Operator:** University of Minnesota. **Power:** 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

**This station is non-commercial; university owned.**

### WMIN, MINNEAPOLIS-ST. PAUL

**Operator:** WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. **Phone:** Nestor 6501. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 8, 1936.

**General, station and commercial manager:** Edward Hoffman. **Production and publicity manager:** Frank Devaney. **Chief engineer:** Mat Walz. **Musical director:** Lil Jones.

**Rep:** None. **Seating facilities:** Main studio accommodates 50 persons. **Merchandising:** Arrangement with Twin City daily and shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply free lance artists on call. **Base rate:** \$75.

**Copy restrictions:** Beer, wine and hard liquors taken after 9 P.M.; patent medicine copy must pass inspection of station attorney before acceptance. **E. T. library:** Standard; Associated; MacGregor; Lang-Worth. **News:** INS. **News periods:** Five minutes every hour on the hour, 6 A.M., to midnight, all daily; two 15-minute periods daily at noon and 9 P.M.

## MINNESOTA STATIONS—Continued

### WTCN, MINNEAPOLIS-ST. PAUL

**Operator:** Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. **Phones:** Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1928. (Note: This station is newspaper-owned by the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.)

**General manager:** Clarence T. Hagman. **Commercial manager:** Lee Whiting. **Production manager:** Robert De Haven. **Technical director:** John Sherman. **Musical director:** Frank Zdarsky.

**Rep:** Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Through St. Paul Dispatch-Pioneer Press, and Minneapolis Tribune; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc., at advertiser's expense. **Foreign language programs:** Accepted; none at present, however. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** No alcoholic beverage copy accepted; all copy subject to govern-

ment regulations. **E. T. library:** Associated; Radio Attractions. **News:** AP; INS. **News periods:** 7:30-7:45 A.M., 12:45-1 P.M., 5:25-5:30 P.M., 9:30-9:45 P.M., all Monday through Saturday; 9:30-9:45 P.M., Sunday; 6:15-6:30 P.M., (dramatized news), Monday through Friday.

### KVOX, MOORHEAD

**Operator:** KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 26, 1937.

**President:** R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhard Steenley, Jr. **Program director:** Arv Johnson. **Chief engineer:** Robert F. Schulz.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None listed. **Foreign language programs:** Swedish or Norwegian acceptable. **Artists bureau:** None. **Stock:** Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. **Base rate:** \$50.

**Copy restrictions:** Full compliance with Federal Trade Commission rules is necessary; no further restrictions listed. **E. T. library:** World. **News:** UP. **News periods:**

# WCCO IS RIDING HIGH!

— with 10 times as many votes as ALL others combined!

In a popularity survey of Twin City announcers, the boys from WCCO walked off with TEN times as many votes as ALL the other announcers combined! The Director of Music at a Minneapolis High School asked his 664 pupils, "Who is your favorite announcer?" 94% raised their hands for WCCO announcers. That was more than a pat on the back... it was a push into commanding lead! • It's just one of hundreds of items which prove WCCO is riding high in a billion dollar market—urban Twin Cities and the rich Northwest.

**WCCO** 50,000 WATTS • MINNEAPOLIS—ST. PAUL • CBS

## MINNESOTA STATIONS—Continued

Every hour on the hour, 6 A.M. to 6 P.M., each five minutes except at 8 A.M., noon, and 6 P.M., which are 15-minute periods, all Monday through Saturday.

### WCAL, NORTHFIELD

**Operator:** St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares  $\frac{1}{2}$  daytime with WLB). **Opened:** In 1918 as 9AMH; in 1920 at 9YAJ; in 1922 as WCAL. **This station is non-commercial.**

### KROC, ROCHESTER

**Operator:** Southern Minnesota Broadcasting Company, 100 First Ave. Bldg. **Phones:** 3924; 3925; 2727. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Minnesota Radio Network; NBC Basic Supplementary with Red or Blue. **Opened:** October 1, 1935.

**Station manager:** Gregory P. Gentling. **Commercial manager:** E. Anson Thomas. **Program director:** Dwight J. Merriam. **Studio director:** Gerald Wing. **Chief engineer:** Fred C. Clarke.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 250 persons. **Merchandising:** Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. **Foreign language programs:** Accept transcriptions only. **Artists bureau:** Yes; lists 50 artists and 6 orchestras. **Base rate:** \$85.

**Copy restrictions:** Accept beer; no wine, hard liquor or patent medicines; standard length of announcements is 125 words. **E. T. library:** Associated; World. **News:** UP. **News periods:** 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:45 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10:30 A.M., 6 P.M., 9 P.M., all 15 minutes, all Sunday.

### KFAM, ST. CLOUD

**Operator:** The Times Publishing Co., Weber Bldg. **Phone:** 3330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Supplementary; Minnesota Radio Network. **Opened:** June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal.)

**Station manager:** George B. Bairey. **Program director:** LaVell Waltman. **Chief engineer:** Robert Witschen.

**Rep:** None. **Seating facilities:** Use facilities of Central Junior High School for KFAM amateur hour; admission 10c and 25c. **Merchandising:** Place store displays and list program in parent newspaper at no additional cost; cards printed, mailed

and handled at cost; newspaper display ads placed at card rates. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Beer copy accepted (subject to Minnesota statutes); accept advertising from places where beer and liquor is sold, but brand names of liquor may not be mentioned; all copy must be truthful in every respect and comply with FCC and Federal Trade Commission regulations. **E. T. library:** Standard. **News:** AP. **News periods:** 7-7:05 A.M., 10:15-10:30 A.M., 12:30-12:35 P.M., 1:20-1:30 P.M., 4:25-4:30 P.M., 6-6:10 P.M., all apparently daily.

### WHLB, VIRGINIA

**Operator:** Head of the Lakes Broadcasting Co., Virginia, Minn. **Phone:** 2000. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

**Manager:** Walter C. Bridges. **Commercial manager:** Barney Irwin. **Program director, publicity:** Wayne C. Byers. **Chief engineer:** C. B. Persons.

**Rep:** None. **Seating facilities:** Visitors' lounge, about 100 persons. **Merchandising:** None. **Foreign language programs:** Daily except Sunday, 11 to 11:30 A.M. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. **E. T. library:** None. **News:** UP; AP. **News periods:** 7:35 A.M., 8:25 A.M. (from CBS), 10:25 A.M., 11:15 A.M., 12:55 P.M., 5 P.M. (from CBS), 10:15 P.M. (duration of newscasts not listed), all Monday through Saturday.

### KWNO, WINONA

**Operator:** Winona Radio Service, 216 Center St. **Phone:** 3314. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 16, 1938. (Note: The owners of KWNO are also owners of the Winona Republican-Herald.)

**President:** M. H. White. **Station and commercial manager:** L. L. McCurnin. **Program and publicity director:** L. A. Gifford. **Chief engineer:** Maurice Reutter. **Musical director:** Margaret Johnson.

**Rep:** None. **News:** AP.

No other information available.

# MISSISSIPPI

(207,000 radio homes, or 42% ownership among the State's total of 494,000 families. Urban ownership is 64,600, or 71% of urban families; rural ownership is 142,400, or 35% of rural families.)

## Radio Homes by Counties

Adams .....	3,580	Itawamba .....	1,380	Pike .....	3,770
Alcorn .....	2,660	Jackson .....	2,050	Pontotoc .....	1,780
Amite .....	1,540	Jasper .....	1,390	Prentiss .....	1,540
Attala .....	2,380	Jefferson .....	1,280	Quitman .....	2,200
Benton .....	750	Jefferson Davis .....	1,040	Rankin .....	1,740
Bolivar .....	7,250	Jones .....	5,040	Scott .....	1,770
Calhoun .....	1,490	Kemper .....	1,700	Sharkey .....	1,360
Carroll .....	1,530	Lafayette .....	1,910	Simpson .....	1,760
Chickasaw .....	1,810	Lamar .....	1,230	Smith .....	1,400
Choctaw .....	970	Lauderdale .....	7,840	Stone .....	530
Claiborne .....	1,180	Lawrence .....	980	Sunflower .....	6,040
Clarke .....	1,770	Leake .....	1,700	Tallahatchie .....	3,150
Clay .....	1,940	Lee .....	3,720	Tate .....	1,490
Coahoma .....	5,600	Lefflore .....	6,090	Tippah .....	1,470
Copiah .....	2,810	Lincoln .....	2,610	Tishomingo .....	1,370
Covington .....	1,160	Lowndes .....	3,800	Tunica .....	2,030
De Soto .....	2,120	Madison .....	3,380	Union .....	2,000
Forrest .....	4,650	Marion .....	1,920	Walthall .....	990
Franklin .....	1,130	Marshall .....	2,080	Warren .....	6,340
George .....	620	Monroe .....	3,680	Washington .....	7,070
Greene .....	980	Montgomery .....	1,510	Wayne .....	1,220
Grenada .....	1,840	Neshoba .....	2,260	Webster .....	990
Hancock .....	1,390	Newton .....	1,880	Wilkinson .....	1,250
Harrison .....	7,040	Noxubee .....	2,220	Winston .....	1,880
Hinds .....	12,510	Oktibbeha .....	1,830	Yalobusha .....	1,870
Holmes .....	3,710	Panola .....	2,550	Yazoo .....	2,610
Humphreys .....	2,520	Pearl River .....	2,100		
Issaquena .....	550	Perry .....	730		

## WGCM, GULFPORT

Operator: WGCM, Inc., Box 207. Phone: 1111. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: 1929.

Station and commercial manager: F. C. Ewing.

Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: No policy indicated. Artists bureau: Setup nominal only. Base rate: \$40.

Copy restrictions: None listed. News: Transradio.

## WGRM, GRENADA

Operator: P. K. Ewing, Grenada. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: 1938.

Base rate: \$50.

No other information available.

## WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc.,

109 Walnut St. Power: 250 and 100 watts on 1370 kc. Affiliation: None.

Base rate: \$25 (½ hr.).

No other information available.

## WJDX, JACKSON

Operator: Lamar Life Insurance Co., Hotel Heidelberg (studios), Lamar Life Bldg. (advertising department). Phones: 2-2641 (studios); 2-1183 (advertising). Power: 5,000 and 1,000 watts on 1270 kc. Affiliation: NBC Red Southcentral Group. Opened: Dec. 7, 1929.

Station manager: Wiley P. Harris. Commercial manager: C. A. Lacy. Program director: Maurice Thompson. Production and publicity director: Ralph Maddox. Chief engineer: Percy G. Root.

Rep: George P. Hollingbery Co. Seating facilities: Studio seats 100 persons; local hotel roof garden seats 300; local theatre seats 1,000. Merchandising: Program publicity rendered gratis by advance announcement, and through official publication; all other services rendered at actual cost. Foreign language programs: Accept-

## MISSISSIPPI STATIONS—Continued

ed; copy subject to station approval. **Artists bureau:** None. **Base rate:** \$140.

**Copy restrictions:** Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., 9:45 A.M., 12:15 P.M., 2:45 P.M., 5:15 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 1:15 P.M., 4:30 P.M., 10:15 P.M., 11 P.M., all 15 minutes, all Sunday.

### WSLI, JACKSON

**Operator:** Standard Life Insurance Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 23, 1938.

**Station manager:** L. M. Sepaugh. **Commercial manager:** F. E. Wilkerson, Jr. **Program director:** Vassar Dubard. **Chief engineer:** George McInnis. **Musical director:** Mrs. George Philp.

**Rep:** None. **Seating facilities:** Two studios atop Robert E. Lee Hotel, respectively seating 300 and 100 persons. **Merchandising:** Plan special events and publicity gratis; issue letters and circulars at cost. **Foreign language programs:** No need for same in this area. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer advertising accepted; no hard liquors; certain patent medicines restricted, according to the regulations of the State Board of Health. **E. T. library:** Standard. **News:** Transradio. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

### WAML, LAUREL

**Operator:** New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

**President:** D. A. Matison. **Station manager:** R. V. De Gruy. **Commercial manager:** Hugh M. Smith. **Program director:**

Paul Wilson. **Chief engineer:** A. A. Touchstone.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No call for these; foreign population too low. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company." **E. T. library:** World. **News:** UP. **News periods:** 7:15 A.M., 9:15 A.M., 12:10 P.M., 3:30 P.M., 6:45 P.M. (duration of newscasts not listed), all Monday through Saturday; 1:30 P.M., 5:45 P.M. (duration of neither listed), Sunday only.

### WCOC, MERIDIAN

**Operator:** Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS.

**Manager:** D. W. Gavin.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** Will handle any merchandising or special exploitation required by sponsor. **Foreign language programs:** No policy indicated. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$76.50.

**Copy restrictions:** Beer accepted; no other alcoholic beverages. **News:** UP.

### WSKB, McCOMB

**Operator:** McComb Broadcasting Corp. **Power:** 100 watts on 1200 kc (daytime).

**At press time this station had a construction permit only.**

### WQBC, VICKSBURG

**Operator:** Delta Broadcasting Co., Inc. **Power:** 1,000 watts on 1360 kc (daytime). **Affiliation:** None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post).

**Base rate:** \$60.

No other data available.

# MISSOURI

(822,800 radio homes, or 77% ownership among the State's total of 1,072,000 families. Urban ownership is 525,600, or 94% of urban families; rural ownership is 297,200, or 58% of rural families.)

## Radio Homes by Counties

Adair .....	4,290	Grundy .....	3,630	Perry .....	2,130
Andrew .....	2,420	Harrison .....	3,110	Pettis .....	8,140
Atchison .....	2,280	Henry .....	4,840	Phelps .....	2,800
Audrain .....	4,910	Hickory .....	1,060	Pike .....	3,970
Barry .....	3,910	Holt .....	2,350	Platte .....	2,540
Barton .....	2,700	Howard .....	2,750	Polk .....	3,010
Bates .....	4,270	Howell .....	3,400	Pulaski .....	1,770
Benton .....	1,970	Iron .....	1,570	Putnam .....	1,970
Bollinger .....	1,690	Jackson .....	131,600	Ralls .....	1,910
Boone .....	7,340	Jasper .....	18,860	Randolph .....	6,580
Buchanan .....	25,550	Jefferson .....	5,630	Ray .....	3,950
Butler .....	4,330	Johnson .....	4,550	Reynolds .....	1,230
Caldwell .....	2,480	Knox .....	1,800	Ripley .....	1,620
Callaway .....	3,370	Laclede .....	2,800	St. Charles .....	4,970
Camden .....	1,360	Lafayette .....	5,890	St. Clair .....	2,300
Cape Girardeau .....	6,750	Lawrence .....	4,480	St. Francois .....	6,720
Carroll .....	3,930	Lewis .....	2,500	St. Louis .....	49,150
Carter .....	820	Lincoln .....	2,610	St. Louis City .....	230,130
Cass .....	4,110	Linn .....	5,250	Ste Genevieve .....	1,720
Cedar .....	1,990	Livingston .....	3,840	Saline .....	6,300
Chariton .....	3,360	McDonald .....	2,210	Schuyler .....	1,350
Christian .....	2,050	Macon .....	4,700	Scotland .....	1,670
Clark .....	2,000	Madison .....	1,660	Scott .....	4,500
Clay .....	6,330	Maries .....	1,150	Shannon .....	1,570
Clinton .....	2,970	Marion .....	8,280	Shelby .....	2,380
Cole .....	6,060	Mercer .....	1,600	Stoddard .....	4,140
Cooper .....	3,850	Miller .....	2,900	Stone .....	1,700
Crawford .....	1,750	Mississippi .....	2,570	Sullivan .....	2,600
Dade .....	2,030	Moniteau .....	2,220	Taney .....	1,450
Dallas .....	1,540	Monroe .....	2,620	Texas .....	2,740
Daviess .....	2,650	Montgomery .....	2,500	Vernon .....	4,920
De Kalb .....	1,900	Morgan .....	1,790	Warren .....	1,380
Dent .....	1,680	New Madrid .....	4,400	Washington .....	2,310
Douglas .....	1,860	Newton .....	4,950	Wayne .....	1,790
Dunklin .....	5,470	Nodaway .....	5,170	Webster .....	2,500
Franklin .....	5,820	Oregon .....	1,800	Worth .....	1,160
Gasconade .....	2,210	Osage .....	1,770	Wright .....	2,590
Gentry .....	2,740	Ozark .....	1,230		
Greene .....	20,610	Pemiscot .....	5,750		

## KFVS, CAPE GIRARDEAU

**Operator:** Oscar C. Hirsch, KFVS Radio Home, 324 Broadway. **Phone:** 2104. **Power:** 250 and 100 watts on 1210 kc (divides time with WEBQ). **Affiliation:** None. **Opened:** May, 1925.

**Owner, station and commercial manager, publicity director:** Oscar C. Hirsch. **Program and musical director:** Virginia Bahn. **Chief engineer:** Ralph L. Hirsch.

**Rep:** None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will cooperate with advertiser on

request; all services bear a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Commercial copy limited to 20% of program time; all copy must conform to station standards, government regulations, and NAB Code of Ethics. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 4:30-4:35 P.M., 5:30-5:35 P.M., 6:30-6:35 P.M., 7:15-7:30 P.M., all Monday through Saturday; 9:30-9:35 P.M., 10:30-10:35 P.M., Tuesday, Thursday, Saturday.



## MISSOURI STATIONS—Continued

### KFUO, CLAYTON

**Operator:** Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 and 500 watts on 550 kc (shares time with KSD). **Opened:** Dec. 14, 1924.

**This station is non-commercial; church-owned.**

### KFRU, COLUMBIA

**Operator:** KFRU, Inc., 9th and Elm Sts. **Phone:** 4141. **Power:** 1,000 and 500 watts on 630 kc (shares night time with WGBF). **Affiliation:** None. **Opened:** March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)

**President:** Elzey Roberts. **Station manager:** C. L. Thomas. **Commercial manager:** Walter Weiler. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Foster Brown. **Publicity director:** Bruce Barrington.

**Rep:** Weed & Co. **Seating facilities:** None. **Merchandising:** Services rendered at cost; equipped to do complete work. **Foreign language programs:** None running currently; no ruling against these broadcasts, however. **Artists bureau:** Yes, lists about 10 announcers, singers, orchestras. **Base rate:** \$100.

**Copy restrictions:** No hard liquor accepted; some patent medicines taken; copy must conform to rules of "good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:10 A.M., noon-12:15 P.M., 3-3:10 P.M., 7-7:15 P.M., all daily.

### KWOS, JEFFERSON CITY

**Operator:** Tribune Printing Company, Adams and Capitol Avenues. **Phone:** 4000. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January 30, 1937. (Note: This station is newspaper-owned by the Tribune Printing Co.)

**President:** R. C. Goshorn. **Business manager:** R. L. Rose. **Program director:** John J. Corrigan.

**Rep:** Sears & Ayer. **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through News and Tribune, including daily program listings, display advertisements and Sunday radio column. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer advertising accepted; all copy must conform to station standards and FCC rules and regulations. **E. T. library:** World; Standard. **News:** UP. **News periods:** 7:30-7:40 A.M., 10-10:10 A.M., noon-12:10 P.M., 1:30-1:40 P.M., 6-6:10 P.M., all daily except Sunday.

### WMBH, JOPLIN

**Operator:** Joplin Broadcasting Co., Keystone Hotel. **Phone:** 330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1926. (Note: Part of WMBH's stock is owned by Joplin Globe Publishing Co.)

**President, station manager:** D. J. Poynor. **Assistant manager:** E. Smart. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **Publicity director:** Tom Aden.

**Rep:** Sears & Ayer. **Seating facilities:** Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. **Merchandising:** Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. **Base rate:** \$60.

**Copy restrictions:** Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising." **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9:30 A.M., 10:50 A.M., noon, 1:50 P.M., 3:30 P.M., 5:30 P.M., 8 P.M., 10:20 P.M., all 15 minutes, all Monday through Saturday; 8 A.M., 10:30 A.M., 3:30 P.M., 6:15 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

### KCMO, KANSAS CITY

**Operator:** KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1925.

**President:** T. L. Evans. **General manager:** Larry Sherwood. **Commercial manager:** Hal Makelim. **Production director:** Robert Grey. **Chief engineer:** L. C. Sigmon. **Musical director:** Bert Buhrman. **Continuity editor:** Betty Jo Le Vec. **Special events and public features director:** Jimmie Coy.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Hard liquor advertisements not accepted. **E. T. library:** NBC



# THE ONLY STATION IN KANSAS CITY

... that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and **buy** and **BUY** in our P. D. A. Some of the radio services which **only** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



## KMBC is the ONLY Kansas City station

...with an exclusive full-time sports commentator, Walt Lochman, broadcasting all games of the Kansas City Blues play-by-play on KMBC this season.

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...with a full-time news editor who has metropolitan newspaper experience,



Erle Smith—veteran of a dozen successful sponsorships!

...to develop locally personalities and programs that have become famous nationally. Left is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills on NBC—Red under direction of KMBC's Fran Heyser, only Kansas City director producing national shows exclusively! Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, PHENOMENON.



**KMBC is the ONLY Kansas City station** originating regular coast-coast network programs. Since KMBC joined CBS in 1927, more than 3000 programs have been originated to the Columbia network. The Texas Rangers are the only Kansas City radio artists who have been commissioned by a state governor—former Governor James V. Allred of Tex. Saturday afternoons at 2:30 Eastern Daylight Saving Time.



**KMBC is the ONLY Kansas City station** which dramatizes its talent to the audience in a big variety show—is, in fact, the **only** station with the talent to produce such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audience week after week.



**KMBC is the ONLY Kansas City station** which maintains a consistent policy of covering completely public events of special public interest, and KMBC is the **only** station with a short wave car to broadcast news where it happens, when it happens. Above, Neal Keairs first public remarks of Acting City Manager and Acting Police Director in city clean up.

# KMBC

OF KANSAS CITY

The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives

National Program Sales:

Columbia Artists Bureau, 485 Madison Ave., New York

Geo. E. Halley, 400 Deming Place, Chicago

## MISSOURI STATIONS—Continued

Thesaurus; Davis & Schwegler. **News:** UP. **News periods:** Every hour on the hour Monday through Saturday, 7 A.M. to 9 P.M., all five-minute periods, except 15-minute periods at 7 A.M., noon and 6 P.M.; noon-12:15 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Sunday only.

### KITE, KANSAS CITY

**Operator:** First National Television, Inc., Fidelity Bldg. **Phone:** Harrison 5818. **Power:** 1,000 watts on 1530 kc. **Affiliation:** None. **Opened:** Dec. 31, 1934.

**President:** Richard K. Phelps. **Vice-president:** D. E. (Plug) Kendrick. **General manager:** L. I. (Jake) Jaquier. **Production manager:** John Hay (Jack) Stilwell. **Chief engineer:** Wayne Hatchett.

**Rep:** William G. Rambeau Co. **Seating facilities:** None. **Merchandising:** Distribute advertising matter; supply data on coverage and market, and plans for merchandising. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Accept beer, but no wines or liquor; patent medicines must conform with Federal Trade Commission and other Federal regulations; all copy must be approved by station management. **E. T. library:** MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 6:55 A.M., 7:55 A.M., 9:55 A.M., 10:55 A.M., 11:55 A.M., 12:50 P.M., 1:55 P.M., 2:55 P.M., 3:55 P.M., all five minutes, plus one 15-minute period at 6:45 P.M. and one 10-minute period at 11:50 P.M., plus flashes every half-hour, all Monday through Saturday; 10:45 A.M., 1:30 P.M., 9:45 P.M., 11:45 P.M., all 15 minutes, all Sunday only.

### KMBC, KANSAS CITY

**Operator:** Midland Broadcasting Co., Pickwick Hotel. **Phone:** Harrison 2650. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** CBS. **Opened:** 1921.

**President, general manager:** Arthur Burdette Church. **Vice-president:** Karl Koerper. **National program sales:** Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). **Program director:** Stuart Eggleston. **Chief engineer:** Ray Moler. **Studio director:** Kenneth Krah. **Musical director:** P. Hans Flath. **Research director:** Mark N. Smith. **Artist bureau head:** James W. McConnell. **Publicity director:** Milton F. Allison. **News editor:** Erle H. Smith.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Mail letters to jobbers and brokers; letters

and cards sent to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; issue program schedules; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; merchandising help, in general, is commensurate with money spent on station; publicity department sends listings to seven daily papers; publicity releases sent same dailies and several hundred weekly newspapers; publicity department gives courtesy program plugs to sponsored programs in two five-minute programs daily, "Program Notes" and "Program Highlights," following mid-morning and mid-afternoon newscasts; unsold station breaks also used for same purpose. **Foreign language programs:** No rules; percentage of foreign population very small. **Artist bureau:** Yes. **Base rate:** \$100 (¼ hr.)

**Copy restrictions:** No beer, wines or liquors of any kind accepted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act. **E. T. library:** World; NAB; Lang-Worth. **News:** Transradio (Kansas City bureau housed at KMBC). **News periods:** 5:45-5:55 A.M., 7:15-7:25 A.M., 9:30-9:35 A.M., noon-12:05 A.M., 2:50-2:55 P.M., 6-6:15 P.M., (5:45-6 P.M. DST), 9:30-9:45 P.M., all Monday through Saturday; midnight-12:05 A.M., every day.

### WDAF, KANSAS CITY

**Operator:** Kansas City Star Company, 1729 Grand Avenue. **Phone:** Harrison 1200. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** NBC Basic Red. **Opened:** June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

**General and station manager:** H. Dean Fitzer. **Assistant station manager, publicity director:** V. S. Batton. **Sales director:** R. Gardner Reames. **Program and musical director:** Harry J. Kaufmann. **Chief engineer:** Joseph A. Flaherty.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** Rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$360.

**Copy restrictions:** No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast. **E. T. library:** Standard; Lang-Worth. **News:** AP from Kansas City Star. **News periods:** 6:55-7 A.M., 10:50-10:55 A.M., 9:30-9:45 P.M., Monday through Saturday; 9-9:05 A.M., 9-9:15 P.M., both Sunday only. (Note: News is not available for sponsorship).



one of the  
**MANY**  
good stations  
in Kansas City!



**WHIB**

1,000 WATTS • DAWN TO DUSK



DON DAVIS, PRESIDENT

JOHN T. SCHILLING, GENERAL MANAGER



MUTUAL BROADCASTING SYSTEM

## MISSOURI STATIONS—Continued

### WHB, KANSAS CITY

**Operator:** WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. **Phone:** Harrison 1161. **Power:** 1,000 watts on 860 kc (to sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** April 15, 1922.

**President, commercial manager:** Donald Dwight Davis. **Station manager:** John T. Schilling. **Program director:** Dick Smith. **Program coordinator:** Nelson Rupard. **Chief engineer:** Henry Goldenberg. **Artists bureau head:** Charles Lee Adams. **Musical director:** Andy Anderson. **Client service manager, publicity director:** M. H. Straight. **Merchandising director:** Frank Barhydt. **Chief of news bureau:** Bob Caldwell.

**Rep:** None. **Seating facilities:** Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. **Merchandising:** For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values: supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$120 (up to 6 P.M.; \$240 thereafter).

**Copy restrictions:** Some patent medicines accepted; no beer, wine, or hard liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour. **E. T. library:** Associated. **News:** INS. **News periods:** 6:15 A.M., 7:15 A.M., 8:45 A.M.,

10:45 A.M., noon, 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all 10 minutes, all daily except Sunday.

### KWOC, POPLAR BLUFF

**Operator:** Don M. Lidenton, Bank of Poplar Bluff Bldg. **Power:** 100 watts on 1310 kc (to local sunset). **Affiliation:** None. **Opened:** May 21, 1938.

**Station manager:** Bill Bates. **Commercial manager:** Cliff Atkinson. **Program director:** Lee Jones. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest. **Publicity director:** Bill Tedrick.

**Rep:** None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Will print and distribute window cards, etc., on order at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** No beer, wine, or alcoholic beverage copy of any kind accepted; "some" patent medicines accepted. **E. T. library:** NBC Thesaurus; MacGregor. **News:** AP. **News periods:** 7:30-7:40 A.M., 10-10:05 A.M., 1-1:05 P.M., 3-3:05 P.M., 4:30-4:40 P.M., all Monday through Saturday.

### KFEQ, ST. JOSEPH

**Operator:** KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone:** 6-1314. **Power:** 2,500 and 500 watts on 680 kc (operates from 6 A.M. to Pacific Coast sunset). **Affiliation:** None. **Opened:** 1924.

**President, station manager:** B. Pitts. **Promotion manager:** J. Ted Branson. **National advertising manager:** Glenn Griswold. **Program director:** Harry H. Packard. **Chief engineer:** Wesley Koch. **Musical director:** Lawrence Parker.

**Rep:** Kelly-Smith Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** No set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. **Foreign language programs:** No rules; foreign-born population too small for such fare. **Artists bureau:** None. **Base rate:** \$78.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 7 A.M., 7:30 A.M., 8:55 A.M., 9:45 A.M., 12:35 P.M., 3:30 P.M., 5 P.M., 5:50 P.M., 6:50 P.M., 8:05 P.M., all 10 minutes, all Monday through Saturday; 8:30 A.M., 2 P.M., 4:50 P.M., 6:35 P.M., 7:50 P.M., all 10 minutes, all Sunday only.

## MISSOURI STATIONS—Continued

### KMOX, ST. LOUIS

**Operator:** Columbia Broadcasting System, Inc., Mart Bldg. **Phone:** Central 8240. **Power:** 50,000 watts on 1090 kc. **Affiliation:** CBS. **Opened:** Dec. 25, 1925.

**General and station manager:** Merle S. Jones. **Commercial manager:** Kenneth W. Church. **Program director:** C. G. Renier. **Chief engineer:** Graham L. Tevis. **Musical director:** Ben Feld. **Promotion director:** J. Soulard Johnson.

**Rep:** Radio Sales. **Seating facilities:** Columbia Playhouse seats 400. **Merchandising:** Advertiser-dealer-consumer merchandising plan available, including newspaper and magazine service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$500.

**Copy restrictions:** CBS program policies. **E. T. library:** Associated. **News:** UP-Day; UP-Night; UP-Radio; Transradio. **News periods:** 5:30-5:35 A.M., 5:45-5:55 A.M. (farm news), 6:55-7 A.M., 1:30-1:45 P.M., (women's news), 5:15-5:30 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9-9:15 A.M., Monday, Wednesday, Friday;

10-10:15 A.M., Tuesday, Thursday, Saturday; 11:45-midnight, Sunday through Friday; 10:30 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

### KSD, ST. LOUIS

**Operator:** Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. **Phone:** Main 1111. **Power:** 5,000 and 1,000 watts on 550 kc (divides time with KFZO, Clayton, a non-commercial station). **Affiliation:** NBC Basic Red. **Opened:** March 9, 1922. (Note: This station is newspaper-operated by the St. Louis Post-Dispatch).

**General manager, station manager:** George M. Burbach. **Commercial manager:** Edward W. Hamlin. **Program director, publicity director:** Frank Eschen. **Chief engineer:** Robert L. Coe. **Musical director:** Russell David.

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Accounts rendered every service through the merchandising and marketing research departments of the St. Louis

# K M O X

*(One of 7 St. Louis stations)*  
consistently carries more local  
and national spot business  
than all the other St. Louis  
network stations combined.

RENEWAL RATIO 85%

**KMOX • 50,000 WATTS • ST. LOUIS • A CBS STATION**

## MISSOURI STATIONS—Continued

Post-Dispatch. **Foreign language programs:** Both programs and announcements accepted. **Artists bureau:** None. **Base rate:** \$333.

**Copy restrictions:** Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted. **News:** AP.

### KWK. ST. LOUIS

**Operator:** Thomas Patrick, Inc., Hotel Chase. **Phone:** Rosedale 3210. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Basic Blue; Mutual. **Opened:** March 17, 1927.

**President and general manager:** Robert T. Convey. **General sales manager:** V. E. Carmichael. **National sales manager:** Robert M. Sampson. **Station director:** Ray Dady. **Program director:** John W. Tinnea. **Production manager:** Dan Seyforth. **Musical director:** Rolla Coughlin. **Chief engineer:** James P. Burke. **Continuity chief:** Claire M. Harrison. **Public relations:** Gene Kemper.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. **Merchandising:** No special service; station has tie-up with St. Louis Globe-Democrat (daily), in which clients' programs are publicized. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$350.

**Copy restrictions:** Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws. **E. T. library:** World. **News:** UP. **News periods:** 7:45-7:50 A.M., 10:45-10:55 A.M., 1:30-1:40 P.M., 6:40-6:45 P.M., all Monday through Friday; 8:45-9 A.M. (news comment), 10:30-10:40 P.M., Monday through Friday; 5-5:10 P.M., 6:25-6:30 P.M., Sunday only.

### KXOK. ST. LOUIS

**Operator:** Star Times Publishing Co., Star Times Bldg. **Power:** 1,000 watts on 1250 kc. **Affiliation:** None. (Note: This station is owned by the St. Louis Star Times as is KFRU, Columbia, Mo.).

**Station head:** Elzey Roberts. **General manager:** Ray V. Hamilton. **Commercial manager:** Clarence Cosby.

**Rep:** Weed & Co. **Seating facilities:** Observation room seats 25. **Merchandising:** Complete facilities of the Star Times merchandising department available without extra charge; staff of five special checkers contacts grocery, drug, and similar trades;

window stickers; stories and displays in the newspaper, etc. **Foreign language programs:** Accepted at certain hours. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Accept beer; no wine or hard liquor. **E. T. library:** Associated; Standard. **News:** UP; INS. **News periods:** 8:15-8:30 A.M., 10:15-10:20 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 7:15-7:30 P.M., 8:45-9 P.M., 11-11:15 P.M., all Monday through Saturday; 9 A.M., 2:15 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Sunday.

### WEW. ST. LOUIS

**Operator:** St. Louis University, 3642 Lindell Blvd. **Phone:** Franklin 5665. **Power:** 1,000 watts on 760 kc (daytime). **Affiliation:** None. **Opened:** April 26, 1921.

**Faculty director:** Father W. A. Burk, S.J. **Station manager:** A. S. Foster. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** L. B. Hagerman.

**Rep:** Wythe Walker. **Seating facilities:** Studio auditorium, 1,200. **Merchandising:** Capable of rendering such service at special rates. **Foreign language programs:** No rules; "Germania Broadcast" now running half-hour week days and full hour Sundays; Italian, Greek and Hungarian programs also current. **Artists bureau:** No regular setup, but can supply talent. **Base rate:** \$70.40.

**Copy restrictions:** No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length." **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **News periods:** 7:30 A.M., noon, 5:15 P.M., all 15 minutes, all Monday through Saturday.

### WIL. ST. LOUIS

**Operator:** Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 9, 1922.

**President, general manager:** Lester A. Benson. **Vice-president in charge of sales:** Clarence W. Benson. **Commercial and business manager:** Edgar P. Shutz. **Program director:** Neil Norman. **Chief engineer:** Chal Stoup. **Musical director:** Allister Wylie. **Public relations:** Bill Durney. **Publicity director:** Bart Slattery. **Continuity editor:** David Pasternak.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Melbourne auditorium, 300 persons. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Commercials limited to 400 words per quarter hour; announce-

## MISSOURI STATIONS—Continued

ments may not exceed 100 words; beer accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by the management. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 10:45-10:55 A.M., 12:45-12:55 P.M., 5:05-5:15 P.M., 10-10:10 P.M., Monday through Saturday; 10:45-10:55 A.M., 7:15-7:30 P.M., 10-10:15 P.M., Sunday.

### WTMV, EAST ST. LOUIS (ILL.)

**Operator:** Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. **Phones:** Bridge 3424; East 4390. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 19, 1935.

**President:** Lester E. Cox. **Station manager:** William H. West. **Program director, artists bureau head, musical director:** Paul Godt. **Chief engineer:** Thomas R. McLean.

**Rep:** None. **Seating facilities:** Broadview Hotel Ballroom, 1,000. **Merchandising:** Send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, store display layouts, etc. **Foreign language programs:** Any type accepted; Polish, German, Hungarian, current. **Artists bureau:** Yes, has about 75 artists. **Base rate:** \$100.

**Copy restrictions:** Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines accepted if approved by Better Business Bureau; wines and liquors accepted only after 9 P.M. **E. T. library:** NBC Thesaurus; Associated. **News:** INS; local. **News periods:** Five minutes every hour on the hour, 6 A.M. to midnight, except a 15-minute summary at 6 P.M., all seven days per week.

### KDRO, SEDALIA

**Operator:** Albert S. and Robert A. Drohlich doing business as Drohlich Bros. **Power:** 250 and 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

### KGBX, SPRINGFIELD

**Operator:** Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1360. **Power:** 500 watts on 1230 kc. **Affiliation:** NBC Southwestern Optional Group. **Opened:** 1924 in St. Joseph, Mo.; present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station and KWTO of the same city, are

## Commercial....

**Only 22 Months, but LOOK!**

Money has been made for both the station and our sponsors . . . from the start.

WEW's original client doubled his outlay with his first yearly renewal.

Several programs NOW available to help **YOU CRACK AND HOLD THIS GREAT** St. Louis market.

WEW—St. Louis University Management—A. S. FOSTER

**WEW**  
760 Kc.—1000 Watts, Daytime  
**ST. LOUIS**



## MISSOURI STATIONS—Continued

affiliated with the Springfield Newspapers, Inc., through cross ownership.)

**President:** Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** Terry Moss. **Chief engineer:** Fritz Bauer. **Artists bureau head:** George Earle Wilson. **Promotion and merchandising director:** Carl Ward.

**Rep:** Howard H. Wilson Co. **Seating facilities:** About 100. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$150.

**Copy restrictions:** Allow only beer; no other set copy rules. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 9 A.M., 12:30 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 P.M., Sunday only. (Also NBC press news weekdays 8-8:05 A.M. and 5:25-5:30 P.M.; Sundays, 10-10:05 A.M.)

### KWTO, SPRINGFIELD

**Operator:** The Ozarks Broadcasting Co., 508 St. Louis St. **Phone:** 1360. **Power:** 5,000 watts on 560 kc (to local sunset).

**Affiliation:** None. **Opened:** Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

**President, station manager:** Ralph D. Foster. **Business manager:** C. Art Johnson. **National accounts manager:** John Pearson. **Program director, artists bureau head:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Musical director:** Jim Simmons. **Promotion and merchandising director:** Carl Ward.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$100.

**Copy restrictions:** Beer accepted but no other alcoholic beverages; scripts required in advance on all health products. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 5:30 A.M., 7:30 A.M., 12:30 P.M., 4 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 A.M., 1:15-1:30 P.M., Sunday only; five-minute daily flashes at 8:40 A.M. and 9:45 A.M.

## MONTANA

(114,600 radio homes, or 81% ownership among the State's total of 142,000 families. Urban ownership is 44,400, or 91% of urban families; rural ownership is 70,200, or 75% of rural families.)

### Radio Homes by Counties

Beaverhead .....	1,340	Hill .....	2,880	Ravalli .....	2,170
Big Horn .....	1,580	Jefferson .....	860	Richland .....	1,720
Blaine .....	1,720	Judith Basin .....	990	Roosevelt .....	2,010
Broadwater .....	600	Lake .....	1,940	Rosebud .....	1,420
Carbon .....	2,510	Lewis and Clark .....	4,440	Sanders .....	1,330
Carter .....	800	Liberty .....	490	Sheridan .....	1,740
Cascade .....	9,340	Lincoln .....	1,510	Silver Bow .....	13,170
Chouteau .....	1,820	McCone .....	910	Stillwater .....	1,200
Custer .....	2,490	Madison .....	1,280	Sweet Grass .....	780
Daniels .....	1,040	Meagher .....	530	Teton .....	1,240
Dawson .....	1,930	Mineral .....	410	Toole .....	1,490
Deer Lodge .....	3,420	Missoula .....	5,030	Treasure .....	310
Fallon .....	830	Musselshell .....	1,510	Valley .....	2,160
Fergus .....	3,550	Park .....	2,520	Wheatland .....	780
Flathead .....	4,300	Petroleum .....	440	Wibaux .....	520
Gallatin .....	3,580	Phillips .....	1,700	Yellowstone .....	6,900
Garfield .....	940	Pondera .....	1,370	Yellowstone	
Glacier .....	1,100	Powder River .....	770	National Park ....	10
Golden Valley .....	440	Powell .....	1,330		
Granite .....	750	Prairie .....	660		

## MONTANA STATIONS—Continued

### KGHL, BILLINGS

**Operator:** Northwestern Auto Supply Co., Inc., 5th & Broadway. **Phone:** 3121. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC North Mountain Group. **Opened:** June 8, 1928.

**President, general manager:** C. O. Campbell. **Station and commercial manager:** Ed Yocum. **Program director:** Virginia Braunberger. **Musical director:** Marion Wold. **Chief engineer:** Jeff Kiichli. **Publicity director:** Lear Mucoy.

**Rep:** The Katz Agency. **Seating facilities:** None. **Merchandising:** Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** All time is subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change. **E. T. library:** NBC Thesaurus; Standard; Transco; Twentieth Century. **News:** UP. **News periods:** 7:30 A.M., 12:30 P.M., both 15 minutes, both Monday through Saturday; 4:15 P.M., 6:45-7 P.M., 9:15-9:30 P.M., every day.

### KRBM, BOZEMAN

**Operator:** KRBM Broadcasters. **Power:** 250 and 100 watts on 1420 kc.

**At press time this station had a construction permit only.**

### KGIR, BUTTE

**Operator:** KGIR, Inc., 121 W. Broadway. **Phones:** 23; 44. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

**Manager:** E. B. Craney.\*

**Rep:** Gene Furgason & Co. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Any service desired rendered at cost. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net with a base rate of \$60 (½ hr.).

**Copy restrictions:** Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold. **News:** Transradio.

\* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore.

### KFBB, GREAT FALLS

**Operator:** Buttrey Broadcast, Inc., 300 Central Avenue. **Phone:** 4377. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** CBS. **Opened:** October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune.)

**President:** F. A. Buttrey. **General manager:** J. Jacobsen. **Commercial manager:** Joe Wilkins. **Chief engineer:** Wilbur Myhre.

**Rep:** Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). **Seating facilities:** None. **Merchandising:** Service includes letters to the trade, arranging window displays, contacting merchants in immediate area, mailing out of premiums. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. **Base rate:** \$85.

**Copy restrictions:** Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations. **E. T. library:** Standard; MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 7:30 A.M., 12:30 P.M. (except Tuesdays at 12:15 P.M.), 2 P.M., 4 P.M., 7:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Sunday.

### KPFA, HELENA

**Operator:** The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Sept. 26, 1937.

**Managing director:** E. B. Craney\*. **Station and commercial manager:** K. O. MacPherson.

**Rep:** Gene Furgason & Co. **Seating facilities:** Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always made. **Merchandising:** Complete regular service offered gratis; special distribution work, and other special requirements, are billed according to time consumed. **Foreign language programs:** No rules for or against; almost no foreign-speaking population in station area. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net; see KGIR.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; patent medicines examined very carefully as to product and copy; commercial copy must not exceed 300 words per quarter hour.

\* Also manager of KGIR, Butte, Mont., and stockholder in KXL, Portland, Ore.

## MONTANA STATIONS—Continued

and should be split into segments of not more than 150 words apiece; announcements are sold as constituting 50 words, day and night, but actually vary from a top limit of 85 words daytime to 25 words nighttime on network station breaks. **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** Transradio. **News periods:** 12:30 P.M., 6 P.M., 9 P.M., all 15 minutes, all Monday through Saturday; 8:15-8:30 P.M., Sunday only.

### KGEZ, KALISPELL

**Operator:** Donald C. Treloar, 203 First Ave., E. **Phone:** 32-332. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

**Manager:** Don Treloar. **Commercial manager:** W. B. La Bonte. **Program director:** O. J. Hockley. **Chief engineer:** Don Gorman.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Window displays; newspaper listings. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$20.

**Copy restrictions:** Announcements may not exceed 100 words; beer accepted; no other alcoholic beverages; all scripts are subject to station approval. **E. T. library:** MacGregor. **News:** UP; Christian Science Monitor. **News periods:** 8 A.M., 8:30 A.M. (Monitor News), 12:30 P.M., 6:30 P.M., 9:15 P.M., duration not listed, all Monday through Saturday; 10:15 A.M., 5:30 P.M., both Sunday.

### KGVO, MISSOULA

**Operator:** Mosby's, Inc., 132 W. Front St. **Phone:** 2155. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Jan. 18, 1931.

**Station manager:** A. J. Mosby. **Program director:** James Alden Barber. **Commercial manager:** Jack Burnett. **Production**

**manager:** Marguerite Hood. **Traffic manager:** L. Mathiesen. **Chief engineer:** Tom E. Atherstone. **Publicity:** L. E. Nash.

**Rep:** None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; only program now is a sustainer (educational). **Artists bureau:** None. **Base rate:** \$36 (½ hr.).

**Copy restrictions:** Copy restricted to 15% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance." **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** UP; also own local news staff. **News periods:** 7:15 A.M., 9:15 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 9:15 P.M., all 15 minutes, all daily except Sunday.

### KGCX, WOLF POINT

**Operator:** E. E. Krebsbach, 2nd Street and Assiniboine Avenue. **Phone:** 102. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1926.

**Owner and operator:** E. E. Krebsbach. **Station and commercial manager:** Milton J. Severson. **Program, musical and publicity director:** Adolph Jystad. **Chief engineer:** Harold Klimpel.

**Rep:** None. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language program:** No rules; no requests for same. **Artists bureau:** None. **Stock:** All held by E. E. Krebsbach. **Base rate:** \$42.

**Copy restrictions:** Beer and wine copy accepted. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **News periods:** 9:30-9:35 A.M., Monday through Friday; 8:45-8:50 A.M., 11:30-11:35 A.M., 1:05-1:15 P.M., 7:15-7:30 P.M., all Monday through Saturday.



# NEBRASKA

(284,100 radio homes, or 81% ownership among the State's total of 352,000 families. Urban ownership is 120,100, or 93% of urban families; rural ownership is 164,000, or 74% of rural families.)

## Radio Homes by Counties

Adams .....	5,480	Frontier .....	1,510	Nance .....	1,600
Antelope .....	2,770	Furnas .....	2,470	Nemaha .....	2,640
Arthur .....	210	Gage .....	6,370	Nuckolls .....	2,560
Banner .....	280	Garden .....	930	Otoe .....	4,210
Blaine .....	280	Garfield .....	630	Pawnee .....	1,860
Boone .....	2,640	Gosper .....	760	Perkins .....	1,020
Box Butte .....	2,560	Grant .....	290	Phelps .....	2,060
Boyd .....	1,280	Greeley .....	1,410	Pierce .....	1,970
Brown .....	1,110	Hall .....	6,120	Platte .....	3,880
Buffalo .....	5,240	Hamilton .....	2,470	Polk .....	1,960
Burt .....	2,500	Harlan .....	1,720	Redwillow .....	2,890
Butler .....	2,780	Hayes .....	610	Richardson .....	4,080
Cass .....	3,750	Hitchcock .....	1,350	Rock .....	590
Cedar .....	2,830	Holt .....	2,910	Saline .....	3,630
Chase .....	980	Hooker .....	230	Sarpy .....	1,900
Cherry .....	1,920	Howard .....	1,890	Saunders .....	4,090
Cheyenne .....	1,970	Jefferson .....	3,540	Scotts Bluff .....	5,400
Clay .....	2,810	Johnson .....	1,850	Seward .....	3,150
Colfax .....	2,350	Kearney .....	1,590	Sheridan .....	2,010
Cuming .....	2,510	Keith .....	1,290	Sherman .....	1,620
Custer .....	4,850	Keyapaha .....	550	Sioux .....	790
Dakota .....	1,850	Kimball .....	870	Stanton .....	1,380
Dawes .....	2,350	Knox .....	3,380	Thayer .....	2,680
Dawson .....	3,540	Lancaster .....	23,500	Thomas .....	290
Deuel .....	730	Lincoln .....	5,040	Thurston .....	1,720
Dixon .....	2,090	Logan .....	340	Valley .....	1,820
Dodge .....	5,660	Loup .....	300	Washington .....	2,420
Douglas .....	55,840	McPherson .....	250	Wayne .....	1,960
Dundy .....	1,000	Madison .....	5,350	Webster .....	2,040
Fillmore .....	2,640	Merrick .....	2,120	Wheeler .....	370
Franklin .....	1,830	Morrill .....	1,680	York .....	3,560

## KMMJ, GRAND ISLAND

**Operator:** KMMJ Inc., Radio Bldg. **Phones** 703 (4). **Power:** 1,000 watts on 740 kc (daytime). **Affiliation:** None. **Opened:** September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)

**President:** Don Searle.\* **Station manager, publicity director:** Randall Ryan. **Program and musical director:** Mott Johnson. **Chief engineer:** Marvin Price. **Artists bureau head:** Verne Wilson.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Auditorium, capacity 400. **Merchandising:** Send letters to dealers and salesmen, charging advertiser only for postage or special printing. **Foreign language**

**programs:** Accepted. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Don, Helen, and Harry Searle, and Herb Hollister.\* **Base rate:** \$100.

**Copy restrictions:** Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management. **E. T. library:** Standard. **News:** UP. **News periods:** 7:30 A.M., 10 A.M., noon, 12:45 P.M., 3:30 P.M., 4:45 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Sunday.

\* General manager of KANS, Wichita, Kans.

## KGF, KEARNEY

**Operator:** Central Nebraska Broadcasting Corp., Box 14. **Phone:** 31551. **Power:**

\*Also general manager of KFAB-KFOR, Lincoln, and KOIL, Omaha, Neb.

## NEBRASKA STATIONS—Continued

250 and 100 watts on 1310 kc. **Affiliation:** None.

**Station manager, chief engineer:** Walter M. Ely. **Commercial manager:** Warren J. Binkley. **Program director:** Fred Christensen.

**Rep:** Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Direct mail, poster distribution, dealer tie-ins, dealer contacts, market information and other "reasonable services" rendered gratis except for postage and printing costs. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** All contracts subject to approval of the management, and State and Federal regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday.

### KFAB, LINCOLN

**Operator:** KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha.) **Phones:** B-3214 (Lincoln); Jackson 7626 (Omaha). **Power:** 10,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: KFAB is a member of the Central States Broadcasting System, with KOIL and KFOR, and is affiliated with the Lincoln Star and Nebraska State Journal.)

**General manager:** Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jiggs Miller. **Technical director:** Mark Bullock.

**Rep:** The Katz Agency. **Seating facilities:** Studios, 300 persons; Hotel Lincoln ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted. **E. T. library:** World. **News:** INS. **News periods:** 6-8:15 A.M., 7-7:15 A.M., noon-12:15 P.M., 5:30-5:45 P.M., all Monday through Saturday.

### KFOR, LINCOLN

**Operator:** Cornbelt Broadcasting Corp., Hotel Lincoln. **Phone:** B 3214. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1927. (Note: KFOR is affiliated with the Nebraska State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)

**General manager:** Don Searle. **Lincoln**

**manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jack Hanssen. **Technical director:** Mark Bullock.

**Rep:** The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Accept beer; no wines or hard liquors; patent medicines carefully checked. **E. T. library:** World. **News:** INS. **News periods:** 8 A.M., 11 A.M., 1 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 1 P.M., 8 P.M., both 15 minutes, both Sunday.

### WJAG, NORFOLK

**Operator:** Norfolk Daily News, 116 N. Fourth St. **Phone:** 20. **Power:** 1,000 watts on 1060 kc (daytime). **Affiliation:** None. **Opened:** July 15, 1922. (Note: This station is owned by the Norfolk Daily News.)

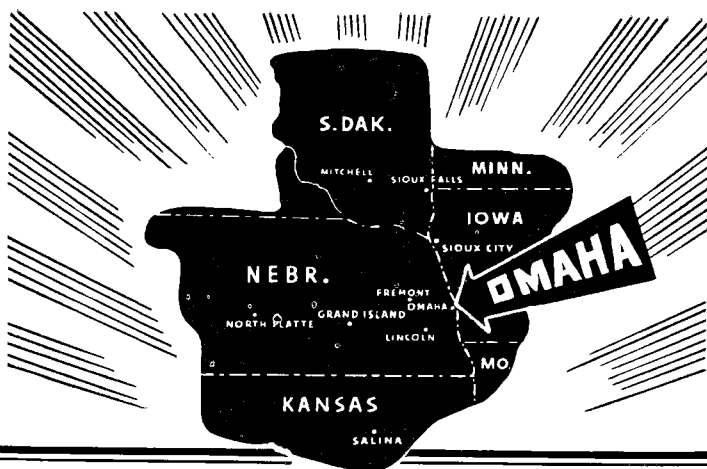
**President:** Gene Huse. **Chief engineer:** Frank Weidenbach. **Musical director:** Russell Jensen. **Manager:** Art Thomas.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday, noon or near children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 P.M. **E. T. library:** Lang-Worth. **News:** AP. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 4:15-4:30 P.M., all Monday through Saturday; 12:45-12:50 P.M., Sunday only.

### KGNF, NORTH PLATTE

**Operator:** Great Plains Broadcasting Co., 1521 W. 12th St. **Phone:** 132. **Power:** 1,000



# NEBRIOWA\*

*In the Exact Center of the Nation*

Alert time-buyers look to the rich middle-west for the "plus" business made possible by grain and livestock incomes aggregating billions of dollars annually.

WOW blankets an important part of the farm belt—serves portions of six states—is the preferred station of Nebriowa. WOW covers the "market basket of the nation," takes advertisers into the homes of millions of responsive, able-to-buy middlewesterners.

\* **NEBRIOWA**—as Shown Above, **WOW's** Territory.

*A "Must" Station on Every Spot Schedule*

590 Kilocycles  
John J. Gillin, Jr.  
Manager  
On the NBC Red Net

**WOW**  
**OMAHA, NEBRASKA**

Owned and Operated  
by the Woodmen of  
the World Life In-  
surance Society.

## NEBRASKA STATIONS—Continued

watts on 1430 kc (operates to sunset). **Affiliation:** None. **Opened:** July 5, 1930.

**President, station manager:** W. I. Le Barron. **Commercial manager:** Joe di Natale. **Program director:** Dorothy Roberts. **Chief engineer:** J. B. Eaves.

**Rep:** None. **Seating facilities:** Small auditorium seats 50. **Merchandising:** Yes; partial service. **Foreign language programs:** Will accept on same basis as English programs. **Artists bureau:** None. **Stock:** Principal holders are W. I. Le Barron and V. J. Le Barron. **Base rate:** \$55.

**Copy restrictions:** "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7:15 A.M., 8:15 A.M., 10 A.M., noon (local news), 12:30 P.M., 3 P.M., 4:30 P.M., 6:15 P.M., 6:30 P.M. (duration of newscasts not listed), all Monday through Saturday.

### KOIL, OMAHA

**Operator:** Central States Broadcasting Co., 17th and Farnam. **Phone:** Jackson 7626. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliated with Lincoln Star and Nebraska State Journal.)

**General manager:** Don Searle. **Commercial manager:** Frank Pellegrin. **Program director:** Harold Hughes. **Technical director:** Mark Bullock.

**Rep:** The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** No set policy; depends on program, time of day, etc., for acceptance. **Artists bureau:** None. **Base rate:** \$225.

**Copy restrictions:** Beer accepted; no wines and liquors; patent medicine commercials carefully checked. **E. T. library:** World. **News:** INS. **News periods:** 7:30 A.M., 10 A.M., 12:30 P.M., 6:45 P.M., all 15 minutes, all Monday through Saturday; 10:10-15 P.M., Monday through Friday; 10:30-10:45 P.M., Saturday only; 12:30 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Sunday only.

### KOWH, OMAHA

**Operator:** World Publishing Co., World Herald Bldg. **Phone:** Atlantic 2228. **Power:** 500 watts on 660 kc (operates to local sunset). **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-owned by the World Herald; call letters previously were WAAW.)

**Manager:** Vernon H. ("Bing") Smith. **Assistant manager:** Frank E. Shopen. **Program director:** Orville E. Weimer. **Chief engineer:** Walter F. Myers.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Newspaper publicity; window displays; dealer tie-ups; all services rendered on a cooperative basis. **Foreign language programs:** Music directed at foreign-speaking audiences accepted, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer and light wines; no hard liquor advertising; medical accounts subject to station approval. **E. T. library:** Standard. **News:** UP; also from World Herald. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 9:30-9:45 A.M., 1-1:15 P.M., 3:45-4 P.M., Sunday only.

### WOW, OMAHA

**Operator:** Woodmen of the World Life Insurance Society. **Phone:** Webster 3400. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Basic Red. **Opened:** April 2, 1923.

**Personnel director:** William Ruess. **General manager:** John J. Gillin, Jr. **Promotion manager:** Howard O. Peterson. **Program manager:** Harry Burke. **Chief engineer:** Wm. J. Kotera. **Production manager:** Lyle DeMoss. **Musical director:** Freddie Ebener. **Publicity director:** Bill Wiseman.

**Rep:** John Blair & Co. **Seating facilities:** Studio, 50 persons; auditoriums and theatres with larger capacities available. **Merchandising:** Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can, however, supply talent, latter receiving actual price charged by station. **Base rate:** \$320.

**Copy restrictions:** Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations. **E. T. library:** Thesaurus; NAB. **News:** UP. **News periods:** 6 A.M., 7 A.M., 11:30 A.M., 12:30 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 12:15-12:30 P.M., 10:30-10:45 P.M., Sunday only.

### KGKY, SCOTTSBLUFF

**Operator:** Hilliard Co., Inc., 1517½ Broadway. **Phone:** 856. **Power:** 250 and

## NEBRASKA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None.  
**Opened:** March 15, 1930.

**General and station manager:** L. L. Hilliard. **Commercial manager:** R. M. Stewart.  
**Program and musical director:** Bill Walter.  
**Chief engineer:** Harland Morrison.

**Rep:** None. **Seating facilities:** Can accommodate 35 persons. **Merchandising:** Full cooperation rendered gratis. **Foreign**

**language programs:** Accepted. **Artists bureau:** None. **Stock:** Entirely held by L. L. and Ruth K. Hilliard. **Base rate:** \$30.

**Copy restrictions:** No formal rules listed. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 6:45 A.M., 10 A.M., 12:15 P.M., 2:15 P.M., 6:15 P.M., 7 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

## NEVADA

(28,500 radio homes, or 95% ownership among the State's total of 30,000 families. Urban ownership is 11,000, or 91% of urban families; rural ownership is 17,500, or 97% of rural families.)

### Radio Homes by Counties

Churchill .....	1,600	Humboldt .....	1,270	Ormsby .....	680
Clark .....	2,880	Lander .....	710	Pershing .....	810
Douglas .....	500	Lincoln .....	980	Storey .....	280
Elko .....	2,880	Lyon .....	1,180	Washoe .....	8,050
Esmeralda .....	520	Mineral .....	720	White Pine.....	3,300
Eureka .....	430	Nye .....	1,710		

### KOH, RENO

**Operator:** The Bee, Inc., 440 N. Virginia Street. **Power:** 500 watts on 1380 kc. **Affiliation:** CBS. **Opened:** 1928. (Note: KOH is owned by the McClatchy Newspapers.)

**Manager:** Wallie D. Warren.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Full service available. **Foreign language programs:**

No information given. **Artists bureau:** None listed. **Base rate:** \$78.

**Copy restrictions:** Accept beer and wine, but no hard liquor advertising; all copy subject to station approval. **E. T. library:** World; NAB. **News:** UP. **News periods:** 8:15-8:30 A.M., Monday through Friday; noon-12:15 P.M., Monday through Saturday; 5:30-5:45 P.M., Monday through Friday; 9:30-9:45 P.M., every day.

## NEW HAMPSHIRE

(124,400 radio homes, or 92% ownership among the State's total of 136,000 families. Urban ownership is 69,700, or 91% of urban families; rural ownership is 54,700, or 93% of rural families.)

### Radio Homes by Counties

Belknap .....	6,290	Grafton .....	11,890	Stafford .....	10,170
Carroll .....	4,340	Hillsborough .....	36,360	Sullivan .....	6,510
Cheshire .....	9,200	Merrimack .....	15,070		
Coos .....	9,320	Rockingham .....	15,250		

### WLNH, LACONIA

**Operator:** Northern Broadcasting Co., Masonic Temple Bldg. **Phone:** Lac 501. **Power:** 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1922.

**Station manager and musical director:** Edward J. Lord. **Program director:** (Miss) D. G. Morley. **Sales manager:** Al Tyler. **Production director:** Sherwin Greenlaw. **Chief engineer:** George Brooks.

**Rep:** Weed & Co. **Seating facilities:**



## NEW HAMPSHIRE STATIONS—Continued

About 100 persons. **Merchandising:** Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. **Foreign language programs:** French accepted. **Artists bureau:** Yankee Artists Bureau available for talent. **Base rate:** \$60.

**Copy restrictions:** Beer, wine and liquors accepted; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws and copy is subject to station approval. **E. T. library:** None. **News:** UP; Yankee Network News Service. **News periods:** 7:15-7:20 A.M., 4:55-5 P.M., 7:30-7:45 P.M. plus a minimum of 10 spot flashes daily, (Yankee news at 8 A.M., 1 P.M., 6 P.M., and 11 P.M., all 15 minutes, all weekdays, with other periods available.)

### WFEA, MANCHESTER

**Operator:** New Hampshire Broadcasting Co., Carpenter Hotel. **Power:** 1,000 and 500 watts on 1340 kc. **Affiliation:** NBC Supplementary Basic Service; Yankee Network; Colonial Network; Mutual. **Opened:** 1932. (Note: This station is under the same ownership as WCSH, Portland, Maine.)

**Manager:** Charles Evans.

**Rep:** Weed & Co. **Seating facilities:** Largest studio has a capacity of about 35. **Merchandising:** Send letters to the trade and make personal calls on wholesalers. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Accept wine and beer

advertising; no hard liquors. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; Yankee Network News Service. **UP news periods:** 7:45-7:50 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 7:30-7:45 P.M., all Monday through Saturday; 8:45-9 A.M., noon-12:05 P.M., 6-6:15 P.M., Sunday only. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30-1:45 P.M., 11-11:15 P.M., Sunday.

### WHEB, PORTSMOUTH

**Operator:** Granite State Broadcasting Corp., 39 Congress St., P. O. Box 746. **Phone:** 2670-1. **Power:** 250 watts on 740 kc (7 A.M. to sunset at Atlanta, Georgia; no Sunday schedule). **Affiliation:** None. **Opened:** Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

**President, station manger, commercial manager:** H. Wilson. **Program director, artists bureau head:** V. E. Bennett. **Chief engineer:** G. E. Knightly. **Musical director:** D. R. Stevens.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though setup is nominally maintained by station.

**Base rate:** \$60.

**Copy restrictions:** No alcoholic beverages of any kind accepted. **News:** AP; also local.

## NEW JERSEY

(1,022,500 radio homes, or 93% ownership among the State's total of 1,098,000 families. Urban ownership is 845,400, or 94% of urban families; rural ownership is 177,100 or 91% of rural families.)

### Radio Homes by Counties

Atlantic .....	33,120	Gloucester .....	18,140	Ocean .....	9,450
Bergen .....	96,620	Hudson .....	170,920	Passaic .....	77,660
Burlington .....	23,350	Hunterdon .....	9,410	Salem .....	9,320
Camden .....	63,410	Mercer .....	43,710	Somerset .....	15,580
Cape May .....	8,500	Middlesex .....	49,230	Sussex .....	7,270
Cumberland .....	18,340	Monmouth .....	40,070	Union .....	75,800
Essex .....	212,560	Morris .....	27,020	Warren .....	13,020

### WCAP, ASBURY PARK

**Operator:** Radio Industries Broadcast Co., Convention Hall. **Phone:** 1911. **Power:**

500 watts on 1280 kc (divides time with WCAM and WTNJ). **Affiliation:** None. **Opened:** 1927.

## NEW JERSEY STATIONS—Continued

**Technical advisor:** Thomas F. Burley, Jr.  
**Station manager:** V. N. Scholes.\* **Chief engineer:** Ernest Ruckle. **Artists bureau head:** D. Johanson.

**Rep:** None. **Seating facilities:** Convention Hall, seats 4,500 persons; Berkeley Carteret Hotel Crystal Room, 500. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations. **E. T. library:** None. **News:** Local; Christian Science Monitor. **News periods:** 1 P.M. (local news; duration not listed), Monday through Saturday; 11:15-11:30 A.M. (Christian Science Monitor News) Tuesday, Thursday, Saturday; 12:45 P.M. (Monitor news; duration not listed), Sunday only; 8:15-8:30 P.M. Tuesday through Saturday.

\* Also manager of WBRB, Red Bank, N. J.

### WBAB, ATLANTIC CITY

**Operator:** Press Union Publishing Co.  
**Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

### WPG, ATLANTIC CITY\*

**Operator:** City of Atlantic City, Convention Hall. **Phone:** 4-6538. **Power:** 5,000 watts on 1100 kc (divides time with WBIL). **Affiliation:** CBS. **Opened:** January, 1925.

**Station head:** Mayor Charles D. White. **Station manager:** Norman Reed. **Commercial manager:** Wm. H. Appleby. **Program director:** Margaret Keever. **Chief engineer:** Earle Godfrey.

**Copy restrictions:** Copy must be free of objectionable references, or extravagant claims, and subject to editing by station; wine, beer, liquor okay; medicines must pass scrutiny of local medical society. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 11:45 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all daily.

\*Note: At press time this station was sold to the owners of WBIL, New York City (q.v.). WPG and WBIL will be consolidated into one full-time New York station. Meantime WOV, New York, will give up its wave-length and become the third party in the amalgamation.

### WSNJ, BRIDGETON

**Operator:** Eastern States Broadcasting Corp., Bridgeton. **Phone:** 1600. **Power:**

250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 23, 1937.

**President:** Howard S. Frazier. **Station manager:** Paul Alger. **Commercial manager:** Burt McKinnie. **Chief engineer:** Russel Ely. **Musical director:** Lowell Ayars. **Program, continuity and publicity director:** Jack B. Plumley.

**Rep:** Cox and Tanz. **Seating facilities:** None. **Merchandising:** Have arrangements with local stores for introduction of new products; complete merchandising service gratis. **Foreign language programs:** Italian program currently running. **Artists bureau:** None. **Stock:** Principally held by Howard S. Frazier. **Base rate:** \$50.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors. **E. T. library:** MacGregor; Lang-Worth. **News:** INS; Western Union sports. **News periods:** 7:55 A.M., 10:55 A.M., 1:55 P.M., 3:55 P.M., 4:55 P.M., 5:55 P.M., all five minutes, all Monday through Saturday.

### WCAM, CAMDEN

**Operator:** City of Camden, City Hall. **Phone:** 9000. **Power:** 500 watts on 1280 kc (divides time with WTNJ and WCAP). **Affiliation:** None. **Opened:** October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

**Station manager:** Frederick S. Caperoon. **Program and publicity director:** Robert Horn. **Chief operator:** Marvin Seimes. **Musical director:** Horace Hustler.

**Rep:** Mack Radio Sales Co. **Seating facilities:** Studio, 35. **Merchandising:** Co-operative city and county newspaper advertising; billboards; trailers. **Foreign language programs:** Time for these broadcasts is limited to 2 hours weekly. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Beer, wines, and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; city will not assume any liability for statements made by the advertiser. **E. T. library:** Standard. **News:** Transradio. **News periods:** 3:15 P.M. and 4:15 P.M., both five minutes, Monday through Friday; 11:15-11:20 A.M., Monday, Wednesday, Friday; 10-10:05 P.M., 11:30-11:45 P.M., Monday and Friday.

### WAAT, JERSEY CITY

**Operator:** Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City). **Phones:** Journal Square 2-0716; Rector 2-5878; Market 3-0383; Circle

## NEW JERSEY STATIONS—Continued

5-5780 (New York City). **Power:** 500 watts on 940 kc (operates to 6 P.M. EST; to 7 P.M. EDT). **Affiliation:** None. **Opened:** November, 1926.

**President, station manager:** Paul H. La Stayo. **Vice-president, commercial manager:** A. B. Schillin. **Program director:** Walter P. Kelly. **Artists bureau head:** Gabrielle C. Haas. **Chief engineer:** Anthony Castellani. **Musical director:** Fabian Nicholson.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Use hotel ballroom for audience programs; capacity about 700. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 35 artists. **Stock:** Principally held by A. H. Pollack and Paul H. La Stayo. **Base rate:** \$210.

**Copy restrictions:** Accept beer and wine; no liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** Every hour on the hour, every day.

### WHOM, JERSEY CITY

**Operator:** New Jersey Broadcasting Corp., 2866 Hudson Blvd. **Phones:** Journal Square 2-2929; Plaza 3-4204 (New York City). **Power:** 250 watts on 1450 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

**President, station manager:** Paul F. Haron. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Frank Krueger.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian, Spanish and Irish programs; translation must be submitted in advance. **Artists bureau:** Yes; artists not listed. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine; all copy must be approved by management and conform to state and federal laws. **E. T. library:** None. **News:** Service not listed. **News periods:** 8:15-8:30 A.M., Monday through Saturday; 10:05-10:10 A.M. (Jewish), daily; 6-6:15 P.M. (Polish), daily; 7-7:15 P.M. (Jewish), Monday through Friday; 9-9:15 P.M. (Italian), daily.

### WHBL, NEWARK

**Operator:** May Radio Broadcast Corp. **Power:** 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). **Affiliation:** None.

**Base rate:** \$350.

No other data available after repeated requests.

### WOR, NEWARK

See listing under New York City, N. Y., where this station has been placed for logical reasons.

### WBRB, RED BANK

**Operator:** Monmouth Broadcasting Company, 63-65 Broad Street. **Phone:** 980. **Power:** 100 watts on 1210 kc (divides time with WGBB and WFAS). **Affiliation:** None. **Opened:** October, 1925.

**Station manager:** V. N. Scholes\*. **Commercial manager:** A. W. Mayhew. **Program director:** Lillian Mayhew. **Chief engineer:** Robert Johnson.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Supply some publicity gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** None. **News:** Christian Science Monitor. **News periods:** 6:15-6:30 P.M., Tuesday and Saturday; 7-7:15 P.M., Monday.

\* Also manager of WCAP, Asbury Park, N. J.

### WTNJ, TRENTON

**Operator:** WOAX, Inc., Commonwealth Bldg. **Phones:** 8140-8149. **Power:** 500 watts on 1280 kc (divides time with WCAM and WCAP). **Affiliation:** None. **Opened:** 1923.

**Rep:** None. **Seating facilities:** War Memorial Auditorium available, seating 2,000. **Merchandising:** Advance spot announcements, display publicity, etc. **Foreign language programs:** Accepted; Polish, German and Hungarian programs current. **Artists bureau:** None. **Base rate:** \$72.50.

**Copy restrictions:** All copy subject to station standards and government regulations. **News:** UP.

### WAWZ, ZAREPHATH

**Operator:** Pillar of Fire. **Phone:** Bound Brook 223. **Power:** 1,000 watts on 1350 kc (divides time with WBNX).

This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College and Zarephath Bible Seminary.

## NEW MEXICO

(62,300 radio homes, or 61% ownership among the State's total of 102,000 families. Urban ownership is 23,700, or 88% of urban families; rural ownership is 38,600, or 51% of rural families.)

### Radio Homes by Counties

Bernalillo .....	8,780	Hidalgo .....	670	San Juan .....	1,660
Catron .....	440	Lea .....	850	San Miguel .....	3,520
Chaves .....	3,560	Lincoln .....	880	Santa Fe .....	3,390
Colfax .....	2,980	Luna .....	1,160	Sierra .....	710
Curry .....	2,700	McKinley .....	3,030	Socorro .....	1,260
De Baca .....	380	Mora .....	1,120	Taos .....	1,740
Dona Ana .....	3,730	Otero .....	1,500	Torrance .....	1,200
Eddy .....	2,280	Quay .....	1,680	Union .....	1,510
Grant .....	2,880	Rio Arriba .....	2,520	Valencia .....	2,020
Guadalupe .....	870	Roosevelt .....	1,450		
Harding .....	520	Sandoval .....	1,310		

### KGGM, ALBUQUERQUE

**Operator:** New Mexico Broadcasting Co., Inc., Kimo Bldg. **Phone:** 929. **Power:** 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** 1927.

**Station and commercial manager:** Mike Hollander. **Production manager, program director:** Elmer L. Fondren. **Chief engineer:** Leonard Dodds.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Have complete department; details of service not listed. **Foreign language programs:** Accepted at regular rates; bi-lingual announcer available at no extra cost; Spanish-English program current. **Artists bureau:** None. **Stock:** Principally held by A. R. Hebenstreit and S. P. Vidal. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine, but no liquor advertising; patent medicines subject to Federal Trade Commission regulations. **E. T. library:** World. **News:** From CBS; Christian Science Monitor. **News periods:** 7:25 A.M., 3 P.M., 3:30 P.M., 9:30 P.M. (duration not listed), all Monday through Saturday.

### KOB, ALBUQUERQUE

**Operator:** Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 10,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920. (Note: This station is newspaper-affiliated with the Albuquerque Journal).

**General manager:** Frank Quinn. **Chief engineer:** George S. Johnson.

**Rep:** The Katz Agency. **Seating facilities:** None in studios, but outside facilities available. **Merchandising:** Have such a

service; details on request. **Foreign language programs:** Announcements and programs accepted in Spanish; additional charge made for announcer. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no hard liquor; only restrictions on copy are that it must be within the law, and "in good taste." **E. T. library:** NBC Thesaurus; MacGregor. **News:** INS; UP; Transradio. **News periods:** 7:45-8 A.M., 9:25-9:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 10-10:10 P.M., all Monday through Saturday; 6-6:15 P.M., Monday, Wednesday, Thursday, Friday, Saturday; 6:30-6:45 P.M., Tuesday; 7:30-7:40 P.M., Sunday.

### KLAH, CARLSBAD

**Operator:** Carlsbad Broadcasting Co., Crawford Hotel. **Phone:** 244. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

**Station manager:** Jack Hawkins. **Commercial manager:** Lucille Neilson. **Program director:** Bill Sharpe. **Chief engineer:** Harry Boehnemann.

**Rep:** None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Furnish window displays, publicity; contact dealers and retailers. **Foreign language programs:** Accept Spanish programs; script subject to station approval. **Artists bureau:** None. **Stock:** Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. **Base rate:** \$35.

**Copy restrictions:** Accept beer, wine and

## NEW MEXICO STATIONS—Continued

patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9-9:15 A.M., 11:50-noon, 3:30-3:40 P.M., 6:20-6:30 P.M., all Monday through Saturday.

### KICA, CLOVIS

**Operator:** Western Broadcasters, Inc., 419 Pile St. **Phone:** 3. **Power:** 100 watts on 1370 kc (operates unlimited daytime; 7:30 to 9 P.M. night time). **Affiliation:** None. **Opened:** 1929.

**General manager:** Charles C. Alsup. **Commercial manager:** William Goodrich. **Program director:** Ernest Mobley, Jr. **Chief engineer:** Elmo Darrah. **Musical director:** Mrs. J. E. Alsup. **Continuity director:** Lyman Brown.

**Rep:** William Stewart. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 350 persons. **Merchandising:** Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 11:45 A.M., 4:45 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 4:45 P.M., both 15 minutes, both Sunday.

### KAWM, GALLUP

**Operator:** A. W. Mills, 1100 E. Aztec Ave. **Phone:** 19. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 10, 1937.

**Owner, station manager:** A. W. Mills. **Commercial manager:** Don Mills. **Chief engineer:** R. T. Sampson. **Musical director:** Don S. Bowles.

**Rep:** Cox and Tanz. **Seating facilities:** Studio auditorium, 70 persons. **Merchandising:** Window cards and banners used on occasion; distribution of novelties etc., un-

dertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. **Foreign language programs:** Accepted; 29 nationalities live in the area. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Beer and wines okay; no hard liquor; patent medicine copy must bear approval of local medical society; copy subject to station approval. **E. T. library:** None. **News:** No service listed. **News periods:** 8-8:15 A.M., noon-12:15 P.M., each six days per week.

### KWEW, HOBBS

**Operator:** W. E. Whitmore. **Power:** 100 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** 1938.

**Base rate:** \$35.

No other information available.

### KGFL, ROSWELL

**Operator:** KGFL, Inc. **Power:** 100 watts on 1370 kc (specified hours with KICA).

**Base rate:** \$35.

No other data available.

### KVSF, SANTA FE

**Operator:** New Mexico Broadcasting Co., 759 Cerrillos Road. **Phone:** 1456. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** December, 1934.

**General, station and commercial manager, chief engineer, publicity director:** J. Laurence Martin. **Spanish program director:** T. R. Rivera.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Dealer cooperation and promotion supplied. **Foreign language programs:** Spanish programs daily except Sunday. **Artists bureau:** Yes. **Base rate:** \$35.

**Copy restrictions:** All copy subject to station standards and government regulations. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 12:30-12:45 P.M., 1-1:15 P.M., 4:45-5 P.M. (Spanish), 6:30-6:45 P.M., 7-7:15 P.M., all daily except Sunday.

## NEW YORK

(3,132,300 radio homes, or 93% ownership among the State's total of 3,372,000 families. Urban ownership is 2,623,300, or 93% of urban families; rural ownership is 509,000, or 90% of rural families.)

### Radio Homes by Counties

Albany .....	55,630	Herkimer .....	16,020	Richmond .....	35,970
Allegany .....	10,190	Jefferson .....	21,680	Rockland .....	13,556
Bronx .....	326,360	Kings .....	620,000	St. Lawrence .....	21,226
Broome .....	35,550	Lewis .....	5,610	Saratoga .....	16,110
Cattaraugus .....	18,270	Livingston .....	8,890	Schenectady .....	31,630
Cayuga .....	16,620	Madison .....	10,720	Schoharie .....	5,460
Chautauqua .....	32,920	Monroe .....	106,720	Schuyler .....	3,500
Chemung .....	19,210	Montgomery .....	14,810	Seneca .....	5,880
Chenango .....	9,350	Nassau .....	75,450	Steuben .....	21,800
Clinton .....	9,780	New York .....	461,300	Suffolk .....	37,740
Columbia .....	10,650	Niagara .....	35,030	Sullivan .....	9,290
Cortland .....	8,460	Oneida .....	47,740	Tioga .....	6,930
Delaware .....	10,660	Onondaga .....	72,790	Tompkins .....	11,140
Dutchess .....	24,790	Ontario .....	13,810	Ulster .....	21,150
Erie .....	182,850	Orange .....	32,120	Warren .....	9,150
Essex .....	7,790	Orleans .....	7,550	Washington .....	11,510
Franklin .....	10,170	Oswego .....	17,610	Wayne .....	13,440
Fulton .....	12,900	Otsego .....	12,930	Westchester .....	124,110
Genesee .....	10,740	Putnam .....	3,350	Wyoming .....	7,430
Greene .....	7,230	Queens .....	284,480	Yates .....	4,640
Hamilton .....	970	Rensselaer .....	30,950		

### WABY, ALBANY

**Operator:** Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Mutual Broadcasting System. **Opened:** 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker News.)

**President and general manager:** Harold E. Smith.

**Rep:** None. **Seating facilities:** Studio seats 250 persons; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. **Merchandising:** Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Accept beer, wines and patent medicines subject to investigation of product and strict supervision of copy; no hard liquor accounts accepted; exaggerated claims or mis-statements not tolerated. **E. T. library:** World; Associated.

### WOKO, ALBANY

**Operator:** WOKO, Inc., Radio Centre

(also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4193. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker News.)

**General manager:** Harold E. Smith.

**Rep:** None. **Seating facilities:** Studio seats 250 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. **Merchandising:** Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$175.

**Copy restrictions:** Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation. **E. T. library:** World; Associated. **News:** UP. **News periods:** 7:25-7:30 A.M., noon-12:05 P.M., 6-6:15 P.M., 11-11:05 P.M., all Monday through Saturday.

### WMBO, AUBURN

**Operator:** WMBO, Inc., Metcalf Bldg., 141 Genesee Street. **Phone:** 433. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1926.

## NEW YORK STATIONS—Continued

**President:** William O. Dapping. **Station and commercial manager, program director:** Frederick L. Keese. **Chief engineer:** Herbert House. **Publicity director:** Dorothy Bolin.

**Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Supply publicity gratis; rates upon request for special services. **Foreign language programs:** Accepted; translation must be furnished two days prior to broadcast. **Artists bureau:** Yes. **Base rate:** \$70.

**Copy restrictions:** Accept beer and wine accounts, but no hard liquor; patent medicines accepted if complying with Food & Drug Act; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** Local. **News periods:** 10:15 A.M., 12:25 P.M., 6:10 P.M., all five minutes, all Monday through Saturday.

### WNBF, BINGHAMTON

**Operator:** Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Feb. 7, 1927.

**President:** John C. Clark. **Station manager:** Cecil D. Mastin. **Commercial manager:** Harry Trenner. **Program director:** Elizabeth Lamb. **Chief engineer:** Lester H. Gilbert.

**Rep:** John Blair & Co. **Seating facilities:** None. **Merchandising:** Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. **Foreign language programs:** Accept Slavic programs; for eight months of the year carry three such commercial programs. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 5:15 P.M., all 10 minutes, all Monday through Saturday.

### WBEN, BUFFALO

**Operator:** WBEN, Inc., Hotel Statler. **Phone:** Cleveland 6400. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Basic Red. **Opened:** Sept. 8, 1930. (Note: This station is owned by the same stock-

holders owning the Buffalo Evening News, as is WEBR, Buffalo.)

**President:** Edward H. Butler. **Vice-president:** A. H. Kirchhofer. **Station manager, program director:** Edgar H. Twamley. **Commercial manager:** Clifford M. Taylor. **Chief engineer:** Ralph J. Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Joe Haefner.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. **Merchandising:** At cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180 (½ hr.).

**Copy restrictions:** No announcements or programs accepted on beer, wine or liquor. **E. T. library:** Thesaurus; Lang-Worth. **News:** UP; also from Buffalo Evening News. **News periods:** 7:30 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9 A.M. 12:07 P.M., 6:30 P.M., 11 P.M., all five minutes, all Sunday only.

### WBNY, BUFFALO

**Operator:** Roy L. Albertson, 485 Main Street. **Phone:** Cleveland 3365. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 4, 1936.

**General, station and commercial manager:** Roy L. Albertson. **Program director:** John A. McLean. **Chief engineer:** Thomas L. Vines. **Musical director:** Art Crossen.

**Rep:** None. **Seating facilities:** 25 persons. **Merchandising:** None listed. **Foreign language programs:** Accepted; daily Polish and German programs current. **Artists bureau:** None. **Base rate:** \$155.

**Copy restrictions:** Accept beer and wine; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 7:15 A.M., 8:25 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 1:55 P.M., 4:30 P.M., 6:30 P.M., 7:15 P.M., 8:30 P.M., 10 P.M., 11:30 P.M. (duration not listed), all daily.

### WEBR, BUFFALO

**Operator:** WEBR, Inc. 23 North St. **Phone:** Lincoln 7133. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue. **Opened:** Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

**President:** Edward H. Butler. **Station manager:** C. Robert Thompson. **Commer-**

## NEW YORK STATIONS—Continued

**cial manager:** William Doerr, Jr. **Chief engineer:** Ralph Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Albert Zink.

**Rep:** Weed & Co. **Seating facilities:** None. **Merchandising:** Available at actual cost. **Foreign language programs:** Polish and Italian programs current. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations, and be in good taste. **E. T. library:** NBC Thesaurus. **News:** Supplied by Buffalo Evening News. **News periods:** 7:30 A.M., noon, 4 P.M., 6:30 P.M., 10:30 P.M., 11:30 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 3:30 P.M., 6 P.M., 8 P.M., 10:15 P.M., 11:30 P.M., all five minutes, all Sunday only.

### WGR, BUFFALO

**Operator:** Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS; Mutual. **Opened:** 1922. (Note: Same owners operate WKBW, also of Buffalo.)

**President:** H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery.

**Program director:** H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WKBW). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$300.

**Copy restrictions:** All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **News periods:** 9 A.M., 11 A.M., 2 P.M., 5 P.M., 5:55 P.M., 6:45 P.M., 9 P.M., 10 P.M., all five minutes, all Monday through Friday; 10 A.M., 3:15 P.M., 6:45 P.M., 11 P.M., all 15 minutes, all Sunday only.

### WKBW, BUFFALO

**Operator:** Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS; Mutual. **Opened:** 1925. (Note: Same owners operate WGR, also of Buffalo.)

**President:** H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery. **Program director:** H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

NBC RED NETWORK

WHEN YOU

*tell*

The WBEN

Audience, You

*sell*

ALL BUFFALO

900 KILOCYCLES

- **WSYR** -

A DOUBLE-BARRELED  
STATION!

The Leading Programs  
of Two Networks  
(NBC Red and Blue)

Are Heard by  
A Double Audience

*Not Only the Syracuse  
Listeners, but Also the  
Farm Residents in One  
of the Country's Rich-  
est Agricultural Areas*





## NEW YORK STATIONS—Continued

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WGR). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$300.

**Copy restrictions:** All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **News periods:** 10 A.M., 11:55 A.M., 1 P.M., 3 P.M., 4 P.M., 5:40 P.M., 7 P.M., 8 P.M., 11 P.M., midnight, all five minutes, all Monday through Friday.

### WSVS, BUFFALO

**Operator:** Seneca Vocational High School (Elmer S. Pierce, principal). **Power:** 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

**This station is non-commercial.**

### WCAD, CANTON

**Operator:** St. Lawrence University. **Phone:** Canton 276. **Power:** 500 watts on 1220 kc (specified hours; daytime). **Opened:** Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

**This station is non-commercial; university-owned.**

### WENY, ELMIRA

**Operator:** Elmira Star-Gazette, Inc. **Power:** 250 and 100 watts on 1200 kc. (Note: Owners of this station also operate WESG, Elmira.)

**At press time this station had a construction permit only.**

### WESG, ELMIRA

**Operator:** Elmira Star-Gazette, Inc., Mark Twain Hotel. **Phone:** 5181. **Power:** 1,000 watts on 850 kc (operates to sunset in New Orleans). **Affiliation:** CBS. **Opened:** 1921; present operation since Oct. 2, 1932. (Note: This station is operated commercially under lease by the Elmira Star-Gazette, Inc. (Gannett); it is owned by Cornell University, and there are additional studios in Ithaca on the University campus; the Elmira Star-Gazette also operates WENY, Elmira.)

**Station manager:** Dale L. Taylor. **Program director:** Harold M. Wagner. **Local sales manager:** Ernest Oliver. **Musical director:** Harry Springer. **Publicity director:** Glenn Williams.

**Rep:** J. P. McKinney & Son. **Seating fa-**

**cilities:** Studio, 80 persons; Mark Twain Hotel ballroom, 200. **Merchandising:** Make personal calls; direct mail; newspaper co-operation. **Foreign language programs:** None currently carried; accepted with limitations. **Artists bureau:** Yes; have several bands, string groups, vocalists and other musicians. **Base rate:** \$100.

**Copy restrictions:** No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs. **E. T. library:** World. **News:** UP. **News periods:** 8:15-8:25 A.M. and 11:50-noon, Monday through Saturday; 6:30-6:40 P.M., every day.

### WGGB, FREEPORT

**Operator:** Harry H. Carman. **Power:** 100 watts on 1210 kc (shares time with WBRB and WFAS). **Affiliation:** None. **Opened:** 1924.

**Base rate:** \$60.

No other data available after several requests.

### WJTN, JAMESTOWN

**Operator:** James Broadcasting Co., Inc., Hotel Jamestown Bldg. **Phones:** 7-151; 7-152. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** 1924. (Note: This station is owned by H. C. Wilder of WSyr, Syracuse.)

**President:** H. C. Wilder. **Station manager:** Charles Denny. **Program director:** George Callison. **Chief engineer:** H. J. Kratzert.

**Rep:** Paul H. Raymer Co. **Seating facilities:** 1,600 in an auditorium by remote. **Merchandising:** Complete service available. **Foreign language programs:** Acceptable. **Artists bureau:** Yes; has complete list of talent on hand. **Base rate:** \$90.

**Copy restrictions:** Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure. **E. T. library:** Associated. **News:** UP. **News periods:** 8 A.M., 9 A.M., 10 A.M., noon, 4 P.M., 6 P.M., 7:30 P.M., all five minutes, all Monday through Saturday; 2:30-2:35 P.M., Monday through Friday; 10:30-10:35 P.M., Tuesday, Thursday, Friday; 11-11:05 A.M. (from NBC), 1-1:05 P.M., 11-11:05 P.M. (from NBC), Sunday only.

### WGNY, NEWBURGH

**Operator:** Peter Goelet. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None.

**Base rate:** \$50.



**5000  
WATTS**  
(Day)

**Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!**

**FOB**  
Washington

**WBNX**

**NEW YORK**

**5000 WATTS DAY  
1000 WATTS NIGHT**

*"The Station That Speaks Your Language"*

## NEW YORK STATIONS—Continued

No other information available after repeated requests.

### WABC, NEW YORK CITY

**Operator:** Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wickersham 2-2000. **Power:** 50,000 watts on 860 kc. **Affiliation:** Key Station, CBS. **Opened:** October, 1924.

**President:** William S. Paley. **Station manager:** Mefford R. Runyon. **Commercial manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Louis Ruppel.

**Rep:** Radio Sales. **Seating facilities:** Facilities of the CBS available. **Merchandising:** Sales promotion department will assist clients in any promotion or merchandising of programs; all materials billed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Services of Columbia Artists, Inc., available. **Base rate:** \$1,250.

**Copy restrictions:** Policies of the CBS observed. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45-8 A. M., 8-8:05 A. M., 8:10-8:15 A. M., 6:30-6:45 P. M., 11-11:15 P. M., all Monday through Saturday.

### WARD, NEW YORK CITY

**Operator:** United States Broadcasting Corp., 427 Fulton St., Brooklyn. **Phone:** Triangle 5-3300. **Power:** 500 watts on 1400 kc (divides time with WBBC, WVFW, WLTH). **Affiliation:** None. **Opened:** 1926.

**Secretary, treasurer, station manager:** Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Franklin H. Small. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohn. **Musical director:** Sam Medoff.

**Rep:** None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Services of sales promotion department available; mailing list of 25,000; keep close contact with grocery organizations. **Foreign language programs:** WARD specializes in this type of program; has Yiddish, Spanish, Irish, Greek, Hungarian, Scandinavian, Polish, Scotch and Ukrainian programs; translation of programs must be furnished in advance. **Artists bureau:** Yes; has talent available. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no other alcoholic beverages. **E. T. library:** None. **News:** None.

### WBBC, NEW YORK CITY

**Operator:** Brooklyn Broadcasting Corp., 554 Atlantic Ave., Brooklyn. **Phone:** Triangle 5-6690. **Power:** 500 watts on 1400 kc (shares time with WARD, WLTH, WVFW). **Affiliation:** None. **Opened:** 1926.

**Managing director:** Peter Testan. **Commercial manager, artists bureau head:** Arnold J. Jaffe. **Program and publicity director:** Bert Child. **Musical director:** Dave Tarras.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Maintain publicity service department; sales department will advise and co-operate in dealer promotion campaigns and any other form of merchandising desired. **Foreign language programs:** Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. **Artists bureau:** Yes. **Base rate:** \$190.

**Copy restrictions:** Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations. **E. T. library:** Lang-Worth. **News:** Scandinavian and Jewish news periods are current; news service and broadcast periods not listed.

### WBRR, NEW YORK CITY

**Operator:** Watchtower Bible and Tract Society, Inc., **Power:** 1,000 watts on 1300 kc (shares time with WHAZ and WEVD).

**This station is non-commercial; church-owned.**

### WBIL, NEW YORK CITY\*

**Operator:** Arde Bulova, 132 W. 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc (shares certain hours with WPG). **Affiliation:** None.

**General manager:** Hyla Kiczales (also general manager of WOV, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Publicity director:** Charles Berry.

**Copy restrictions:** Beer and wine adver-

*\*For complete details on this station, consult the station. At press time it was being amalgamated with WPG, Atlantic City, into a full-time New York station. WOV, New York, similarly entered into the consolidation in that its wave-length was given up.*



**TYPICAL**

*of the grace and ease with which America's greatest  
time-buyers scale sales obstacles by using*

**WOR**

## NEW YORK STATIONS—Continued

tising accepted, but no hard liquors; only supportable copy claims may be used; criticism of competitive products not allowed. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 6-6:15 P.M. (Italian) and 6:45-7 P.M. (Italian), both Monday through Saturday; 7:45-7:50 P.M., Tuesday, Thursday, Saturday.

### WBNX, NEW YORK CITY

**Operator:** WBNX Broadcasting Corp., 260 E. 161st St. **Phone:** Melrose 5-0333. **Power:** 5,000 and 1,000 watts on 1350 kc (divides time with WAWZ). **Affiliation:** None. **Opened:** 1927.

**Vice-president, general manager:** W. C. Alcorn. **Commercial manager:** S. W. Caulfield. **Assistant commercial manager:** William I. Moore. **Program director:** Ned Ervin. **Studio and publicity director:** Frank Johnson. **Musical director:** Fred Mendelsohn.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** No regular service; helps with production of foreign language programs; offers information on buying habits, statistics, etc. **Foreign language programs:** Specializes in these. **Artists bureau:** None. **Base rate:** \$225.

**Copy restrictions:** No set rules. **E. T. library:** None. **News:** INS. **News periods:** 9:25-9:30 A.M., Monday through Friday (sustaining); 5:55-6 P.M., Monday through Thursday (sustaining).

### WCNW, NEW YORK CITY

**Operator:** Arthur Faske, 846 Flatbush Ave., Brooklyn, N. Y.; 101 Park Ave., New York City. **Phones:** Ingersoll 2-1500 and 2-6000 (Brooklyn); Caledonia 5-3750 (New York City). **Power:** 250 and 100 watts on 1500 kc (shares certain hours with WWRL). **Affiliation:** None. **Opened:** Nov. 26, 1926.

**Owner, chief engineer:** Arthur Faske. **General and station manager:** A. R. Steinberg. **Program director, artists bureau head:** R. Wayne. **Publicity director:** Wellington Wright.

**Rep:** None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Complete service offered gratis. **Foreign language programs:** Accepted; copy must be accompanied by an English translation; all languages are taken, and the station is currently running Jewish, Italian, German, Russian, Spanish and Lithuanian programs. **Artists bureau:** No artists under contract, but can supply all necessary talent. **Base rate:** \$150.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors. **E. T. library:** None listed. **News:** None listed.

### WEAF, NEW YORK CITY

**Operator:** Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** Circle 7-8300. **Power:** 50,000 watts on 660 kc. **Affiliation:** NBC Red key station. **Opened:** 1922.

**Vice-president in charge:** William S. Hedges. **Commercial manager:** M. M. Boyd. **Program directors:** John Royal; Phillips Carlin. **Chief engineers:** O. B. Hanson; George McElrath. **Artists bureau heads:** George Engles; Daniel Tuthill. **Musical director:** Frank Black. **Publicity director:** Frank Mason.

**Rep:** National Broadcasting Co. **Seating facilities:** All Radio City studios available, if not previously scheduled for other programs; seating facilities range up to a capacity of 1,300. **Merchandising:** Two pre-announcements per day seven days prior to start of any new series; publicity department cooperates in promoting the campaign; letters mailed out at sponsor's expense. **Foreign language programs:** Not accepted. **Artists bureau:** Complete NBC Artists Service Department available. **Base rate:** \$1,200.

**Copy restrictions:** Beer advertising accepted; time signals sold only to watch and clock companies; all products, copy and continuity subject to approval of NBC. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 7:30-7:45 A.M., 9-9:05 A.M. 1-1:05 P.M., 6:20-6:30 P.M., 11:30-11:35 P.M., all Monday through Saturday. (Note: News periods are sold only as complete periods; individual announcements are not sold during the news).

### WEVD, NEW YORK CITY

**Operator:** Debs Memorial Radio Fund, Inc., 117-119 W. 46th St. **Phone:** Bryant 9-2360. **Power:** 1,000 watts on 1300 kc (shares time with WBBR, WHAZ). **Affiliation:** None. **Opened:** July, 1931 (reorganized).

**Managing director:** Henry Greenfield. **Director of programs and publicity:** George Field. **Musical director:** Nicholas L. Saslawsky.

**Rep:** None. **Seating facilities:** About 100 persons. **Merchandising:** None. **Foreign language programs:** Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste." **E. T. library:** None. **News:** None.

## NEW YORK STATIONS—Continued

### WHN, NEW YORK CITY

**Operator:** Marcus Loew Booking Agency, 1540 Broadway. **Phone:** Bryant 9-7800. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** None. **Opened:** March 18, 1922.

**Director:** Herbert L. Pettey. **Sales director:** Bertram H. Lebharr, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Gordon Windham. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Publicity director:** A. L. Simon.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150; Studio B, 100; Studio C, 100; Studio No. 1403, 50. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** Complete service; artists booked directly plus booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. **Stock:** WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including Loew's Theatres, Marcus Loew Booking Agency, etc. **Base rate:** \$450.

**Copy restrictions:** Commercials restricted to three minutes per quarter-hour of broadcast. **E. T. library:** Associated. **News:**

**UP. News periods:** 7:15 A.M., 8:30 A.M., 9:45 A.M., noon, 2:15 P.M., all 15 minutes, all Monday through Saturday; 5:45-6 P.M., Monday, Tuesday, Wednesday, Thursday and Saturday; 10:45-11 P.M., Monday, Tuesday, Thursday, Friday and Saturday; 11-11:15 P.M., Wednesday only; 9:45-10 A.M., 10:30-10:45 P.M., Sunday.

### WINS, NEW YORK CITY

**Operator:** Hearst Radio, Inc., 110 East 58th Street. **Phone:** Eldorado 5-6100. **Power:** 1,000 watts on 1180 kc (operates to two hours after sunset). **Affiliation:** None. **Opened:** 1924.

**General manager:** Carl Calman. **Sales manager:** E. S. Lennon. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Publicity and continuity director:** Albert A. Grobe.

**Rep:** International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

**Copy restrictions:** Accept beer and wine,

## HOOPER-HOLMES SHOWS

**WNEW first as local station!**  
**WABC first as chain station!**

**WNEW NEW YORK**  
**ON THE AIR 24 HRS. A DAY**

Serving New York City and its environs...the entire Metropolitan Trading Area

1250 KILOCYCLES • 5000 WATTS BY DAY • 1000 WATTS BY NIGHT  
STUDIOS—501 MADISON AVENUE, NEW YORK CITY

## NEW YORK STATIONS—Continued

but no hard liquors; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:05-7:10 A.M., 7:25-7:30 A.M., noon-12:10 P.M., 4-4:05 P.M., all Monday through Saturday.

### WJZ, NEW YORK CITY

**Operator:** Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** Circle 7-8300. **Power:** 50,000 watts on 760 kc. **Affiliation:** NBC Blue key station. **Opened:** 1921.

**Personnel, services, and copy restrictions:** See WEAF, New York City.

**Base rate:** \$1,200. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 7:55 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: News periods are sold only as complete units; no individual announcements sold during, or before or after, the news).

### WLTH, NEW YORK CITY

**Operator:** Voice of Brooklyn, Inc., 105 Second Ave., New York City. **Phone:** Orchard 4-1203. **Power:** 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW). **Affiliation:** None. **Opened:** September, 1925.

**President, commercial manager:** Samuel Gellard. **Program director:** Norman H. Warembud. **Chief engineer:** John Temple. **Musical director:** Doris Webb. **Merchandising manager:** Nathan Horowitz.

**Rep:** None. **Seating facilities:** WLTH Radio Theatre seats 100. **Merchandising:** Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. **Foreign language programs:** Specialize in Jewish programs; Italian and Scandinavian available. **Artists bureau:** None. **Base rate:** \$210.

**Copy restrictions:** Beer, wines, liquor, patent medicines accepted if copy does not violate NAB Code of Ethics; patent medicine copy and hour of broadcast also supervised by station. **E. T. library:** Lang-Worth. **News:** None.

### WMCA, NEW YORK CITY

**Operator:** Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

**President:** Donald Flamm. **Vice-president, counsel:** William Weisman. **Secretary,**

**assistant to the president:** Sidney Flamm. **General manager:** Donald S. Shaw. **National sales director:** Charles Stark. **Director of programs and artists service:** Ed Scheuing. **Program coordinator:** Alfred A. Hall. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

**Rep:** Ward & McDermott (Chicago). **Seating facilities:** Theatre studio seats 300 persons. **Merchandising:** Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster with about 65 artists available for booking. **Base rate:** \$650.

**Copy restrictions:** Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **News periods:** 7:30-7:45 A.M., 9:45-10 A.M., 2:45-3 P.M., 5-5:15 P.M., 6:20-6:25 P.M., all Monday through Saturday; 8:45-9 A.M., 12:15-12:30 P.M., 10:30-10:45 P.M., midnight-12:15 A.M., all daily including Sunday; 1-1:15 A.M., Monday through Friday.

### WNEW, NEW YORK CITY

**Operator:** WODAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 125C kc (shares time with WHBI on Sunday and Monday). **Affiliation:** None. **Opened:** Feb. 13, 1934.

**Station manager:** Bernice Judis. **Commercial managers:** Herman Bess, Walter Duncan. **Sales promotion director:** Marvin DeWitt Rae. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Doris Smith. **Publicity director:** Richard K. Bard.

**Rep:** William G. Rambeau Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:** Yes; about 45 artists listed. **Base rate:** \$350.

**Copy restrictions:** Accept beer, wine and patent medicines; no reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others. **E. T. library:** Associated. **News:** INS; also tie-up with N. Y. Journal-American. **News periods:** 7:30-7:45 A.M., 8:55-9 A.M., 9:55-10:00 A.M., 11:55-noon, 1:55-2 P.M., 5:15-5:30 P.M., 8:55-9 P.M., 9:55-10 P.M., 2:55-3 A.M., 5:55-6 A.M., all Monday through Sat-

## NEW YORK STATIONS—Continued

urday; 2:55-3 P.M., 3:55-4 P.M., Tuesday through Saturday; 7:45-8 P.M. (comment), Monday through Friday.

### WNYC, NEW YORK CITY

**Operator:** City of New York, Municipal Broadcasting System, 2500 Municipal Bldg. **Phone:** Worth 2-4740. **Power:** 1,000 watts on 810 kc (operates to sunset in Minneapolis). **Opened:** July 2, 1924.

**This station is non-commercial.**

### WOR, NEW YORK CITY

**Operator:** Bamberger Broadcasting Service, Inc., 1440 Broadway. **Phone:** Pennsylvania 6-8383. **Power:** 50,000 watts on 710 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** February 22, 1922. (Note: This station is licensed for Newark, N. J., but maintains studios and general offices in New York City.)

**President:** Alfred J. McCosker. **Vice-president, general manager:** Theodore C. Streibert. **Vice-president in charge of sales:** Frank Braucher. **Sales manager:** Eugene S. Thomas. **Director of program operations:** Julius F. Seebach, Jr. **Chief engineer:** Jack R. Poppele. **Artists bureau head:** Nat Abramson. **Musical director:** Alfred Wallenstein. **Director of public relations and special features:** G. W. Johnstone. **Director of sales promotion:** Joe Creamer.

**Rep:** Own offices in Chicago and Boston; Edward S. Townsend in San Francisco. **Seating facilities:** Two studios, seating 75 persons; WOR-Mutual Playhouse, with capacity of 700, also available to clients. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** WOR Artists Service. **Base rate:** \$1,100.

**Copy restrictions:** Accept beer and wine providing programs do not run less than 5 minutes; announcements accepted daytime only, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent. **E. T. library:** World. **News:** Transradio. **News period:** 6:25-6:55 A.M. (farm news), 6:55-7 A.M., 8-8:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., all Monday through Saturday; 11-11:15 P.M., 2-2:05 A.M., every day; 10-10:15 A.M., 12:45-1 P.M., 7:15-7:30 P.M., Sunday only.

### WOV, NEW YORK CITY

**Operator:** International Broadcasting Corp., 132 W. 43d St. **Phone:** Bryant 9-6080. **Power:** 1,000 watts on 1130 kc (to 6 P.M.). **Affiliation:** None; has had oc-

casional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WIBX, WSAJ, WSYR, WEBR. **Opened:** December, 1926.

**General manager:** Hyla Kiczales (also general manager of WBIL, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John Schramm. **Chief engineer:** Robert E. Study. **Musical director:** Julio Occhiboi. **Publicity director:** Charles Berry.

**Copy restrictions:** Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 8:15-8:25 A.M., 10-10:15 A.M., 12:15-12:20 P.M., 4-4:15 P.M., 5-5:15 P.M. (Italian), all Monday through Saturday.

*Note: For complete details on this station, consult WBIL, New York. As a result of WBIL's purchase and consolidation with WPG, Atlantic City, as one New York full-time station, the wave-length and separate entity of WOV is being dropped.*

### WQXR, NEW YORK CITY

**Operator:** Interstate Broadcasting Co., Inc., 730 Fifth Ave. **Phone:** Columbus 5-6366. **Power:** 1,000 watts on 1550 kc. **Affiliation:** None. **Opened:** 1934.

**President:** John V. L. Hogan. **Station manager:** Elliott M. Sanger. **Commercial manager:** Robert M. Scholle. **Chief engineer:** Russell Valentine. **Musical director:** Eddy Brown. **Publicity director:** Dorothea Beckman.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors. **E. T. library:** World. **News:** A P. **News periods:** 8:55-9 A.M., 6:25-6:30 P.M., Monday through Saturday; 10:55-11 A.M., 5:45-6 P.M., 10:55-11 P.M., Sunday only. (Note: Spots accepted before and after, but not during, the news.)

### WVFW, NEW YORK CITY

**Operator:** Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. **Phones:** Triangle



## NEW YORK STATIONS—Continued

5-0313; Triangle 5-2628. **Power:** 500 watts on 1400 kc (shares time with WARD, WBBC and WLTH). **Affiliation:** None.

**Managing director:** Salvatore D'Angelo. **Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Available if requested; cooperative agreement on charges. **Foreign language programs:** Accept any foreign language except Oriental; program and translation must be submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Principally held by Salvatore D'Angelo. **Base rate:** \$175.

**Copy restrictions:** No hard liquors or patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. **E. T. library:** None. **News:** None.

### WWRL, NEW YORK CITY

**Operator:** Long Island Broadcasting Corp., 41-30 58th St., Woodside, L. I. **Phone:** Newtown 9-3300. **Power:** 250 and 100 watts on 1500 kc (divides time with WCNW). **Affiliation:** None. **Opened:** August, 1926.

**President, general and station manager, chief engineer:** W. H. Reuman. **Commercial manager:** Frank R. Clarke. **Program director:** Lou Cole. **Musical director:** Adolph Soebel. **Publicity director:** Emil Dorer. **Production manager:** Edith Dick.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Cooperate in any service requested, free of charge. **Foreign language programs:** Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Accept beer and wine; no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management. **E. T. library:** Lang-Worth; NAB. **News:** Local. **News periods:** Not listed.

### WHDL, OLEAN

**Operator:** WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1400 kc (daytime). **Affiliation:** None. **Opened:** Nov. 4, 1934. (Note: Station also has studios in Bradford, Pa., and St. Bonaventure College; WHDL is owned by the Olean Times-Herald, a Ganett newspaper).

**Station manager:** Thomas L. Brown. **Program director:** Joseph M. Cleary. **Chief engineer:** Warren McDowell.

**Rep:** J. P. McKinney & Son. **Seating facilities:** Have studios in both Olean,

N. Y., and Bradford, Pa.; capacity about 150. **Merchandising:** Maintenance merchandising department available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Do not accept beer, wine, hard liquors, or laxatives. **E. T. library:** NBC Thesaurus; Associated. **News:** UP from Olean Times-Herald. **News periods:** 9:30-9:45 A.M., 4-4:15 P.M., both Monday through Friday; 12:30-12:45 P.M., Saturday only.

### WMFF, PLATTSBURG

**Operator:** Plattsburg Broadcasting Corp., Hotel Cumberland. **Phone:** 1600. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary. **Opened:** Feb. 3, 1935.

**Treasurer, station manager:** George F. Bissell. **Chief of production:** Carl Mattison. **Commercial manager:** Martin Traynor, Jr. **Chief engineer:** Jack Nazak. **Artists bureau head:** Roy Cameron. **Musical director:** Kenneth Bell. **News and publicity director:** Lyle Bosley.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. **Foreign language programs:** Will accept. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$75.

**Copy restrictions:** Accept beer, wine, liquor; all continuity subject to station approval. **E. T. library:** None. **News:** UP. **News periods:** 7:55-8 A.M., 9-9:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 11-11:05 P.M., all Monday through Saturday; 11-11:05 A.M., 5:30-5:45 P.M., 11-11:05 P.M., Sunday only.

### WHAM, ROCHESTER

**Operator:** Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. **Phone:** Stone 1862. **Power:** 50,000 watts on 1150 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1922.

**General manager:** William Fay. **Studio manager:** John Lee. **Commercial manager:** J. W. Kennedy, Jr. **Program director:** Charles Siverson. **Chief engineer:** John J. Long. **Musical director:** Charles Siverson. **Publicity director:** Art Kelly.

**Rep:** George P. Hollingsbery Co. **Seating facilities:** Auditorium studio seats 300. **Merchandising:** Pre-announcements and direct program publicity rendered gratis; other services rendered by outside organizations at cost. **Foreign language programs:** No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. **Artists bureau:** None. **Base rate:** \$360.

# WHAM

IS THE

## “ONLY STATION”

WHICH SERVES

## ROCHESTER

AND

## Western New York

There is only *one* way to reach the wealthy  
area of ROCHESTER AND WESTERN NEW  
YORK . . . USE WHAM.



YOU CAN COVER THIS AREA WITH  
*WHAM* ALONE;  
YOU CANNOT COVER IT WITHOUT *WHAM*



50,000 WATTS—CLEAR CHANNEL

National Representative: GEORGE P. HOLLINGBERRY CO.

## NEW YORK STATIONS—Continued

**Copy restrictions:** No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good." **E. T. library:** World. **News:** UP. **News periods:** 7 A.M. (9 A.M. on Sunday), 12:05 P.M., 6 P.M., 11 P.M., all 10 minutes, all every day.

### WHEC, ROCHESTER

**Operator:** WHEC, Inc., 40 Franklin St. **Phone:** Stone 1320. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

**Vice-president:** Clarence Wheeler. **Station manager:** Gunnar O. Wiig. **Commercial manager:** LeMoine C. Wheeler. **Chief engineer:** Maurice H. Clarke. **Musical director:** Kenneth Sparnon. **Dramatics director:** Kenneth French. **Continuity director:** Charlotte Edwards. **Publicity director:** Ross Woodbridge.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studio A, 150; Studio B, 50. **Merchandising:** Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements anent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. **Foreign language programs:** Accepted, though few features of this type are carried; English translation must be submitted in advance. **Artists bureau:** Yes; score of artists under contract. **Base rate:** \$175.

**Copy restrictions:** Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements must not exceed 35 words; all programs must be in keeping with ethical standards. **E. T. library:** Associated. **News:** INS. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 4-4:15 P.M., Monday through Friday.

### WSAY, ROCHESTER

**Operator:** Brown Radio Service and Laboratory, Taylor Bldg. **Phone:** Stone 702. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 26, 1936.

**General manager, chief engineer:** Gordon

P. Brown. **Commercial manager:** Mortimer A. Nusbaum. **Sales manager:** Winston H. Thornburg. **Program director:** Levere Fuller.

**Rep:** None. **Seating facilities:** Studio seats about 100 persons. **Merchandising:** Service, as desired by the sponsor, is rendered at cost. **Foreign language programs:** Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. **Artists bureau:** Yes. **Base rate:** \$140.

**Copy restrictions:** Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and monitoring charge. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30 A.M., 12:30 P.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday.

### WNBZ, SARANAC LAKE

**Operator:** Upstate Broadcasting Corp., 70 Broadway. **Phone:** 824. **Power:** 100 watts on 1290 kc (daytime). **Affiliation:** None. **Opened:** 1927.

**General, station and commercial manager:** W. H. Carpenter. **Program director:** Edward Burgeni. **Chief engineer:** John McGoldrick.

**Rep:** George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** No formal department, but suitable cooperation is rendered. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** NAB Code of Ethics fully observed; liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** Christian Science Monitor.

### WGY, SCHENECTADY

**Operator:** Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. **Phone:** 3-2121. **Power:** 50,000 watts on 790 kc. **Affiliation:** NBC Basic Red. **Opened:** Feb. 20, 1922.

**Station manager:** Kolin Hager. **Program director:** A. O. Coggeshall. **Chief engineer:** W. J. Purcell. **Artists bureau head:** Kolin Hager. **Musical director:** Gordon Randall. **Publicity director:** W. T. Meenam.

**Rep:** National Broadcasting Co., Inc. **Seating facilities:** Studio A, 200; Albany studio, 40. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster of artists available. **Base rate:** \$400.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M.

## NEW YORK STATIONS—Continued

and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer or other alcoholic beverages not accepted; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC Theatricals. **News:** UP. **News periods:** 7:30 A.M., 12:10 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

### WFBL, SYRACUSE

**Operator:** Onondaga Radio Broadcasting Corp., Onondaga Hotel. **Phone:** 2-1147.

**Power:** 5,000 and 1,000 watts on 1360 kc. **Affiliation:** CBS. **Opened:** January, 1922.

**President:** Samuel H. Cook. **Station manager:** Samuel Woodworth. **Commercial manager:** Charles F. Phillips. **Program director, artists bureau head:** George M. Perkins. **Musical director:** Thelma MacNeil Curren. **Publicity director:** Bob Kenefick, Jr.

**Rep:** Free & Peters, Inc. **Seating facilities:** Roof garden, 350 persons; ballroom, 1,500; two theatres also available for certain hours. **Merchandising:** Maintain centrally located display window for use of advertisers for one week periods; use standard store counter display for pictures and sales messages; invitation previews and broadcasts for retailers; monthly cards to retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. **Base rate:** \$175.

**Copy restrictions:** All copy for beer,

## Full Basic COLUMBIA Network Schedule...

### Plus...

1. Complete, actual coverage of Syracuse and Central New York.
2. Carries more network programs, more short wave broadcasts, more national and local special features.
3. Finest and most modern equipment including new 403 foot vertical radiator and mobile transmitter (the only one in Syracuse).
4. Active and cooperative merchandising and publicity.

... and that means that WFBL has a greater, continuous active listening audience ... the thing of greatest importance to ALL radio time buyers.

# WFBL SYRACUSE, N. Y.

5000 Watts Daytime  
1000 Watts Nighttime

National Representatives—Free & Peters, Inc.

## NEW YORK STATIONS—Continued

wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 8-8:05 A.M., 10:45-10:50 A.M., 6-6:15 P.M., all Monday through Saturday; 11:30-11:35 P.M., Wednesday, Thursday, Saturday; 10:30-10:35 P.M., Monday, Tuesday, Friday; 6-6:15 P.M., 10:30-10:35 P.M., Sunday only.

### WSYR, SYRACUSE

**Operator:** Central New York Broadcasting Corp., Starret Syracuse Bldg., 204 Harrison St. **Phone:** 3-7111. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Basic Blue and Red. **Opened:** 1923.

**President:** H. C. Wilder.\* **Vice-president:** Fred R. Ripley. **National sales manager:** Phil Hoffman. **Program director:** L. B. Lindquist. **Chief engineer:** Armand Belle Isle. **Artists bureau head:** Fred Jeske. **Musical director:** Victor Miller.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studio seats 100 persons; also have use of two auditoriums, one seating 900, the other 500. **Merchandising:** Sponsors are, on request, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements; also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, one-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mail notices to listeners and trade, display ads in newspapers, periodic calls on all retailers in his market, and repeating announcements anent his program in other spots. **Foreign language programs:** Will accept, with restrictions. **Artists bureau:** Yes, lists about 25 artists. **Base rate:** \$220.

**Copy restrictions:** Accept beer and wine programs; no hard liquor; abide by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association. **E. T. library:** Associated. **News:** UP. **News periods:** 6:55 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes. all Monday through Saturday

\* Also president of WJTN, Jamestown, N. Y. and WNBX, Springfield, Vt.

### WSYU, SYRACUSE

This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.

### WHAZ, TROY

**Operator:** Rensselaer Polytechnic Institute, 110 Eighth St. **Phone:** 6810. **Power:** 1,000 watts on 1300 kc (divides time with WBBR and WEVD). **Affiliation:** None. **Opened:** August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute).

**Professor of Communication Engineering, station manager:** W. J. Williams. **Program and musical director:** A. O. Niles. **Chief engineer:** H. D. Harris. **Publicity director:** F. Tift.

**Rep:** None. **News:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$85.

**Copy restrictions:** Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards. **E. T. library:** None. **News:** UP. **News periods:** 7:15-7:30 P. M., Monday (news not subject to sponsorship).

### WTRY, TROY

**Operator:** Troy Broadcasting Co., Inc. **Power:** 1,000 watts on 950 kc (daytime).

At press time this station had a construction permit only.

### WIBX, UTICA

**Operator:** WIBX, Inc., 187 Genesee Street. **Phone:** 2-2101. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

**President, general manager:** Scott Howe Bowen. **Chief engineer:** H. M. Hathaway. **Musical director:** Walter Griswold. **Merchandising director:** N. W. Cook. **Director of public relations:** M. R. Hanna.

**Rep:** John Blair & Co. **Seating facilities:** Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. **Merchandising:** Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. **Foreign language programs:** Will accept; subject to station standards. **Artists bureau:** None. **Base rate:** \$105.

**Copy restrictions:** All copy subject to station approval. **E. T. library:** Associated. **News:** UP. **News periods:** 7-7:05 A.M., 8-

## NEW YORK STATIONS—Continued

8:05 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 6:15-6:30 P.M., 10:30-10:45 P.M., Sunday only.

### WFAS, WHITE PLAINS

**Operator:** Westchester Broadcasting Corp., Hotel Roger Smith. **Phone:** White Plains 8352. **Power:** 100 watts on 1210 kc (divides time with WGBB and WBRB). **Affiliation:** None. **Opened:** Aug. 11, 1932.

**President, program director, artists bureau head, publicity:** Frank A. Seitz. **Station manager:** Selma Seitz. **Commercial manager:** Fred W. Ayer. **Chief engineer:** H. C. Laubenstein. **Musical director:** Randall Kaler.

**Rep:** Associated Broadcasting Adv. Co.

in Greater New York (I. T. Porter, mgr., 152 W. 42nd St.); Cox and Tanz; Northwest Radio Advertising (Seattle). **Seating facilities:** Can accommodate about 300 persons; studio audiences not encouraged for general run of programs. **Merchandising:** Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. **Foreign language programs:** Limited acceptance. **Artists bureau:** Yes. **Base rate:** \$100.

**Copy restrictions:** Beer, wines and hard liquors accepted; copy must be in "good usage and truthful." **E. T. library:** Langworth. **News:** Christian Science Monitor. **News periods:** 4:45-5 P.M., Monday, Wednesday, Thursday, Friday, Saturday.

## NORTH CAROLINA

(408,600 radio homes, or 55% ownership among the State's total of 736,000 families. Urban ownership is 161,900, or 79% of urban families; rural ownership is 246,700, or 47% of rural families.)

### Radio Homes by Counties

Alamance .....	5,650	Franklin .....	3,030	Pamlico .....	1,120
Alexander .....	1,320	Gaston .....	10,400	Pasquotank .....	3,030
Alleghany .....	790	Gates .....	1,060	Pender .....	1,670
Anson .....	3,160	Graham .....	580	Perquimans .....	1,180
Ashe .....	2,100	Granville .....	3,150	Person .....	2,280
Avery .....	1,180	Greene .....	1,720	Pitt .....	6,430
Beaufort .....	4,430	Gulfport .....	22,740	Polk .....	1,190
Bertie .....	2,580	Halifax .....	5,710	Randolph .....	4,380
Bladen .....	2,330	Harnett .....	4,110	Richmond .....	4,250
Brunswick .....	1,830	Haywood .....	3,540	Robeson .....	7,120
Buncombe .....	16,660	Henderson .....	3,140	Rockingham .....	6,060
Burke .....	3,230	Hertford .....	1,770	Rowan .....	8,250
Cabarrus .....	5,500	Hoke .....	1,340	Rutherford .....	4,670
Caldwell .....	3,330	Hyde .....	920	Sampson .....	4,190
Camden .....	610	Iredell .....	6,260	Scotland .....	2,350
Carteret .....	2,430	Jackson .....	1,820	Stanly .....	3,570
Caswell .....	1,660	Johnston .....	6,030	Stokes .....	2,200
Catawba .....	5,680	Jones .....	990	Surry .....	4,640
Chatham .....	2,570	Lee .....	2,130	Swain .....	1,230
Cherokee .....	1,670	Lenoir .....	4,640	Transylvania .....	1,190
Chowan .....	1,470	Lincoln .....	2,580	Tyrrell .....	570
Clay .....	550	McDowell .....	2,280	Union .....	4,650
Cleveland .....	6,340	Macon .....	1,460	Vance .....	3,250
Columbus .....	3,980	Madison .....	2,060	Wake .....	13,650
Craven .....	4,440	Martin .....	2,500	Warren .....	2,240
Cumberland .....	5,630	Mecklenburg .....	23,520	Washington .....	1,270
Currituck .....	800	Mitchell .....	1,440	Watauga .....	1,560
Dare .....	710	Montgomery .....	1,780	Wayne .....	6,850
Davidson .....	6,390	Moore .....	3,360	Wilkes .....	3,720
Davie .....	1,590	Nash .....	6,370	Wilson .....	5,800
Duplin .....	3,720	New Hanover .....	8,330	Yadkin .....	1,890
Durham .....	12,550	Northampton .....	2,690	Yancey .....	1,470
Edgecombe .....	6,170	Onslow .....	1,570		
Forsyth .....	20,020	Orange .....	2,590		

## NORTH CAROLINA STATIONS—Continued

### WISE, ASHEVILLE

**Operator:** Asheville Daily News (Harold H. Thoms, owner). **Power:** 100 watts on 1370 kc.

**At press time this station had a construction permit only.**

### WWNC, ASHEVILLE

**Operator:** Asheville Citizen-Times Company, Inc., 14 O'Henry Ave. **Phone:** 5507. **Power:** 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** Feb. 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

**Vice-president and station director:** Don S. Elias. **Commercial manager:** John E. Thayer. **Program and musical director:** Bob Bingham. **Chief engineer:** Cecil B. Hoskins. **Production managers:** Steve Douglas; Norman Duncan.

**Rep:** The Branham Co. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, without charge; special services rendered at actual cost. **Foreign language programs:** No set rules; requests have never been received, as foreign population is very small. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations. **E. T. library:** Associated. **News:** UP; AP. **News periods:** 7:40 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

### WBT, CHARLOTTE

**Operator:** Columbia Broadcasting System, Inc., Wilder Bldg. **Phone:** 3-7107. **Power:** 50,000 watts on 1080 kc. **Affiliation:** CBS. **Opened:** 1921.

**General manager:** Lincoln Dellar. **Sales manager:** Royal E. Penny. **Program director:** C. H. Crutchfield. **Chief engineer:** J. J. Beloungy.

**Rep:** Radio Sales. **Seating facilities:** Studio seats 200; can secure Charlotte City Auditorium, capacity 5,000. **Merchandising:** Follow policies of Columbia Broadcasting System, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None; however, agreements have been made with 60 artists and musicians for service to the sponsor. **Stock:** Station is wholly owned by CBS, Inc. **Base rate:** \$300.

**Copy restrictions:** Policies of Columbia Broadcasting System. **E. T. library:** None. **News:** UP. **News periods:** 8-8:05 A.M., 12:55-1 P.M., 5:25-5:30 P.M., 11-11:05 P.M., all Monday through Saturday; 6:30-6:45

P.M. (comment), Monday, Wednesday, Friday; 12:30-12:35 P.M., 10:30-10:45 P.M. (comment), Sunday only.

### WSOC, CHARLOTTE

**Operator:** WSOC, Inc., Mecklenburg Hotel. **Phones:** 7130, 7139, 6655. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Southeastern Group; Mutual. **Opened:** Oct. 14, 1933.

**President, general manager:** Earle E. J. Gluck. **Commercial manager:** W. C. Irwin. **Sales promotion manager, publicity director:** Paul W. Norris. **Program director:** Charles G. Hicks. **Musical director:** Boe Norris. **Artists bureau head, assistant program director:** Ron Jenkins.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** 100 persons. **Merchandising:** Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), and theatre tie-ins offered gratis except for cost of postage; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at 5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 75 artists. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 3 P.M., 4:55 P.M., 5:45 P.M., 11 P.M. (duration not listed), Monday through Saturday; 12:15 P.M., 5 P.M., 11 P.M. (duration not listed), Sunday only.

### WDNC, DURHAM

**Operator:** Durham Radio Corp., Chapel Hill St. **Phone:** R-155. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

**President:** C. C. Council. **Station manager:** J. Frank Jarman, Jr. **Commercial manager:** Woody Woodhouse. **Program director:** Olin Tice. **Chief engineer:** R. A. Dalton. **Musical director:** R. J. Stratton.

**Rep:** The Katz Agency. **Seating facilities:** Auditorium studio seats 75; two small studios, one seating 15. **Merchandising:** Weekly publicity and program releases;

## NORTH CAROLINA STATIONS—Continued

annual remote studios at local exhibitions; daily columns in newspapers; one sheet displays; other services through The Katz Agency. **Foreign language programs:** Not accepted. **Artists bureau:** Yes, lists about 40 artists. **Base rate:** \$70.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy. **E. T. library:** Standard. **News:** UP; AP. **News periods:** 7:55-8 A.M., Monday through Saturday; noon-12:05 P.M., 6-6:05 P.M., 10:05-10:15 P.M., every day.

### WFNC, FAYETTEVILLE

**Operator:** W. C. Ewing and Harry Layman, doing business as Cumberland Broadcasting Co. **Power:** 250 watts on 1340 kc (daytime).

**At press time this station had a construction permit only.**

### WGNC, GASTONIA

**Operator:** F. C. Todd, National Bank of Commerce Bldg. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1939. **Base rate:** \$50.

No other information available.

### WGBR, GOLDSBORO

**Operator:** Eastern Carolina Broadcasting Co. **Power:** 100 watts on 1370 kc.

**At press time this station had a construction permit only.**

### WBIG, GREENSBORO

**Operator:** North Carolina Broadcasting Co., Inc., O. Henry Hotel. **Phones:** 6125-6. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** May 26, 1926.

**Station director, manager, commercial manager:** Edney Ridge. **Program director, artist bureau head:** Ernie Smith. **Chief engineer:** Earl Allison. **Musical director:** Margaret Banks. **Publicity:** Virginia Wilson McKinney.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Sportrena, capacity 1,000; admission 20c. on current program. **Merchandising:** Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. **Artists bureau:** Yes; has 50 artists under contract. **Base rate:** \$100.

**Copy restrictions:** No alcoholic beverages accepted; no products presenting question of "good taste"; after 6 P.M.

commercially may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods. **E. T. library:** World; Lang-Worth; NAB. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 5 P.M., 7:15 P.M., 11 P.M. (cavalcade), all 15 minutes, all apparently daily.

### WMFR, HIGH POINT

**Operator:** Radio Station WMFR, Inc., 156½ S. Main St. **Phone:** 4593. **Power:** 100 watts on 1200 kc. **Affiliation:** None; rebroadcasts WLW programs. **Opened:** Jan. 8, 1936.

**President, general and station manager:** Wayne M. Nelson. **Commercial manager, publicity director:** E. Z. Jones. **Program and musical director, artists bureau head:** Gary C. Davis. **Chief engineer:** E. J. Day.

**Rep:** None. **Seating facilities:** Guest room seats 40 persons. **Merchandising:** Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. **Foreign language programs:** No request for such to date; foreign population less than 1%. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Wayne M. Nelson and E. Z. Jones. **Base rate:** \$35.

**Copy restrictions:** Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time. **E. T. library:** NAB; Lang-Worth. **News:** UP. **News periods:** 8:30-8:45 A.M., 11-11:05 A.M., 12:15-12:30 P.M., 5:45-6 P.M., 6:15-6:30 P.M. (sports news), 7-7:05 P.M., 9:45-10 P.M., all Monday through Saturday.

### WFTC, KINSTON

**Operator:** Jonas Weiland, Kinston. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** March 1, 1937.

**Owner and station manager:** Jonas Weiland. **Commercial manager:** Rodney Prescott. **Program and publicity director:** Robert Brenner. **Chief engineer:** Jack Seigal.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Studio seats 60 persons. **Merchandising:** Services rendered; window card displays handled at cost. **Foreign language programs:** Will accept, though such programs are not advised; foreign population very small. **Artists bureau:** None. **Stock:**



## NORTH CAROLINA STATIONS—Continued

Entirely held by Jonas Weiland. **Base rate:** \$65.

**Copy restrictions:** Accept beer and wine, but no hard liquor; station reserves right to edit all scripts. **E. T. library:** Standard; Lang-Worth. **News:** Local.

### WPTF, RALEIGH

**Operator:** WPTF Radio Co., 324 Fayetteville St. **Phone:** 3007. **Power:** 5,000 watts on 680 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1922.

**President:** J. R. Weatherspoon. **Station manager:** Richard H. Mason. **Commercial manager:** Jack Fields. **Program director:** Graham B. Poyner. **Assistant program director:** Wesley Wallace. **Chief engineer:** Henry Hulick. **Musical director:** Gordon Kapsar. **Publicity director:** B. Walter Huffington.

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Limited service offered; letters to dealers, use of studio window display, and personal calls on dealers. **Foreign language programs:** Foreign population so small that no rules were ever set. **Artists bureau:** None. **Base rate:** \$160.

**Copy restrictions:** Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director. **E. T. library:** NBC Thesaurus; Lang-Worth; NAB. **News:** UP. **News periods:** 7:40-7:45 A.M., 12:30-12:35 P.M., 6:30-6:35 P.M., all apparently daily.

### WRAL, RALEIGH

**Operator:** Capitol Broadcasting Co., 130 So. Salisbury St. **Phone:** 5700. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** March 20, 1939.

**President:** E. Johnston Neal. **Assistant manager, program and musical director:** George T. Case. **Chief engineer:** L. B. Terry. **Publicity director:** Howard Hamrick.

**Rep:** None. **Seating facilities:** One studio seats 30, another 20; Barn Dance is staged in the city auditorium, seating 1,000, with a 25c. admission. **Merchandising:** None. **Foreign language programs:** Accepted only as sustaining features. **Artists bureau:** No formal setup; station can, however, supply talent. **Base rate:** No card sent.

**Copy restrictions:** Wines or alcoholic beverages not accepted; patent medicines accepted only if approved by the Medical Society. **E. T. library:** Associated. **News:** Transradio. **News periods:** Five minutes

every hour on the hour, 6 A.M. to 12:10 A.M., except sports news from 7-7:15 P.M. and news-in-review from 10-10:15 P.M., all apparently daily.

### WEED, ROCKY MOUNT

**Operator:** William Avera Wynne, Box 221. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

**Station head:** W. Avera Wynne. **General and commercial manager:** B. W. Frank. **Program director:** Jack M. Braxton. **Chief engineer:** Isaac Murphrey. **Musical director:** Wally Williams. **Production manager:** Thomas Snowden.

**Rep:** None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$45.

**Copy restrictions:** Beer and wine accepted; no hard liquor advertising; patent medicine copy subject to station censorship. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 11:45-noon, 3:30-3:45 P.M., 7:45-8 P.M., Monday through Saturday.

### WSTP, SALISBURY

**Operator:** Piedmont Broadcasting Corp., Yadkin Hotel. **Phone:** 2121. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939. (Note: This station is affiliated with, but not predominantly owned by, the Salisbury Post).

**Vice-president:** James F. Hurley. **Station and commercial manager, publicity director:** John W. Schultz. **Program director:** James McClendon. **Chief engineer:** J. R. Yost.

**Rep:** Bryant, Griffith & Brunson, Inc. **Seating facilities:** Studio observation room seats 25; Barn Dance program staged in hall with seating capacity of 1,000 (admission 20c). **Merchandising:** Distribution of window cards, publicity, etc. rendered gratis in "reasonable amounts." **Foreign language programs:** No rules listed. **Artists bureau:** None. **Stock:** Held by B. P. Beard (118 shares), J. F. Hurley (94), Stahle Linn (23), W. S. Overton (10), J. P. Mattox (10), C. F. Raney (10), Gregory Peeler (5), Walter Carter (5), J. Carson Brantley (20), M. M. Murphy (5). **Base rate:** \$40.

**Copy restrictions:** Wine and beer advertising accepted; all copy checked against, and subject to, station policy. **E. T. library:** World; NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 5 P.M., 11 P.M. all 15 minutes, all Monday through Saturday; noon, 5 P.M., 11 P.M., all 15 minutes, all Sunday.

## NORTH CAROLINA STATIONS—Continued

### WMFD, WILMINGTON

**Operator:** R. A. Dunlea, Hotel Wilmington. **Phone:** 3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

**Station manager:** R. A. Dunlea. **Commercial manager:** Arthur G. Montaigne. **Program director:** H. W. Lee. **Chief engineer:** R. A. Plank.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted; population is 98% native-born. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept beer and wine; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 12:10-12:15 P.M., 1:35-1:40 P.M., 4:55-5 P.M., 6:30-6:40 P.M., all Monday through Saturday; 11-11:15 A.M., 2:45-3 P.M., both Monday through Saturday.

### WGTM, WILSON

**Operator:** WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** July 18, 1937.

**General manager:** H. W. Wilson. **Commercial manager:** Allen Wannamaker. **Program director:** Billy Steadman. **Chief engineer:** Ben Farmer. **Publicity director:** Mina Church.

**Rep:** Cox and Tanz. **Seating facilities:** Main studio seats 30 persons. **Merchandising:** Mail letters to dealers advising them of new programs; furnish window cards, and "other suitable merchandising plans." **Foreign language programs:** No rules; foreign population very small. **Artists bureau:** None, as such; supply advertisers with list of available local talent. **Base rate:** \$30.

**Copy restrictions:** Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. **News:** UP.

### WAIR, WINSTON-SALEM

**Operator:** C. G. Hill, George D. Walker, and Susan H. Walker, Robert E. Lee Hotel.

**Phone:** 2-1133. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** Mutual. **Opened:** March 24, 1937.

**Station and promotion manager:** George D. Walker. **Commercial manager:** C. G. Hill. **Program and musical director, artists bureau head:** Charles Keaton. **Chief engineer:** Earl F. Downey.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Complete service; mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$70.

**Copy restrictions:** No alcoholic beverages; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 6-6:05 A.M., 7-7:05 A.M., 8-8:05 A.M., 11-11:05 A.M., 2-2:05 P.M., 4-4:05 P.M., 6-6:15 P.M., daily.

### WSJS, WINSTON-SALEM

**Operator:** Piedmont Publishing Co., 416-420 N. Marshall St. **Phone:** 4141. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** April 17, 1930. (Note: This station is newspaper-owned by Winston-Salem Journal and Twin City Sentinel).

**General, station and commercial manager:** Norris L. O'Neil. **Program director:** John Miller. **Chief engineer:** Phillip Hedrick. **Musical director:** Elsie C. Tuttle. **Publicity director:** John Miller.

**Rep:** Kelly-Smith Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete free service including publicity through affiliated newspapers; regular sales surveys. **Foreign language programs:** No demand for same in this area. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Accept beer and wine; no hard liquor advertising permissible under state laws. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:40-7:45 A.M., 1-1:15 P.M., 6-6:15 P.M., 9-9:15 P.M., Monday through Saturday.

## NORTH DAKOTA

(119,600 radio homes, or 77% ownership among the State's total of 156,000 families. Urban ownership is 26,200, or 94% of urban families; rural ownership is 93,400, or 73% of rural families.)

### Radio Homes by Counties

Adams .....	1,080	Grant .....	1,590	Ransom .....	1,900
Barnes .....	3,570	Griggs .....	1,160	Renville .....	1,290
Benson .....	2,290	Hettinger .....	1,370	Richland .....	3,740
Billings .....	480	Kidder .....	1,250	Rolette .....	1,710
Bottineau .....	2,610	La Moure .....	1,930	Sargent .....	1,630
Bowman .....	930	Logan .....	1,190	Sheridan .....	1,140
Burke .....	1,710	McHenry .....	2,600	Sioux .....	750
Burleigh .....	3,830	McIntosh .....	1,450	Slope .....	740
Cass .....	10,030	McKenzie .....	1,730	Stark .....	2,620
Cavalier .....	2,380	McLean .....	2,950	Steele .....	1,140
Dickey .....	1,840	Mercer .....	1,450	Stutsman .....	4,600
Divide .....	1,670	Morton .....	3,420	Towner .....	1,390
Dunn .....	1,440	Mountrail .....	2,390	Traill .....	2,130
Eddy .....	1,030	Nelson .....	1,690	Walsh .....	3,400
Emmons .....	1,830	Oliver .....	650	Ward .....	6,620
Foster .....	1,090	Pembina .....	2,540	Wells .....	2,190
Golden Valley .....	760	Pierce .....	1,440	Williams .....	3,690
Grand Forks .....	6,570	Ramsey .....	2,980		

### KFYR, BISMARCK

**Operator:** Meyer Broadcasting Co., 320 Broadway. **Phone:** 19. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** NBC Northwestern Group. **Opened:** September, 1925.

**President:** P. J. Meyer. **Station manager, commercial manager:** F. E. Fitzsimonds. **Program director, musical director:** Wayne Griffin. **Chief engineer:** Ivar Nelson.

**Rep:** Gene Furgason & Co. **Seating facilities:** None in studio; have access to city auditorium. **Merchandising:** Place window displays; call on dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. **Foreign language programs:** Accepted, provided they are accompanied by an English translation. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7-7:05 A.M., 8-10-8:15 A.M., 10-15-10:20 A.M., 12-10-12:15 P.M., 2-15-2:20 P.M., 4-25-4:30 P.M., 5-45-6 P.M., 10-10-15 P.M., all Monday through Saturday: 9-9:05 A.M., 1-1-1:05 P.M., 9-9:05 P.M., all Sunday.

### KDLR, DEVILS LAKE

**Operator:** KDLR, Inc., 1025 Third St. **Phone:** 1090. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Jan. 25, 1925.

**Director, station manager:** Bert Wick. **Program director:** Hildur Marie Wick. **Chief engineer:** Richard Moritz.

**Rep:** Cox and Tanz (Philadelphia and Chicago). **Seating facilities:** Theatre seats 990 persons (25c. admission). **Merchandising:** Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. **Foreign language programs:** Accepted; copy in English must be submitted, and programs must conform to standards of good taste. **Artists bureau:** None. **Stock:** Held by Bert and Hildur Marie Wick. **Base rate:** \$20 (½ hr.).

**Copy restrictions:** Accept beer; no wine or liquor advertising; no "cure-alls"; copy must be in good taste and conform to station standards. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05 A.M., 10:30 A.M., 12-25 P.M., 1-45 P.M., 7-05 P.M., all 10 minutes, all Monday through Saturday; 12:45-1 P.M., Sunday.

### WDAY, FARGO

**Operator:** WDAY, Inc., Black Bldg. **Phone:** 6800. **Power:** 5,000 and 1,000 watts

## NORTH DAKOTA STATIONS—Continued

on 940 kc. **Affiliation:** NBC Northwestern Group. **Opened:** May 22, 1922. (Note: This station is affiliated with the Fargo Forum.)

**President, station manager:** E. C. Reineke. **Commercial manager:** Barney J. Lavin. **Program director:** Ken Kennedy. **Chief engineer:** Julius Hetland. **Publicity director:** Dave Henley.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Pre-announce new programs, insert ads in Fargo Forum and give an air preview; notify all Fargo and Moorhead dealers of program; have signs on buses in Moorhead and Fargo. **Foreign language programs:** Will accept one-minute transcribed announcements in Scandinavian languages. **Artists bureau:** Yes. **Stock:** Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. **Base rate:** \$160.

**Copy restrictions:** Take wine, beer, liquor. **E. T. library:** NBC Thesaurus. **News:** UP; Transradio. **News periods:** 6-6:10 A.M., 8-8:10 A.M., 10:06-10:14 A.M., 12:30-12:35 P.M., 2:15-2:30 P.M., 5:50-6 P.M., 9-9:15 P.M., all apparently daily.

### KFJM, GRAND FORKS

**Operator:** University of North Dakota, First National Bank Bldg. **Phone:** 1200. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923. (Note: This station is owned and operated by the University of North Dakota.)

**General and station manager:** Dalton Le Masurier\*. **Commercial manager:** Elmer Hanson. **Program director:** Helen A. La Velle. **Chief engineer:** Elwin J. O'Brien.

**Rep:** None. **Seating facilities:** 35 persons. **Merchandising:** Publicity, dealer contacts, and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. **Foreign language programs:** Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. **Artists bureau:** None. **Base rate:** \$24 (½ hr.).

**Copy restrictions:** Beer and light wines accepted; no hard liquor or patent medi-

\* Also general manager of KOVC, Valley City, N. D., and KDAL, Duluth, Minn.

# KEYR

The Regional Station with the Largest Primary  
Area of any radio station in the United States

SERVING A GREATER  
NORTHWEST

**MEYER BROADCASTING COMPANY**

BISMARCK, N. D.

GENE FURGASON & Co., National Representatives

## NORTH DAKOTA STATIONS—Continued

cine advertising; only restriction on copy is that it be in good taste. **E. T. library:** Lang-Worth. **News:** Transradio. **News Periods:** 7:15 A.M., 8:15 A.M., 10:15 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., all 10 minutes, all Monday through Saturday; 12:15 P.M., 8:15 P.M., both 10 minutes, both Sunday only.

### KRMC, JAMESTOWN

**Operator:** Roberts-MacNab Co., Gladstone Hotel. **Phone:** 100. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 14, 1937.

**General manager:** R. B. MacNab. **Station and commercial manager:** Harry ("Ike") Evans. **Chief engineer:** Lloyd Amoo. **Program director:** Claudia Evans.

**Rep:** Cox and Tanz. **Seating facilities:** Two studios in Gladstone Hotel (capacity not listed); Jamestown Armory, 1,200. **Merchandising:** Place window displays, cards, etc.; have portable public address system for meetings, etc.; space in county papers; station will spend 10% of national rate in merchandising, if the account is on a 52-week basis. **Foreign language programs:** Accepted; German and Scandinavian preferable. **Artists bureau:** Under the direction of Claudia and Harry Evans; book station talent, and route dance bands and stage shows. **Base rate:** \$40.

**Copy restrictions:** Beer, wine and patent medicine copy accepted; no hard liquors; all copy subject to editing by station. **E. T. library:** World. **News:** Transradio. **News periods:** 9:30-9:40 A.M., 11-11:15 A.M., 12:05-12:15 P.M., 4-? P.M., 6:05-6:12 P.M., 8:30-8:40 P.M., all apparently daily.

### KGCU, MANDAN

**Operator:** Mandan Radio Association, 111 First Ave., N. W. **Phone:** 631. **Power:** 250 watts on 1240 kc. **Affiliation:** None. **Opened:** 1925. (Note: KGCU also maintains studios in Prince Hotel, Bismarck).

**General manager:** J. K. Kennelly. **Program director:** Arne Anzjon. **Chief engineer:** James E. Gilfoy.

**Rep:** None. **Seating facilities:** Visitors' Room seats 200 persons. **Merchandising:** Reasonable services rendered free of charge; special services at cost, plus 10%. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None, as such, but station has a register of 6 orchestras and 56 entertainers for convenience of advertisers. **Base rate:** \$30.

**Copy restrictions:** Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval. **E. T. library:** MacGregor.

**News:** Transradio; AP. **News periods:** 9:45 A.M., 11:45 A.M., 12:42 P.M. (AP news), 2:23 P.M., 5:25 P.M., 6:20 P.M., 8 P.M., all 10 minutes, all Monday through Saturday; 4-4:10 P.M., Sunday only.

### KLPM, MINOT

**Operator:** John B. Cooley, Fair Block. **Phone:** 1267. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** None. **Opened:** October 1, 1929.

**General and commercial manager:** E. H. Cooley. **Station manager, program and publicity director:** R. J. Schmidt. **Chief engineer:** C. W. Baker. **Artists bureau head:** Leslie E. Maupin. **Musical director:** Kay McGrath.

**Rep:** Transamerican Broadcasting and Television Corp. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Cooperate with advertisers upon request; services worked out between station and individual accounts. **Foreign language programs:** Accept Norwegian, German and Russian programs. **Artists bureau:** Setup nominal only. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials are restricted to a maximum of 3 minutes. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:35 A.M., 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 12:35-12:40 P.M., 1:30-1:35 P.M., 6:30-6:35 P.M., 7:30-7:35 P.M., 8-8:15 P.M., 9:30-9:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.

### KOVC, VALLEY CITY

**Operator:** KOVC, Inc., 312 Fifth Ave. **Phone:** 408. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 19, 1936.

**General manager:** Dalton Le Masurier\*. **Station director, commercial manager:** William L. Wallace. **Program director:** Robert E. Ingstad. **Chief engineer:** Bey Greene.

**Rep:** None. **Seating facilities:** 1,000 persons. **Merchandising:** Partial service; two display windows for sponsor use. **Foreign language programs:** No restrictions on this type of business. **Artists bureau:** Nominally maintained. **Base rate:** \$20.

**Copy restrictions:** Will accept beer; no wines or other alcoholic beverages. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon, 12:35-12:45 P.M. (local news), 6:15-6:30 P.M., all daily.

\* Also general manager of KFJM, Grand Forks, N. D., and KDAL, Duluth, Minn.

# We sell 5000 watts

## — and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not. Crossley, Inc., conducting the largest coincidental study ever made in Cincinnati, demonstrated again that WKRC was an unquestioned first in popularity—day and night—among all of the local network stations.

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things...*plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the liveliest outfits in radio. So listeners tune to WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. WKRC advertising rings the bell all down the line...wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

## WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

# OHIO

(1,641,500 radio homes, or 92% ownership among the State's total of 1,777,000 families. Urban ownership is 1,130,200, or 93% of urban families; rural ownership is 511,300, or 91% of rural families.)

## Radio Homes by Counties

Adams .....	4,990	Hamilton .....	153,830	Noble .....	3,660
Allen .....	17,460	Hancock .....	10,760	Ottawa .....	6,160
Ashland .....	7,320	Hardin .....	7,190	Paulding .....	3,770
Ashtabula .....	17,230	Harrison .....	4,710	Perry .....	7,440
Athens .....	10,230	Henry .....	5,530	Pickaway .....	5,960
Auglaize .....	7,060	Highland .....	6,900	Pike .....	3,040
Belmont .....	21,880	Hocking .....	4,780	Portage .....	10,600
Brown .....	5,330	Holmes .....	3,940	Preble .....	5,990
Butler .....	27,530	Huron .....	8,920	Putnam .....	5,780
Carroll .....	3,990	Jackson .....	5,870	Richland .....	16,270
Champaign .....	6,460	Jefferson .....	19,760	Ross .....	10,460
Clark .....	22,890	Knox .....	7,880	Sandusky .....	10,290
Clermont .....	7,960	Lake .....	10,320	Scioto .....	18,440
Clinton .....	5,870	Lawrence .....	9,710	Seneca .....	11,700
Columbiana .....	21,580	Licking .....	16,010	Shelby .....	6,070
Coshocton .....	7,380	Logan .....	7,750	Stark .....	53,510
Crawford .....	9,250	Lorain .....	25,670	Summit .....	82,210
Cuyahoga .....	295,030	Lucas .....	85,940	Trumbull .....	27,960
Darke .....	9,690	Madison .....	4,760	Tuscarawas .....	17,040
Defiance .....	5,720	Mahoning .....	52,780	Union .....	4,990
Delaware .....	6,700	Marion .....	11,640	Van Wert .....	6,670
Erie .....	10,850	Medina .....	7,540	Vinton .....	2,370
Fairfield .....	10,830	Meigs .....	5,910	Warren .....	6,770
Fayette .....	5,320	Mercer .....	5,670	Washington .....	10,810
Franklin .....	90,880	Miami .....	13,460	Wayne .....	11,850
Fulton .....	5,950	Monroe .....	4,320	Williams .....	6,530
Gallia .....	4,980	Montgomery .....	68,570	Wood .....	12,660
Geauga .....	3,790	Morgan .....	3,490	Wyandot .....	4,890
Greene .....	8,300	Morrow .....	3,980		
Guernsey .....	10,150	Muskingum .....	17,420		

## WADC, AKRON

**Operator:** Allen T. Simmons, Beacon Journal Bldg. **Phones:** Hemlock 5151-2-3. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS. **Opened:** April 8, 1925.

**Owner, general manager, station manager:** Allen T. Simmons. **Promotion, publicity director:** E. A. Marchal. **Program director, musical director:** H. L. Hageman. **Chief engineer:** John Aitkenhead, Jr. **Artists bureau head:** R. B. Wilson.

**Rep:** George P. Hollingberry. **Seating facilities:** O'Neil's Auditorium, 1,000. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though nominally there is an artists setup. **Base rate:** \$175.

**Copy restrictions:** Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted. **E. T. library:** Associated. **News:** Transradio. **News periods:**

8:30-8:45 A.M., 12:30-12:45 P.M., 5:45-5:55 P.M., 11-11:05 P.M., Monday through Friday; 8:30-8:45 A.M., 11-11:05 P.M., Saturday only; 12:30-12:35 P.M., Sunday only.

## WJW, AKRON

**Operator:** WJW, Inc., 41 S. High St. **Phones:** Jefferson 6111; Franklin 1111; Hemlock 1000. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October 1932.

**President:** John F. Weimer. **General manager:** Edythe Fern Melrose.

**Rep:** Kelly-Smith Co. **Seating facilities:** Akron Armory, 3,500 persons; Rudick's Auditorium, 250. **Merchandising:** Complete service available; devote space in local paper to new clients. **Foreign language programs:** Announcements accepted; extra charge of \$1 per announcement if station announcer is used. **Artists bureau:** No talent listed, although a setup is nominally maintained. **Base rate:** \$100.

## OHIO STATIONS—Continued

**Copy restrictions:** Advertising of beer, wines and alcoholic beverages accepted. **News:** None listed.

### WICA, ASHTABULA

**Operator:** WICA, Inc., 221 Center St. **Phones:** 1211; 1311. **Power:** 500 watts on 940 kc (daytime). **Affiliation:** None. **Opened:** Nov. 22, 1937. (Note: This station is affiliated with the Ashtabula Star-Beacon, the Geneva Free Press, the Painesville Telegraph, and the Conneaut News & Herald).

**Manager:** Robert B. Rowley. **Commercial manager:** Robert C. Marvin. **Program director:** Walter C. Walrath. **Chief engineer:** George E. Gautney. **Artists bureau head:** Gerald C. O'Brien. **Musical director:** Richard Joachim. **Publicity:** Handled by Thurse F. Sigman Advertising.

**Rep:** None. **Seating facilities:** Two studios, seating 40 and 70. **Merchandising:** None listed. **Foreign language programs:** Accepted and encouraged; copy must be accompanied by translation. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** No wine or alcoholic beverage advertising accepted. **E. T. library:** Associated; Standard; MacGregor. **News:** UP. **News periods:** 10-10:15 A.M., noon-12:10 P.M., 2-2:15 P.M., 4:30-4:45 P.M., Monday through Saturday; 9:15-9:30 A.M., noon-12:15 P.M., 4:30-4:45 P.M., Sunday only.

### WHBC, CANTON\*

**Operator:** The Ohio Broadcasting Co., 319 W. Tuscarawa Street. **Phone:** 5385. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** May 1, 1925.

**General manager:** Felix Hinkle. **Commercial manager:** Ralph H. Bruce. **Program director:** S. T. Mayers. **Chief engineer:** Kenneth Sliker. **Publicity director:** Tom McClowry.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Complete service rendered at actual cost. **Foreign language programs:** Accepted; translation must be submitted for approval. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

**Copy restrictions:** Beer and wine copy accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. **News:** None.

\* At press time this station was changing to new ownership, building new studios and transmitter, and otherwise changing policies, rate structure, etc.; the above data is therefore tentative.

### WKCY, CINCINNATI

**Operator:** L. B. Wilson, Inc., Sixth and Madison, Covington, Ky.; executive offices and studios, Hotel Gibson, Cincinnati. **Phone:** Hemlock 7655. **Power:** 50,000 watts on 1490 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** Sept. 16, 1929. (Note: WKCY is scheduled to shift network affiliation to CBS).

**President, general manager:** L. B. Wilson. **Sales manager:** Lloyd Venard. **Public relations director:** Elmer Dressman. **Sales promotion manager:** E. C. Jimmy Krauthers. **Program director:** Mendel Jones. **Merchandising manager:** Thomas Mitchell. **Sales service manager:** George Moore. **Station promotion manager:** Bev Dean.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio, 75 persons; Gibson ballroom 500. **Merchandising:** Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WKCY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association, and maintains active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place displays and report on stock and competitive stock, copy of which report is forwarded to company and agency; also taxicab signs and publicity department activity furnished without charge; notify dealers and jobbers by mail; make comparative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$440.

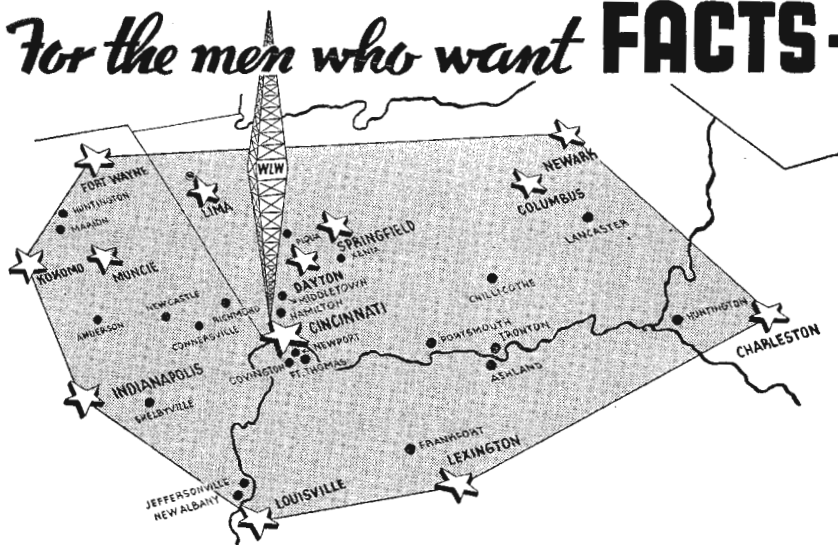
**Copy restrictions:** All commercial copy must be approved by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department. **E. T. library:** NBC Thesaurus; World. **News:** Transradio. **News periods:** 8-8:10 A.M., 8:30-8:35 A.M., 9:45-9:50 A.M., 12:20-12:25 P.M., 2:30-2:40 P.M., 5:35-5:45 P.M., all Monday through Saturday; 10-10:15 P.M., every day; 10-10:05 A.M., 2:30-2:40 P.M., Sunday only.

### WCPO, CINCINNATI

**Operator:** Scripps-Howard Radio, Inc., B. F. Keith Bldg. **Phone:** Main 3314. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 1, 1935. (Note: Operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)



*For the men who want* **FACTS-**



## 140,803 CALLS MADE IN THE 13 STARRED MARKETS REVEALED:

★ From March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls in 12 of the cities starred. In the 13th market, Cincinnati, Alberta Burke Marketing and Research Co. made 21,883 calls.

● The cities circled above were not included in this Survey, but it seems reasonable to assume that WLW does generally as well in these towns, many of which are not served by any local station.

The average audience tuned to WLW is more than twice that of the ten dominant local stations (8:30 A.M. to 10:30 P.M., Monday through Friday). The combined cost of these stations is \$1,830 per hour, or 69.4% greater than WLW's rate of \$1,080.

Since these stations have an average of 22.8% of the listening audience and WLW has 48.3%, on an identical cost per listener basis WLW's rate would be \$3,876.

Write WLW or Transamerican Broadcasting & Television Corporation for  
**MORE FACTS AND FIGURES  
ON WHY I SHOULD BUY**

## THE NATION'S STATION



WSAI  
covers  
a  
#17  
size

A #17 SIZE shoe is not the largest in the world. But it's astoundingly big! So with cities . . . WSAI covers Cincinnati—17 in size of U. S. cities. There are plenty of people here—more than a million in the trading area. Plenty money, too! Income is 37% higher than the national average.

WSAI covers Cincinnati—and then some! WSAI's popularity is very high—because of NBC, Mutual, and the finest local programs—coming from the greatest array of talent of any regional station in the world. Rates are LOWEST of all local network stations. All of which means BULK AUDIENCE — AT LOW COST PER LISTENER.

WSAI will boost your sales. Shall we send proof?

**WSAI** *Cincinnati's Own Station*  
REPRESENTED BY INTERNATIONAL RADIO SALES

## OHIO STATIONS—Continued

**General manager:** M. C. Watters.

**Rep:** Weed & Co. **Seating facilities:** Three studios, capacity about 150. **Merchandising:** Maintains complete department; large street studio with display windows; tie-ins with merchandising facilities of the Cincinnati Post. **Foreign language programs:** Accepted at restricted hours. **Artists bureau:** Yes. **Base rate:** \$60 (WCPO is also sold in combination with WNOX and WMPS).

**Copy restrictions:** All continuity subject to station approval; wine and liquor advertising not accepted. **E. T. library:** Associated; Standard. **News:** From Cincinnati Post. **News periods:** Ten minutes every hour on the hour, except 5 P.M., from 7 A.M. to midnight, all apparently daily.

### WKRC, CINCINNATI

**Operator:** Columbia Broadcasting System, Inc., Hotel Alms. **Phone:** Woodburn 0550. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** May 5, 1924.

**General manager:** Wm. A. Schudt, Jr. **Commercial manager:** Wm. J. Williamson. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Publicity director:** Margaret Maloney. **Special events director:** James M. Patt.

**Rep:** Radio Sales. **Seating facilities:** Auditorium studio seats 125 persons. **Merchandising:** Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of from 20-50 retail outlets to determine sponsor's program popularity; window display in the Hotel Alms (sponsor to furnish the trim); furnish distribution information, etc.; all foregoing services gratis. **Special services** include sending out of special mailings for sponsor at 4c per letter (WKRC furnishing everything except dealer helps or printed matter); will make intensive surveys of all types, cost depending on nature and extent of the work; trailers in 20 theatres available soon. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** CBS program policies. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:15-7:20 A.M., 8:30-8:35 A.M. 2-2:10 P.M., 6-6:05 P.M. 10:15-10:20 P.M., 12:30-12:35 A.M., 1:55-2 A.M., all Monday through Saturday; 12-12:10 P.M., Saturday only; 11:45-noon, 11-11:05 P.M., 12:30-12:35 A.M., 1:55-2 A.M., Sunday only.

### WLW, CINCINNATI

**Operator:** The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:**

50,000 watts on 700 kc; 500,000 watts on 700 kc after midnight. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Mutual. **Opened:** 1921. (Note: WSAI, Cincinnati, is under same ownership.)

**President:** Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General sales manager:** Robert E. Dunville. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Program director:** Owen Vinson. **Chief engineer:** R. J. Rockwell. **Service Manager:** Walter Callahan. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House. **Sales promotion manager:** Beulah Strawway.

**Rep:** Transamerican Broadcasting & Television Corp. **Seating facilities:** Auditorium studio seats 400 (shared with WSAI); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Conduct market research and field surveys of products advertised on station; issue organ publicizing sponsor's promotional activities; publicity sent to 2,910 newspapers, daily and weekly, radio publications, national and local fan magazines, plus trade journals. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$1,080.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; proprietary medicines subject to specific approval of management; length of commercial copy subject to time of day, length of program, and station restrictions. **E. T. library:** Associated; Davis & Schweigler. **News:** INS; UP. **News periods:** 7:15-7:30 A.M., 8:15-8:30 A.M., 11:30-11:35 A.M., Monday through Saturday; 7:40-7:45 A.M., Tuesday, Thursday, Saturday; 12:30-12:35 P.M., 5:45-6 P.M., Monday through Friday; 1:15-1:30 P.M., Monday, Wednesday, Friday; 10:30-10:45 A.M., 7:30-7:45 P.M., Sunday only; 11-11:15 P.M., 1-1:15 A.M., every day.

### WSAI, CINCINNATI

**Operator:** The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Mutual Broadcasting System. **Opened:** 1921. (Note: This station is under the same ownership as WLW, Cincinnati).

**President:** Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General manager:** Dewey H. Long. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Sales promotion manager:** Richard A. Rupert. **Program director:** Clair Shadwell.

## OHIO STATIONS—Continued

**Chief engineer:** R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House.

**Rep:** International Radio Sales. **Seating facilities:** Auditorium studio seats 400 (shared with WLW); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Dealer tie-ins, car and bus cards, film trailers, changeable neon signs; monthly house organ; publicity sent to national and local fan magazines, trade journals, and 45 papers in WSAI area. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$240.

**Copy restrictions:** Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must conform to standards of good taste. **E. T. library:** Associated; Davis & Schwegler. **News:** INS; UP. **News periods:** 8:30-8:33 A.M., 12:25-12:30 P.M., 5:30-5:35 P.M., Monday through Saturday; 9:30-9:45 P.M., Sunday through Friday; 10:30-10:35 P.M., Monday through Friday.

## WCLE, CLEVELAND

**Operator:** Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 500 watts on 610 kc (to local sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** Jan. 1, 1927, as WJAY. (Note: WCLE is newspaper-owned by the Cleveland Plain Dealer.)

**Vice-president, general manager:** H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** John T. Vorpe. **Program manager:** Russell Richmond. **Chief engineer:** E. L. Gove. **Musical director:** Louis Rich. **Publicity director:** John T. Vorpe.

**Rep:** Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** See description of WHK, Cleveland. **Foreign language programs:** Not accepted. **Artists bureau:** See WHK, Cleveland. **Stock:** See WHK, Cleveland. **Base rate:** \$112.50.

**Copy restrictions:** Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words;



## OHIO STATIONS--Continued

daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising; beer and wines accepted if copy does not intend to spread further use of these beverages; no hard liquors. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 6:55 A.M., 9 A.M., 11 A.M., 1 P.M., 2:15 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 9:30-9:45 A.M., Sunday only.

### WGAR, CLEVELAND

**Operator:** WGAR Broadcasting Co., Hotel Statler. **Phone:** Prospect 0200. **Power:** 5,000 and 1,000 watts on 1450 kc. **Affiliation:** CBS. **Opened:** Dec. 15, 1930.

**President:** G. A. Richards.\* **General manager:** John F. Patt. **Assistant manager:** Eugene Carr. **Local sales manager:** Harry Camp. **Editorial and promotion di-**

\*Also president of WJR, Detroit, Mich., and KMPC, Beverly Hills, Calif.

**rector:** Ellis C. Vander Pyl. **Program director:** Worth Kramer. **Production manager:** Carl George. **Chief engineer:** R. Morris Pierce. **Musical director:** Walberg Brown. **Publicity director:** Maurice Condon.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, 2,500. **Merchandising:** Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street car cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; lobby display. **Foreign language programs:** Will accept without restrictions as to day or evening hours; also announcements. **Artists bureau:** Yes; has complete talent roster. **Stock:** Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. **Base rate:** \$350.

**Copy restrictions:** Beer accepted at any

**BLASTING FIFTY THOUSAND WATTS,  
DAY AND NIGHT, WITH THE FINEST  
QUALITY SIGNAL ANYWHERE IN  
THE WHOLE WIDE WORLD.**

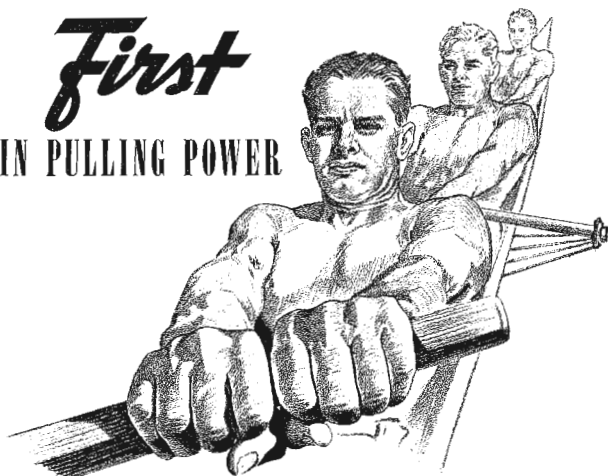
**58% OF THE POPULATION OF THE  
UNITED STATES WITHIN THE ONE-  
HALF MILLIVOLT NIGHT-TIME  
COVERAGE—McNARY & CHAMBERS,  
ENGINEERS—WASHINGTON, D. C.**

**NBC**  
RED & BLUE

*L. B. Wilson*

# First

## IN PULLING POWER



It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This pro-

duced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

*Double* PULLING POWER!

# WHK

Now **5000** WATTS, daytime

When you buy WHK-WCLE for your radio program, you are harnessing top potential pulling power to your sales message. Result: PAY DIRT!

# WHK & WCLE

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio





## OHIO STATIONS—Continued

time; liquor and wine taken only after 10 P.M., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., 2-2:05 P.M., 5:55-6 P.M., 6:15-6:30 P.M., 11-11:15 P.M., Monday through Saturday.

### WHK, CLEVELAND

**Operator:** Radio Air Service Corp., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 5,000 and 1,000 watts on 1390 kc. **Affiliation:** NBC Basic Blue; Mutual Broadcasting System. **Opened:** July 26, 1921, as 8ACS; March 5, 1922, as WHK. (Note: WHK is newspaper-owned by the Cleveland Plain Dealer.)

**Vice-president, general manager:** H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** John T. Vorpe. **Chief engineer:** E. L. Gove. **Program manager:** Russell Richmond. **Musical director:** Louis Rich. **Publicity director:** John T. Vorpe.

**Rep:** Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; all station artists under its control for outside appearances. **Stock:** All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. **Base rate:** \$340.

**Copy restrictions:** Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (station cooperates with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis,

poisonous, or body odor," or any violation of good taste; no fortune telling, etc.; beer and wines accepted if copy does not encourage further use of these beverages; no hard liquors. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:10 P.M., 1-1:15 P.M., 4:55-5 P.M., 6-6:05 P.M., 11-11:05 P.M., midnight-12:02 A.M. 1-1:01 A.M., Monday through Saturday: 8-8:15 A.M., 1:30-1:45 P.M., 11-11:05 P.M., Sunday only.

### WTAM, CLEVELAND

**Operator:** Owned and operated by the National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. **Phone:** Cherry 0942. **Power:** 50,000 watts on 1070 kc. **Affiliation:** NBC Basic Red. **Opened:** September, 1923.

**Station manager:** Vernon H. Pribble. **Program director:** Hal Metzger. **Chief engineer:** S. E. Leonard. **Sales manager:** Howard Barton. **Artists bureau head:** E. Alcott. **Musical director:** Walter Logan. **Publicity director:** Bob Dailey.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 150 persons; Studio B, 150. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** \$400.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:55-7 A.M., 7:30-7:45 A.M., Monday through Saturday.

### WBNS, COLUMBUS

**Operator:** WBNS, Inc., 33 N. High St. **Phone:** Adams 9625. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is affiliated with the Columbus Dispatch and Ohio State Journal.)

**General manager, station manager:** Richard A. Borel. **Commercial manager:** W. I.

## OHIO STATIONS—Continued

**Orr.** Program director: Jack Price. Chief engineer: Lester Nafzger. Musical director: Lowell Riley. Promotion director: Jim Yerian.

**Rep:** John Blair & Co. **Seating facilities:** 50 persons. **Merchandising:** Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; informative letters issued on new programs, contests, etc., to distributors; tear-sheet service; complete exploitation files maintained; personal contacts; special efforts suggested by clients will be made. **Foreign language programs:** Accepted; none current. **Artists bureau:** None. **Base rate:** \$175.

**Copy restrictions:** Beer copy not accepted; no wines or alcoholic beverages; patent medicines accepted only after station approves copy; "good taste angle carefully guarded." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:30 A.M., 3 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 5-5:15 P.M., Sunday only.

### WCOL, COLUMBUS

**Operator:** WCOL, Inc., 33 North High St. **Phone:** Main 4581. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC Basic Red and Blue Supplementary. **Opened:** September, 1934. (Note: Original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

**President:** Kenneth B. Johnston. **Station manager:** Neal A. Smith. **National sales manager:** Jack Kelly. **Program director:** Ed Bronson. **Production director:** William W. Beavers. **Chief engineer:** James E. Lowe.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 40 persons; remote to Columbus Woman's Club, 600 persons, available on request. **Merchandising:** Merchandising assistance rendered to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. **Foreign language programs:** None. **Artists bureau:** None; talent available through program department. **Base rate:** \$125.

**Copy restrictions:** Better Business Bureau of Columbus consulted on copy claims. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:15 A.M., 11:45 A.M., 6:30 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Sunday only.

### WHKC, COLUMBUS

**Operator:** Associated Radiocasting Corp., 22 E. Gay Street. **Phone:** Adams 1101. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** Mutual Broadcasting System. **Opened:** 1921. (Note: This station is owned by the Cleveland Plain Dealer, also owners of WHK and WCLE, Cleveland, and WKBN, Youngstown.)

**General and station manager:** Carl M. Everson. **Commercial manager:** Harry H. Hoessly. **Program director:** Robert S. French. **Chief engineer:** J. E. Anderson. **Musical director:** John K. Agnew. **Publicity director:** Fred W. Sample.

**Rep:** Radio Advertising Corp. **Seating facilities:** None. **Merchandising:** Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. **Foreign language programs:** Accepted, but foreign element is very small; translation must accompany copy. **Artists bureau:** None. **Stock:** Owned entirely by Radio Air Service Corp., Cleveland. **Base rate:** \$97.50.

**Copy restrictions:** Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M., 12:30 P.M., 6 P.M., 9:30 P.M., all Monday through Saturday; 11:45-noon, Sunday.

### WOSU, COLUMBUS

**Operator:** Ohio State University. **Power:** 1,000 watts on 570 kc (shares time with WKBN).

This station is non-commercial; university-owned.

### WHIO, DAYTON

**Operator:** Miami Valley Broadcasting Corp., 45 S. Ludlow. **Phone:** Adams 2261. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1935. (Note: This station is newspaper owned by the Dayton Daily News, which also owns the Springfield News and Sun.)

**President:** J. M. Cox, Jr. **Station manager:** J. Leonard Reinsch. **Commercial manager:** D. A. Brown. **Program director:** Lester Spencer. **Production manager:** A. H. Robb. **Chief engineer:** Ernest L. Adams. **Musical director:** Henry Lange.

**Rep:** George P. Hollingsbery Co. **Seating facilities:** Can accommodate audiences up to 500. **Merchandising:** Calls on dealers; mailings to trade; mention of sponsor's pro-



## OHIO STATIONS—Continued

gram on broadcast summaries; deliver display material; issue a dealer house organ, and send out publicity; window posters; use of display window offered each sponsor for two weeks. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180.

**Copy restrictions:** No wines or alcoholic beverages accepted, but will take beer advertising; all copy must be in "good taste." **E. T. library:** None. **News:** AP; UP. **News periods:** 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 9:45-9:50 A.M., 11:45-noon, 2:55-3:00 P.M., 5:35-5:40 P.M., 10:45-11:00 P.M., Monday through Friday; 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 10:15-10:20 A.M., 11:45-noon, 12:45-12:50 P.M., 2:10-2:15 P.M., 5:00-5:05 P.M., 10:45-11:00 P.M., Saturday; 12-12:15 P.M., 1:30-1:45 P.M., 10:45-11:00 P.M., Sunday.

### WING, DAYTON

**Operator:** WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** None. **Opened:** 1922. (Formerly WSMK).

**General manager:** Ronald B. Woodyard.\*

**Rep:** None. **Seating facilities:** Can accommodate about 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** \$90.

**Copy restrictions:** Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **News periods:** 8-8:15 A.M., 10-10:05 A.M., 11-11:05 A.M., thereafter five minutes every hour on the hour to 8 P.M., 10-10:15 P.M., 11-11:05 P.M., midnight-12:05 A.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., and five minutes every hour on the hour from 8 P.M. until midnight, all Sunday only.

\* Changes in personnel at press time did not permit a fuller staff listing.

### WLOK, LIMA

**Operator:** The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

**President:** George B. Storer\*. **Managing director, commercial manager, sales manager:** Don Isoset. **Program director:** How-

\* Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.

ard Donahoe. **Chief engineer:** S. E. Gladfelter.

**Rep:** None. **Seating facilities:** Can accommodate a small number of persons. **Merchandising:** Distribute window cards (if furnished by sponsor), and assist in promotion of all types; no charge for service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8:55-9 A.M., 2:30-2:35 P.M., 5-5:15 P.M., Monday through Friday; 12:15-12:30 P.M., Monday through Saturday.

### WPAY, PORTSMOUTH

**Operator:** Vee Bee Corp., 1009 Gallia St. **Phone:** 1010. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 15, 1935.

**Station and commercial manager:** Ralph H. Patt. **Program director:** Orville E. Fields. **Chief engineer:** Maurice Meyers.

**Rep:** Cox and Tanz (East only). **Seating facilities:** Studio can accommodate 100 persons. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** Nominal setup for obtaining talent. **Base rate:** \$75.

**Copy restrictions:** None listed. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9 P.M., both 15 minutes, both Monday through Friday; 9:45 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., all 15 minutes, all Sunday; additionally five minutes of news on the hour.

### WSPD, TOLEDO

**Operator:** The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC Optional Red and Blue. **Opened:** April 15, 1921. (Note: The Fort Industry Co. also operates WLOK, Lima.)

**President:** George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanagan. **Program director, artists bureau head:** Russell A. Gohring. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

**Rep:** John Blair & Co. **Seating facilities:** Studio seats 75 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists**

## OHIO STATIONS—Continued

**bureau:** Setup nominal only. **Stock:** Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. **Base rate:** \$220.

**Copy restrictions:** Beer and light wines accepted; hard liquor copy is not accepted; patent medicines carefully checked. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8-8:15 A.M., Monday through Saturday; 8:45-9 A.M. (women's news), 12:45-1 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Monday through Friday; 10-10:15 P.M., Sunday only.

### WTOL, TOLEDO

**Operator:** Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 27, 1938.

**President:** Frazier Reams. **Station manager:** Sterling B. Beeson, Jr. **Chief engineer:** Frank B. Ridgeway. **Program director:** Harry H. Burge.

**Rep:** None. **Seating facilities:** Two studios, larger seating 40, and the smaller 15. **Merchandising:** None. **Foreign language programs:** Have Polish program. **Artists bureau:** None. **Stock:** Stockholders are Frazier Reams, Morton Neipp (attorney), Thomas Bretherton (attorney), and Glenn Reams. **Base rate:** \$60.

**Copy restrictions:** Do not encourage beer, wine, liquor, or any type of alcoholic beverage; all commercial copy subject to station approval. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:30 A.M., noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five minutes every hour on the hour 7 A.M. to 7 P.M., excepting when quarter-hour news is broadcast; 5:45-6 P.M., Sunday.

### WFMJ, YOUNGSTOWN

**Operator:** Wm. F. Maag, Jr. **Power:** 100 watts on 1420 kc (daytime).

**At press time this station had a construction permit only.**

### WKBN, YOUNGSTOWN

**Operator:** WKBN Broadcasting Corp., 17

N. Champion St. **Power:** 1,000 and 500 watts on 570 kc (operates specified hours with WOSU). **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

**President:** W. P. Williamson, Jr.

**Rep:** None. **Seating facilities:** Can accommodate 300 persons. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service available. **Base rate:** \$160.

**Copy restrictions:** Alcoholic beverage advertising accepted, if not broadcast earlier than 10 P.M., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names. **E. T. library:** World; NAB; Lang-Worth; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., Monday through Saturday; 11:15-11:30 A.M., Monday, Wednesday, Friday; 4-4:05 P.M. and 6:15-6:20 P.M., Monday through Friday; 10:15-10:30 P.M., Monday, Tuesday, Thursday.

### WALR, ZANESVILLE

**Operator:** WALR Broadcasting Corp., 17 South 4th Street. **Phone:** Main 5044. **Power:** 100 watts on 1210 kc. **Affiliation:** CBS (special line). **Opened:** April, 1924.

**Managing director:** Stanton P. Kettler. **Program and production director:** Allen Haid. **Chief engineer:** William Hunt. **Musical director:** James Minium.

**Rep:** John Blair & Co. **Seating facilities:** None. **Merchandising:** Offer complete service, including publicity, window displays, etc.; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Stock:** 250 shares outstanding; principal holders are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** \$69.50.

**Copy restrictions:** Beer, wine and patent medicines accepted; liquor not accepted. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., noon-12:15 P.M., 6-6:15 P.M., 10-10:15 P.M., Monday through Saturday; 8-8:15 A.M., 6-6:15 P.M., 9:45-10 P.M., Sunday.

# OKLAHOMA

(454,300 radio homes, or 73% ownership among the State's total of 619,000 families. Urban ownership is 202,500, or 87% of urban families; rural ownership is 251,800, or 65% of rural families.)

## Radio Homes by Counties

Adair .....	2,170	Grant .....	2,660	Nowata .....	2,380
Alfalfa .....	2,710	Greer .....	3,410	Okfuskee .....	4,680
Atoka .....	2,240	Harmon .....	2,240	Oklahoma .....	54,080
Beaver .....	1,890	Harper .....	1,350	Okmulgee .....	10,690
Beckham .....	5,230	Haskell .....	2,400	Osage .....	8,940
Blaine .....	3,430	Hughes .....	5,090	Ottawa .....	7,500
Bryan .....	5,290	Jackson .....	5,180	Pawnee .....	3,610
Caddo .....	8,360	Jefferson .....	2,820	Payne .....	7,630
Canadian .....	5,340	Johnston .....	2,100	Pittsburg .....	8,460
Carter .....	7,980	Kay .....	11,040	Pontotoc .....	5,770
Cherokee .....	2,630	Kingfisher .....	2,990	Pottawatomie .....	13,240
Choctaw .....	3,970	Kiowa .....	5,160	Pushmataha .....	2,400
Cimarron .....	950	Latimer .....	1,790	Roger Mills .....	2,200
Cleveland .....	4,580	Le Flore .....	6,860	Rogers .....	3,220
Coal .....	1,860	Lincoln .....	5,710	Seminole .....	15,090
Comanche .....	6,300	Logan .....	5,560	Sequoyah .....	2,890
Cotton .....	2,490	Love .....	1,510	Stephens .....	6,030
Craig .....	2,860	McClain .....	3,260	Texas .....	2,450
Creek .....	12,130	McCurtain .....	5,450	Tillman .....	4,340
Custer .....	4,960	McIntosh .....	3,650	Tulsa .....	45,550
Delaware .....	2,300	Major .....	2,090	Wagoner .....	3,510
Dewey .....	2,240	Marshall .....	1,740	Washington .....	6,170
Ellis .....	1,870	Mayes .....	2,770	Washita .....	4,820
Garfield .....	10,330	Murray .....	2,240	Woods .....	3,400
Garvin .....	4,990	Muskogee .....	12,960	Woodward .....	2,900
Grady .....	8,270	Noble .....	2,950		

## KADA, ADA

**Operator:** C. C. Morris, 115½ S. Rennie.  
**Phone:** 1212. **Power:** 100 watts on 1200 kc.  
**Affiliation:** Mutual Broadcasting System;  
Oklahoma Network. **Opened:** Sept. 26,  
1934.

**Owner, station head:** C. C. Morris. **Station and commercial manager:** John M. Whitney. **Program director:** Russell Miller. **Chief engineer:** J. Leiland Seay.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Limited; capacity not listed. **Merchandising:** Publicity, personal contacts, displays, etc., rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05-7:10 A.M., 8:15-8:30 A.M., 10:55-11 A.M., 1-1:05 P.M., 3:30-3:45 P.M., 5:45-6 P.M., all Monday through Saturday.

## KVSO, ARDMORE

**Operator:** Ardmoreite Publishing Company, Inc., Chickasaw & Northwest Blvd.

**Phone:** 3030. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

**General Manager:** Albert Riesen. **Station manager:** James Griffith. **Program director:** Dolly Dutton. **Chief Engineer:** Paul Ross.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 100 persons. **Merchandising:** Publicity in Sunday radio page in Daily Ardmoreite; features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. **Foreign language programs:** No rules; such programs have never been requested. **Artists bureau:** Setup nominal only. **Base rate:** \$32.50.

**Copy Restrictions:** Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:30 A.M., 11 A.M., 3 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Saturday; 10:15-10:30 A.M., Sunday.

## OKLAHOMA STATIONS—Continued

### KASA, ELK CITY

**Operator:** E. M. Woody, Casa Grande Hotel. **Phone:** 730. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 18, 1932. (Note: Station carries, via re-broadcast and special wire, several programs of WKY, Oklahoma City).

**Owner:** E. M. Woody. **Station and commercial manager, publicity director:** F. E. Mayhew. **Program director, artists bureau head:** Johnny Carman. **Chief engineer:** G. M. Patterson. **Musical director:** Frank Kennedy.

**Rep:** None. **Seating facilities:** Reception room seats 300. **Merchandising:** Have a "KASA Radio Review" running in one daily and three weekly papers; newspaper publicity; employ sign writer to work up window displays; representative in each town in coverage area makes dealer contacts. **Foreign language programs:** None have been broadcast; no restrictions against them, however. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

**Copy restrictions:** No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:15 A.M., 11:15 A.M., 4:45 P.M., all 15 minutes, all Monday through Saturday.

### KCRC, ENID

**Operators:** Enid Radiophone Co., Tower Studios. **Phone:** 447. **Power:** 250 watts on 1360 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** April 1, 1928. (Note: Station is interlocked in ownership with Enid News and Eagle.)

**Managing-director:** Milton B. Garber. **Commercial manager:** H. P. Hale. **Program director:** Keith Painton. **Chief engineer:** A. B. Clopton.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Two studios, capacity 250. **Merchandising:** Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. **Foreign language programs:** No rules; German programs would best fit foreign audience and would be accepted. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted; no hard liquors; only approved patent medicines accepted. **E. T. library:** World. **News:** AP; Christian Science Monitor. **News periods:** 8:30 A.M., 1 P.M., 7:45 P.M., all 15 minutes, all Monday through Saturday.

### 

**Operator:** Oklahoma Press Publishing Co., Barnes Bldg. **Phone:** 303. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

**Vice-president:** Tams Bixby, Jr. **Station manager, program director:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow.

**Rep:** The Branham Co. **Seating facilities:** Reception room seats 50 persons. **Merchandising:** Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. **Foreign language programs:** No set rules; none currently on station. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, Federal and state regulations. **E. T. library:** World. **News:** AP. **News periods:** 10-10:05 A.M., noon-12:15 P.M., 7:45-8 P.M., all Monday through Saturday.

### WNAD, NORMAN

**Operator:** University of Oklahoma. **Power:** 1,000 watts on 1010 kc (specified hours; divides time with KGGF). **Opened:** 1922.

**This station is non-commercial; university-owned.**

### KOCY, OKLAHOMA CITY

**Operator:** Plaza Court Broadcasting Co., Hightower Bldg. **Phones:** 3-1775, 3-4333; 3-0419. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is church-owned.)

**Rep:** None. **Seating facilities:** No specific information given, although station notes that it has several hundred visitors daily. **Merchandising:** Complete service available. **Foreign language programs:** Accepted when accompanied by full English translation. **Artists bureau:** Yes; lists several orchestras and singers. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally. **News:** No service listed.

### KOMA, OKLAHOMA CITY

**Operator:** KOMA, Inc., Biltmore Hotel. **Phone:** 2-3291. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is owned by the same stockholders owning KTUL, Tulsa.)

**Manager:** Neal Barrett. **Commercial manager:** Jack Howell. **Program director:**

## OKLAHOMA STATIONS—Continued

**W. S. Lukenbill.** Director of promotion and publicity: Bill Anderson. Musical director: Herman C. Chaney. Chief engineer: M. W. Thomas.

**Rep:** International Radio Sales. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$225.

**Copy restrictions:** Beer and light wine advertising accepted; no hard liquor; all copy subject to approval of the commercial editing department. **E. T. library:** None. **News:** UP. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 3-3:15 P.M., 4:05-4:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day.

### KTOK, OKLAHOMA CITY

**Operator** Oklahoma Broadcasting Co., Inc., 1800 W. Main St. **Phones:** 3-8352-3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Blue Southwestern Group; Mutual; Oklahoma Network. **Opened:** March 15, 1937 (as KTOK; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth Star-Telegram.)

**President:** Harold V. Hough. **Station manager:** Kenyon M. Douglass. **Commercial manager:** Tom Johnson. **Program director:** Waymond Ramsey. **Merchandising and promotion director:** Paul H. Buening. **Chief engineer:** Bernard Tullius.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Complete service available. **Foreign language programs:** No demand for such programs in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

**Copy restrictions:** Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **News periods:** 6:45 A.M., 8:30 A.M., 10:15 A.M., 1 P.M., 3:45 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday.

### WKY, OKLAHOMA CITY

**Operator:** WKY Radiophone Co., Skirvin Tower Hotel. **Phone:** 3-4306. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

**Secretary-treasurer:** Edgar T. Bell. **Sta-**

**tion manager:** Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Production manager, musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hammacher.

**Rep:** The Katz Agency. **Seating facilities:** Main studio, 275; Studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. **Merchandising:** Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times, and Farmer-Stockman (weekly); display space in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. **Foreign language programs:** No demand for these in this section. **Artists bureau:** Arrange for club, theatre or private bookings of WKY artists. **Base rate:** \$240.

**Copy restrictions:** Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted." **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7:15-7:30 A.M., 11:15-11:30 A.M., 12:50-1 P.M. (farm news), 4:45-5 P.M., 10:30-10:45 P.M., all daily except Sunday.

### KHBC, OKMULGEE

**Operator:** Okmulgee Broadcasting Corp. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1937.

**Base rate:** \$50.

No other information available.

### WEBB, PONCA CITY

**Operator:** Adelaide L. Carrell (Executrix of C. L. Carrell Estate), 615 W. Grand Avenue. **Phone:** 2300. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** 1927.

**Managing director, station manager:** Adelaide L. Carrell. **Program director:** W. L. Stevens. **Chief engineer:** Don Mitchell.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Small studio; capacity not listed. **Merchandising:** Supply publicity and window displays, and distribute mailing pieces gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Accept beer and light wine advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval. **News:** None listed.

## OKLAHOMA STATIONS—Continued

### KGFF, SHAWNEE

**Operator:** KGFF Broadcasting Co., Inc., Aldridge Hotel. **Phone:** 4390. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper, plus other papers in Nebraska, Missouri, Idaho and Kansas.)

**President:** Oscar Stauffer. **Secretary-treasurer, general manager:** Joseph W. Lee. **Advertising manager:** Weldon Stamps. **Chief announcer:** Frank Jackson. **Publicity, traffic:** Maxine Eddy. **Chief engineer:** John Molloy.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Shawnee municipal auditorium, 3,000. **Merchandising:** Complete service available. **Foreign language programs:** No rules against such programs, but no demand due to low percentage of foreign born population in trade area. **Artists bureau:** None. **Stock:** Held by Stauffer Publication Co., Arkansas City, Kansas. **Base rate:** \$50.

**Copy restrictions:** All copy subject to approval of the management. **E. T. library:** None. **News:** AP; UP. **News periods:** 8:30 A.M., 1 P.M., 4 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

### KOME, TULSA

**Operator:** Harry Schwartz, 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938. (Note: Harry Schwartz is president of the Tulsa Federation of Labor and business manager of the union's monthly paper.)

**General manager:** Jack Neil. **Commercial manager:** Harold Grimes. **Program director:** R. H. Latting. **Chief engineer:** James Manship. **Musical director:** Dorothy Doan. **Publicity director:** Jay Crum.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, 6 A.M. to local sunset, all daily.

### KTUL, TULSA

**Operator:** Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. **Phone:** 4-8188. **Power:** 5,000 and 1,000 watts on

1400 kc. **Affiliation:** CBS. **Opened:** Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and plan a two-station network of their holdings.)

**Vice-president:** William C. Gillespie. **Sales manager:** Lawson Taylor. **Program director:** Bill Gillespie. **Merchandising and publicity director:** John Esau. **Production manager:** Jack Hoffman. **Musical director:** Lillian Smithline. **Chief engineer:** Nathan Wilcox. **Continuity chief:** Ray Scollars.

**Rep:** Free & Peters, Inc. **Seating facilities:** Radio theatre available; capacity not listed. **Merchandising:** Sales and promotion department offers merchandising service; assist in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." **Foreign language programs:** None; no population warranting same. **Artists bureau:** Supply talent through station. **Stock:** Principal holders are J. T. Griffin, Bryan Matthes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. **Base rate:** \$120.

**Copy restrictions:** Allow three minutes of commercial per quarter-hour, and five minutes per half-hour; beer accepted; no other alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:45-7 A.M., 7:45-8 A.M., 11:45-noon, 12:45-1 P.M., 6:05-6:10 P.M., all Monday through Saturday; 10:15-10:30 P.M., every day.

### KVOO, TULSA

**Operator:** Southwestern Sales Corp., Philtower Bldg. **Phone:** 2-2254. **Power:** 25,000 watts on 1140 kc. **Affiliation:** NBC Southwestern Group. **Opened:** Jan. 15, 1925.

**Vice-president, general and station manager:** Wm. B. Way. **Commercial manager:** Willard D. Egolf. **Program director, production manager, artists bureau head:** Norvell Slater. **Chief engineer:** L. W. Stinson. **Merchandising director:** F. M. Hart.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Three studios seating, respectively, 15, 30 and 100 persons; also two remote studios seating 1,100 and 2,800 persons. **Merchandising:** Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. **Foreign language programs:** None; population does not warrant same. **Artists bureau:** Yes; lists about 45 artists, musicians, orchestra leaders, writers, producers and announcers. **Stock:** Principally held by W. G. Skelly. **Base rate:** \$260.



## OKLAHOMA STATIONS—Continued

**Copy restrictions:** Advertising of alcoholic beverages not accepted; all copy must comply with station policy; no false or misleading claims; no lotteries; no advertising matter "in bad taste." **E. T. library:**

**World:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 6:45 A.M., 7:45 A.M., 11:15 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

## OREGON

(285,400 radio homes, or 95% ownership among the State's total of 299,000 families. Urban ownership is 147,000, or 94% of urban families; rural ownership is 138,400, or 97% of rural families.)

### Radio Homes by Counties

Baker .....	4,930	Harney .....	1,780	Morrow .....	1,400
Benton .....	4,820	Hood River .....	2,650	Multnomah .....	102,890
Clackamas .....	14,530	Jackson .....	10,230	Polk .....	4,980
Clatsop .....	6,000	Jefferson .....	630	Sherman .....	810
Columbia .....	5,840	Josephine .....	3,680	Tillamook .....	3,500
Coos .....	8,600	Klamath .....	9,180	Umatilla .....	6,840
Crook .....	950	Lake .....	1,410	Union .....	5,050
Curry .....	1,070	Lane .....	16,330	Wallowa .....	2,180
Deschutes .....	4,340	Lincoln .....	3,060	Wasco .....	3,760
Douglas .....	6,960	Linn .....	7,610	Washington .....	9,210
Gilliam .....	950	Malheur .....	3,130	Wheeler .....	710
Grant .....	1,830	Marion .....	16,830	Yamhill .....	6,750

### KAST, ASTORIA

**Operator:** Astoria Broadcasting Co., 1006 Taylor Ave. **Phone:** 95. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1935. (Note: This station is affiliated with the Astorian-Budget and Pendleton East Oregonian.)

**Manager:** James C. Wallace. **Commercial manager,** Frank E. Marrion. **Chief engineer:** Lawrence King.

**Rep:** Walter Biddick Co.; Cox and Tanz. **Seating facilities:** None. **Merchandising:** Window displays; contact wholesalers and dealers; affiliation with Astorian-Budget affords newspaper publicity. **Foreign language programs:** Accepted; copy on announcements or programs must be submitted in English, 48 hours in advance; region has 6,000 Finnish-speaking people. **Artists bureau:** None. **Base rates:** \$25.

**Copy restrictions:** No beer, wine or whiskey advertising except after 10 P.M.; patent medicines accepted if copy, product and advertising claims meet station approval. **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8:30-8:35 A.M., noon-12:15 P.M., 3:45-4 P.M., 5:55-6 P.M., all daily.

### KBKR, BAKER

**Operator:** Louis J. Thornton. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

### KBND, BEND

**Operator:** The Bend Bulletin, 1121 Wall St. **Phone:** 848. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Dec. 20, 1938. (Note: This station is newspaper-owned by the Bend Bulletin.)

**General manager:** Robert W. Sawyer. **Station manager, publicity director:** Frank H. Loggan. **Commercial manager:** Chet Wheeler. **Program and musical director:** William Murphy. **Chief engineer:** August Hiebert.

**Rep:** Cox and Tanz; John Keeting. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Complete department maintained; any "reasonable" amount of service rendered gratis, except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Beer, wine or alcoholic beverage copy of any kind not accepted; "objectionable medical advertising" rejected. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:30-8:35 A.M., 10:30-10:35 A.M., 12:30-12:45 P.M., 5:30-5:45 P.M., all Monday through Saturday.

## OREGON STATIONS—Continued

### KOAC, CORVALLIS

**Operator:** Oregon State Agricultural College. **Power:** 1,000 watts on 550 kc.

**This station is non-commercial.**

### KORE, EUGENE

**Operator:** Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. **Phone:** 3. **Power:** 100 watts on 1420 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise, Idaho. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard.)

**Proprietor:** Frank L. Hill. **Station manager, commercial manager:** Glenn E. McCormick. **Program director, publicity:** Day Foster. **Chief engineer:** Harold Gander.

**Rep:** John Blair & Co. **Seating facilities:** Glass-encased reception room, 200 persons. **Merchandising:** Maintain such a service; details do not conform to any set policy. **Foreign language programs:** No demand for

such in station area. **Artists bureau:** None. **Base rate:** \$37.50.

**Copy restrictions:** Accept wine, beer, whiskey and patent medicines if "legitimate" and conforming to FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:05 A.M. noon-12:15 P.M., 3:45-4 P.M., 6:45-7 P.M., all Monday through Saturday.

### KFJL, KLAMATH FALLS

**Operator:** KFJL Broadcasters, Inc. **Power:** 100 watts on 1210 kc. **Affiliation:** None.

**Base rate:** \$25.

No further information available after repeated requests.

### KLBM, LA GRANDE

**Operator:** Harold M. Finlay and Mrs. Eloise Finlay, Sacajawea Inn. **Phone:** 220. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 30, 1938. (Note: Harold M. Finlay is also publisher

## Sell the prosperous Oregon Market with

**KGW**  
620 KC 5000 WATTS DAYTIME  
1000 WATTS NIGHTS  
**NBC RED**

**KEX**  
1180 KC 5000 WATTS CONTINUOUS  
**NBC BLUE**

RADIO STATIONS  
OF  
**THE OREGONIAN**  
PORTLAND, OREGON

REPRESENTATIVES  
**EDWARD PETRY & CO. INC.**

NEW YORK, CHICAGO, DETROIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES



## OREGON STATIONS—Continued

of the La Grande Morning Observer.)

**Manager:** Harold M. Finlay. **Program director:** Floyd Bryant. **Chief engineer:** Paul Walden.

**Rep:** Cox and Tanz. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** Station reserves the right to refuse any copy not on a level with the character of the station or the advertiser. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:15 A.M., 10:15 A.M., 12:15 P.M., 3:30 P.M., 6:30 P.M., all 15 minutes, all Sunday through Friday.

### KOOS, MARSHFIELD

**Operator:** KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: KOOS also maintains studios in North Bend; affiliated with Coos Bay Times, Eugene News and Salem Statesman.)

**President-manager, station manager, publicity director:** Walter L. Read. **Commercial manager:** Ben E. Stone. **Program director, artists bureau head, musical director:** Chester B. Wheeler. **Chief engineer:** Paul Spargo.

**Rep:** Walter Biddick Co. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service rendered through commercial department. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$37.50.

**Copy restrictions:** All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages not accepted. **E. T. library:** Transco. **News:** UP. **News periods:** 7:30-7:45 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 9-9:15 P.M. (last named from Don Lee), all apparently daily.

### KMED, MEDFORD

**Operator:** Mrs. W. J. Virgin, Sparta Bldg. **Phone:** 305. **Power:** 1,000 and 250 watts on 1410 kc. **Affiliation:** NBC Red and Blue Pacific Coast Supplementary Group. **Opened:** September, 1932.

**Owner:** Mrs. W. J. Virgin. **Commercial manager:** L. P. Bishop. **Sales manager:** A. A. Adler. **Program director:** Gladys La Marr. **Chief engineer:** D. H. Rees.

**Rep:** None. **Seating facilities:** Main studio seats 50 persons. **Merchandising:** Help manufacturers and distributors in securing local tie-ins and new retail outlets for their products. **Foreign language programs:** Not accepted; population less than 2% foreign. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely

edited; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8:30 A.M., 12:30 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Sundays only.

### KALE, PORTLAND

**Operator:** KALE, Inc., New Heathman Hotel. **Phone:** Atwater 7209. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. (Note: KALE is affiliated with the Oregon Journal, as is KOIN of the same city.)

**President:** C. Roy Hunt; **Station manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Production manager:** Ted Cooke. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Publicity director:** Lester Halpin.

**Rep:** Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Publicity in the "Radio Advertiser," which is circulated to retail stores; also advertise new programs in the Oregon Journal. **Foreign language programs:** Subject to restrictions which practically prohibit; controversial subjects not allowed. **Artists bureau:** None. **Stock:** Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. **Base rate:** \$60 (½ hr.).

**Copy restrictions:** Alcoholic beverage and medicinal spot advertising not accepted. **E. T. library:** World; Associated; Lang-Worth. **News:** INS; UP. **News periods:** 8:45-9 A.M., 1:30-1:40 P.M., 4:30-4:40 P.M., 9-9:15 P.M., all Monday through Saturday.

### KBPS, PORTLAND

**Operator:** Benson Polytechnic School, R. T. Stephens, agent. **Power:** 100 watts on 1420 kc (shares time with KXL).

This station is non-commercial.

### KEX, PORTLAND

**Operator:** Oregonian Publishing Co., Oregonian Bldg. **Phone:** Atwater 2121. **Power:** 5,000 watts on 1180 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1931. (Note: This station is NBC owned, but operated by the Portland Oregonian, also owners of KGW, Portland.)

**General and station manager:** W. Carey Jennings. **Production manager:** H. Q. Cox. **Chief engineer:** Harold Singleton. **Musical director:** Abe Bercovitz. **Sales manager:** Paul Connet. **Traffic manager:** Ralph Greer.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (facilities shared with KGW). **Mer-**

## OREGON STATIONS—Continued

**chandising:** Publicity and information accorded through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$93.75.

**Copy restrictions:** Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS; Transradio. **News periods:** 10:30 A.M., 11 P.M., both 15 minutes, both Monday through Saturday; 12:30 P.M., 8:15 P.M., both 15 minutes, both every day.

### KGW, PORTLAND

**Operator:** Oregonian Publishing Co., Oregonian Bldg. **Phone:** Atwater 2121. **Power:** 5,000 and 1,000 on 620 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also operates KEX).

**General and station manager:** W. Carey Jennings. **Production manager:** H. Q. Cox. **Chief engineer:** Harold Singleton. **Musical director:** Abe Bercovitz. **Sales manager:** Paul H. Connet. **Traffic manager:** Ralph H. Greer.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (these studios shared with KEX). **Merchandising:** Publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$165.

**Copy restrictions:** Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS; Transradio. **News periods:** 7:45 A.M., 3:30 P.M., both 15 minutes, both Monday through Saturday; 12:45-1 P.M., Sunday.

### KOIN, PORTLAND

**Operator:** KOIN, Inc., New Heathman Hotel. **Phone:** Atwater 3333. **Power:** 5,000 and 1,000 watts on 940 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Oregon Journal as is KALE of the same city.)

**President:** Charles W. Myers. **General manager and treasurer:** C. Roy Hunt. **Sales manager:** Charles E. Couche. **Production manager, artists bureau head:** Johnnie Walker. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis

S. Bookwalter. **Musical director:** Joseph Sampietro. **Publicity director:** Lester Halpin.

**Rep:** Free & Peters, Inc. **Seating facilities:** About 100 persons. **Merchandising:** Publishes "Radio Advertiser" and circulates the publication to retail stores; Oregon Journal lists programs with sponsor names. **Foreign language programs:** Acceptance rules are strict to the point of prohibition; none currently on station; English translation must be submitted in advance. **Artists bureau:** Yes; lists about 20 artists. **Stock:** Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. **Base rate:** \$100 (½ hr.).

**Copy restrictions:** Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages. **E. T. library:** World; Associated; Lang-worth. **News:** INS; UP. **News periods:** 7:45-8 A.M., 11:45-noon, 3-4 P.M. (participating program with news and music), 10-10:15 P.M., every day.

### KWJJ, PORTLAND

**Operator:** KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:**

When You Think  
**OREGON**  
Think

**KOIN**

Portland's  
**CBS Outlet**

**FREE & PETERS**  
National Representatives

## OREGON STATIONS—Continued

500 watts on 1040 kc (unlimited except between local sunset and 9 P.M.; station resumes broadcasting at 9 P.M. and operates to 3 A.M.). **Affiliation:** None. **Opened:** 1927.

**General and station manager:** John C. Egan. **Commercial manager:** L. D. Henderson. **Program director:** G. E. Speerstra. **Chief engineer:** W. J. Jerman. **Artists bureau head, publicity director:** Sammy Taylor. **Musical director:** Art Morey.

**Rep:** Cox and Tanz. **Seating facilities:** Can accommodate about 500 persons. **Merchandising:** Have connection with amusement park for various exploitations; give out souvenir portraits; also newspaper publicity. **Foreign language programs:** Accepted if "of good character." **Stock:** Held by John C. Egan and Wilbur J. Jerman. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** No patent medicines nor hard liquors; beer and wines accepted between 10 P.M. and 1 A.M., except Sundays; spot announcements limited to 100 words. **E. T. library:** None. **News:** INS. **News periods:** 7-7:15 A.M., 9:45-10 A.M., 11:15-11:30 A.M., 3:45-4 P.M. (local news), 12:30-12:35 A.M., 1:15-1:20 A.M. (Hollywood gossip via INS), 2-2:05 A.M., all daily except Sunday.

### KXL, PORTLAND

**Operator:** KXL Broadcasters, KXL Building. **Phone:** Broadway 6451. **Power:** 250 and 100 watts on 1420 kc (divides time with KBPS—three hours daytime per week only). **Affiliation:** With KFPY and KGER. **Opened:** 1926.

**President, station and commercial manager:** T. W. Symons, Jr.\*

**Rep:** Gene Furgason & Co. **Seating facilities:** Capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by T. W. Symons, Jr., and E. B. Craney. **Base rate:** 30 (½ hr.).

**Copy restrictions:** Commercial copy can't consume more than 15% of program time. **E. T. library:** Standard; MacGregor; NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** Every hour on the hour, daily, all five minutes, except 15 minute periods at 7 A.M., 9 A.M., noon and 7 P.M.

\*Also president of KFPY, Spokane, Wash.

### KRNR, ROSEBURG

**Operator:** News-Review Co., Umpqua Hotel. **Phone:** 4. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review).

**Manager:** Marshall Pengra. **Chief engineer:** H. J. Chandler, Jr.

**Rep:** John Blair & Co. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Complete service rendered, including dealer contacts, publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquor; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy. **E. T. library:** None. **News:** AP. **News periods:** 7:30-7:40 A.M., 7:40-7:45 A.M. (local news), 12:45-12:50 P.M., 12:50-1 P.M. (local news), 6:05-6:10 P.M., 6:10-6:15 P.M. (local news), all Monday through Saturday.

### KSLM, SALEM

**Operator:** Oregon Radio, Inc., 343 Court St. **Phone:** 6131. **Power:** 500 watts on 1360 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1934.

**President, commercial and production manager:** H. B. Read. **Program director:** Herb Johnston. **Chief engineer:** Clyde Wiegand.

**Rep:** John Blair & Co. **Seating facilities:** Main studio, 75 persons; 25 in auxiliary studio. **Merchandising:** None. **Foreign language programs:** Not accepted; population 97% American. **Artists bureau:** None. **Stock:** Entirely held by H. B. Read. **Base rate:** \$35.

**Copy restrictions:** Beer and wines not accepted before 10 P.M. nor on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use; copy subject to approval of management. **E. T. library:** None. **News:** UP. **News periods:** 7:30 A.M., 8:45 A.M., 10:15 A.M., 12:15 P.M., 6:45 P.M., 8 P.M., 9 P.M. (last-named from Don Lee), all 15 minutes, all Monday through Saturday; 9-9:15 P.M. (UP news), Sunday only.

# PENNSYLVANIA

(2,206,400 radio homes, or 90% ownership among the State's total of 2,452,000 families. Urban ownership is 1,553,900, or 92% of urban families; rural ownership is 652,500, or 85% of rural families.)

## Radio Homes by Counties

Adams .....	8,500	Elk .....	6,900	Montour .....	2,940
Allegheny .....	315,590	Erie .....	43,330	Northampton .....	39,710
Armstrong .....	17,030	Fayette .....	40,030	Northumberland .....	28,780
Beaver .....	32,850	Forest .....	1,230	Perry .....	5,190
Bedford .....	8,050	Franklin .....	14,790	Philadelphia .....	467,940
Berks .....	56,240	Fulton .....	1,960	Pike .....	1,990
Blair .....	32,900	Greene .....	9,030	Potter .....	4,240
Bradford .....	12,210	Huntingdon .....	8,350	Schuylkill .....	49,570
Bucks .....	22,520	Indiana .....	15,350	Snyder .....	4,450
Butler .....	17,970	Jefferson .....	11,230	Somerset .....	16,030
Cambria .....	40,550	Juniata .....	3,320	Sullivan .....	1,620
Cameron .....	1,220	Lackawanna .....	66,850	Susquehanna .....	7,850
Carbon .....	13,420	Lancaster .....	46,910	Tioga .....	7,930
Centre .....	10,210	Lawrence .....	22,250	Union .....	4,170
Chester .....	28,420	Lebanon .....	15,850	Venango .....	14,960
Clarion .....	7,810	Luzerne .....	41,710	Warren .....	9,930
Clearfield .....	18,010	Lycoming .....	23,490	Washington .....	43,140
Clinton .....	7,480	McKean .....	13,370	Wayne .....	6,630
Columbia .....	11,180	Mercer .....	23,010	Westmoreland .....	62,460
Crawford .....	16,040	Mifflin .....	8,990	Wyoming .....	3,750
Cumberland .....	17,260	Monroe .....	6,950	York .....	41,130
Dauphin .....	40,890	Montgomery .....	60,680		
Delaware .....	67,990				

## WCBA, ALLENTOWN

This station is owned and operated by B. Bryan Musselman and is affiliated with WSN of the same city. For all data, see WSN.

## WSN, ALLENTOWN

**Operator:** WSN, Inc., 39-41 N. Tenth St. **Phone:** 9511. **Power:** 500 watts on 1440 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city is affiliated with WSN.)

**President:** Major J. C. Shumberger. **Station manager:** B. Bryan Musselman. **Program director, artists bureau head, musical director:** George Y. Snyder. **Chief engineer:** William McCutcheon.

**Rep:** Gene Furgason & Co. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Place window displays and mail circular letters; mimeograph, multi-graph and addressograph service available. **Foreign language programs:** Accepted; complete English translation must be furnished. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$120.

**Copy restrictions:** Patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 9-9:05 A.M., 10-10:05 A.M., 11-11:05 A.M., 11:55-noon, 4:55-5 P.M., 6:15-6:30 P.M., 7-7:05 P.M., 9-9:05 P.M., 10:45-11 P.M., all Monday through Saturday.

## WFBG, ALTOONA

**Operator:** The Gable Broadcasting Co. (lessee). **Power:** 100 watts on 1310 kc (shares time with WJAC).

**Base rate:** \$86.

No further information available after repeated requests.

## WEST, EASTON

**Operator:** Associated Broadcasters, Inc., 516 Northampton St. **Phone:** 8001. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1936.

**President:** Clair R. McCollough\*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle.

## PENNSYLVANIA STATIONS—Continued

**Chief engineer:** J. E. Mathiot. **Artists bureau head:** Beula Edinger. **Musical director:** Eugene Bethman. **Publicity director:** Richard West.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-8 A.M., 10:30-10:35 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 7:30-7:35 P.M., 10:15-11 P.M., all daily.

\* Also president of WAZL, Hazelton, Pa., WORK, York, WDEL-WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.

### WLEU, ERIE

**Operator:** WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** April 21, 1935.

**Station and commercial manager:** V. Hamilton-Weir. **Program director:** James Hamilton. **Chief engineer:** Harold Roess. **Musical director:** Anthony Conti.

**Rep:** None. **Seating facilities:** 50 persons. **Merchandising:** Programs given publicity on the air through the "Merchandise Cooperative Program." **Foreign language programs:** Accepted; special rates apply. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Beer, wine and patent medicines accepted; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 8:45 A.M., 12:15 P.M., 2:30 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Sunday.

### WIBG, GLENSIDE

**Operator:** Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. **Phones:** Majestic 2675; Ogontz 3100. **Power:** 100 watts on 970 kc. (daytime). **Affiliation:** None. **Opened:** 1924.

**General manager:** Paul F. Harron. **Commercial manager:** Edward D. Clery. **Program and musical director:** Douglas Arthur. **Chief engineer:** John H. Henninger. **Publicity director:** Rupe Werling.

**Rep:** None. **Seating facilities:** Capacity not listed. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P.M. (comment), 1-1:15 P.M., 4:30-4:45 P.M., 5:25-5:30 P.M., all daily.

### WHJB, GREENSBURG

**Operator:** Pittsburgh Radio Supply House, Penn Albert Hotel. **Phone:** Greensburg 3740. **Power:** 250 watts on 620 kc (operates to sunset). **Affiliation:** None. **Opened:** Oct. 28, 1934. (Note: Same operator also owns WJAS, Pittsburgh.)

**Station manager:** Roy H. Verret. **Program director:** Carolyn Castracane. **Chief engineer:** W. W. McCoy. **Publicity director:** Howard Lewis.

**Rep:** William G. Rambeau Co. **Seating facilities:** Auditorium studio seats 180. **Merchandising:** None. **Foreign language programs:** Have Slovak and Polish programs; each case treated on individual merits. **Artists bureau:** None. **Base rate:** \$76.

**Copy restrictions:** None listed. **E. T. library:** None. **News:** None.

### WSAJ, GROVE CITY

**Operator:** Grove City College. **Power:** 100 watts on 1310 kc (operates specified hours.)

**This station is non-commercial; college-owned.**

### WHP, HARRISBURG

**Operator:** WHP, Inc., Telegraph Bldg. **Phone:** 43211. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

**President:** E. J. Stackpole, Jr. **Station manager:** A. K. Redmond. **Sales director:** C. L. Bailey. **Production director:** E. K. Smith. **Chief engineer:** Richard Duncan. **Musical director:** David Shoop. **Promotion and publicity director:** Dick Redmond.

**Rep:** None. **Seating facilities:** Shriner's Zembo Mosque, 3,000; State Forum, 1,800; Rio Theatre, 1,000. **Merchandising:** Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. **Foreign language programs:** Not accepted. **Artists bureau:** No booking arrangements,

## PENNSYLVANIA STATIONS—Continued

but can contact talent for the sponsor.  
**Base rate:** \$125.

**Copy restrictions:** Beer accepted, providing commercials are in "good taste"; liquors only after 11 P.M.; station reserves the right to censor misrepresentations, or products not conforming to federal laws. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 10:10-10:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:05 P.M., Monday through Saturday; 1-1:30 P.M. (news in review), Sunday only.

### WKBO, HARRISBURG

**Operator:** Keystone Broadcasting Corp., 31 North 2nd St. **Phone:** 4-0191. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1927. (Note: This station is newspaper-affiliated with the Harrisburg Telegraph.)

**Station Manager:** C. G. Moss. **Commercial manager:** George C. Smith.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Lists about 45 artists, directors, orchestras and announcers. **Base rate:** \$125.

**Copy restrictions:** None listed. **E. T. library:** World. **News:** UP. **News periods:** No information available.

### WAZL, HAZELTON

**Operator:** Hazelton Broadcasting Service, Inc., Broad & Laurel Sts. **Phone:** 1488. **Power:** 100 watts on 1420 kc. **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1932.

**President:** Clair McCullough\*. **Station and commercial manager:** Victor C. Diehm. **Program director:** Thomas Tito. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Kathryn Kahler. **Musical director:** Henry Cohn. **Publicity director:** James Peiser.

**Rep:** Paul H. Raymer Co. **News:** Transradio. **Seating facilities:** None. **Merchandising:** Usual services rendered, including publicity and listing through newspaper affiliates. **Foreign language programs:** Specialize in such programs. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 7 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

\* Also president of WEST, Easton, Pa., WORK, York, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster.

### WJAC, JOHNSTOWN

**Operator:** WJAC, Inc., Tribune Annex. **Phone:** 24-361. **Power:** 250 and 100 watts on 1310 kc (specified hours with WFBG). **Affiliation:** None. **Opened:** March, 1925. (Note: This station is owned by the Johnstown Tribune.)

**President:** Walter W. Krebs. **Station and commercial manager:** J. C. Tully. **Program director:** J. P. Foster. **Chief engineer:** A. J. Reid.

**Rep:** Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; copy must be submitted in English as well as the foreign language one week prior to broadcast. **Artists bureau:** None. **Base rate:** \$85.

**Copy restrictions:** None listed. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 10:25-10:30 A.M., 6:15-6:15 P.M., daily except Sunday.

### WGAL, LANCASTER

**Operator:** WGAL, Inc., 8 W. King St. **Phone:** 5252. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Service; Inter-City Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922. (Note: This station is affiliated with the Lancaster New Era and Intelligence Journal).

**Vice-president:** Clair R. McCullough\*. **Station and commercial manager:** Walter O. Miller. **Program and musical director:** Ernest Stanzola. **President, chief engineer:** J. E. Mathiot. **Publicity director:** Paul Rodenhauer.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** Usual services rendered, including publicity and listings in newspaper affiliates. **Foreign language programs:** Will accept. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

\* See footnote to WAZL, Hazelton, Pa.

### WKST, NEW CASTLE

**Operator:** Keystone Broadcasting Co., Cathedral Bldg. **Phone:** 5050. **Power:** 250 watts on 1250 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 23, 1938.

**President, general manager:** S. W. Townsend. **Station manager, program and musical director, artists bureau head:** Arthur W. Graham. **Commercial manager:** Her-



## PENNSYLVANIA STATIONS—Continued

bert S. Kirk. **Chief engineer:** Howard Condelta. **Publicity director:** Len Taylor.

**Rep:** Cox and Tanz. **Seating facilities:** Auditorium adjoining studios, 3,200 persons. **Merchandising:** Courtesy announcements, window displays, and distribution of window cards at no extra cost; estimate submitted on all additional services. **Foreign language programs:** Programs and announcements accepted in Hungarian, Italian, German, Slovak and Polish. **Artists bureau:** Setup nominal only. **Stock:** Held by S. W. Townsend, Fred W. Danner, Herbert S. Kirk, and Arthur W. Graham. **Base rate:** \$75.

**Copy restrictions:** No beer, wine, or liquor copy accepted; station reserves right to eliminate all parts of programs or announcements not complying with NAB Code of Ethics or station standards; continuity must be submitted at least three days in advance; announcements exceeding word limit in any class will be broadcast as submitted, but billed at next higher rate. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** Two-minute bulletins every hour on the hour daily, except 8 A.M., noon, and 6 P.M. when 10-minute periods are broadcast.

### KYW, PHILADELPHIA

**Operator:** Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., 1619 Walnut St. **Phone:** Locust 3760. **Power:** 10,000 watts on 1020 kc. **Affiliation:** NBC Basic Red. **Opened:** 1921 (in Chicago); moved to Philadelphia in 1934.

**Station manager:** Leslie W. Joy. **Program manager:** James P. Begley. **Plant engineer:** Ernest H. Gager. **Sales manager:** J. S. K. Hammann. **Sales promotion manager:** Lambert Beeuwkes. **Publicity director:** Jas. A. Aull.

**Rep:** National Broadcasting Co. **Seating facilities:** Auditorium, 200 persons; admission by ticket. **Merchandising:** Services rendered to clients at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$440.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preced-

ing broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity acceptance departments. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15 A.M., 12:45 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

### WCAU, PHILADELPHIA

**Operator:** WCAU Broadcasting Co., 1622 Chestnut St.; New York office, 485 Madison Ave. **Phone:** Locust 7700. **Power:** 50,000 watts on 1170 kc. **Affiliation:** CBS. **Opened:** 1921.

**President, station manager:** Dr. Leon Levy. **Commercial manager:** Robert A. Street. **Program director:** Stan Lee Broza. **Chief engineer:** John G. Leitch. **Publicity director:** Kenneth W. Stowman.

**Rep:** Reiter-Spadea Co. (Chicago only); Bertha Bannan (Boston only). **Seating facilities:** Auditorium-studio, 260 (has stage and modern kitchen). **Merchandising:** Sales promotion and research departments conduct surveys at various times; radio habits checked. **Foreign language programs:** Not accepted. **Artists bureau:** None, but talent can be furnished for sponsors. **Base rate:** \$500.

**Copy restrictions:** Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight-reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods may not have more than a 100-word commercial before and after program; before 6 P.M., quarter-hours may not have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 P.M., quarter-hours may not have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines accepted; no hard liquors. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45-8 A.M. (comment), 10-10:05 A.M., 6-6:05 P.M., Monday through Saturday 10:30-10:45 P.M., Monday through Friday.

### WDAS, PHILADELPHIA

**Operator:** WDAS Broadcasting Station, Inc., 1211 Chestnut St. **Phone:** Locust 7400. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

**President:** Alexander W. Dannenbaum.

## PENNSYLVANIA STATIONS—Continued

**Vice-President and station manager:** P. J. Stanton. **Commercial manager:** A. W. Dannenbaum, Jr. **Program director:** Harold Davis. **Chief engineer:** Frank Unterberger. **Musical director:** Joseph Schreiber. **Publicity:** Jerry Stone.

**Rep:** None. **Seating facilities:** Studios can accommodate 125 persons. **Merchandising:** Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleisher; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. **Artists bureau:** None (program department, however, places artists elsewhere). **Stock:** Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. **Base rate:** \$75.

**Copy restrictions:** Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted, providing they meet with station policy and are subject to analysis. **E. T. Library:** Lang-Worth; NAB. **News:** INS. **News periods:** Every hour on the hour, three minutes per period, 8 A.M. to 8 P.M., daily except Sunday.

### WFIL, PHILADELPHIA

**Operator:** WFIL Broadcasting Co., Widener Bldg. **Phone:** Rittenhouse 6900. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Basic Blue; Mutual; Quaker Network. **Opened:** 1934.

**President:** Samuel R. Rosenbaum. **General manager:** Roger W. Clipp. **Local sales manager:** George W. Jaspert. **Chief engineer:** Frank V. Becker. **Production manager:** Fred Dodge. **Publicity and promotion manager:** Joseph T. Connolly.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Use Manufacturers Club, 1,200. **Merchandising:** Procure free advertisement for program via time-trading arrangement with the Record, Daily News and Evening Ledger Shopping Guide; displays and other tie-in media; exploitation; help devise program; push institutional angle. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$330.

**Copy restrictions:** Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times. **E. T. Library:** Associated. **News:** INS. **News periods:** 8-8:15 A.M., 8:45-9 A.M., 12:30-12:35 P.M., 3:45-4 P.M., 6:30-6:40 P.M., 10:30-10:45 P.M., all Monday through Saturday.

### WHAT, PHILADELPHIA

**Operator:** Independence Broadcasting Co., Inc., 872 Public Ledger Bldg. **Phones:**

Lombard 2390 (Bell System); Main 2,000, extension 359 (Keystone system). **Power:** 100 watts on 1310 kc (divides time with WTEL). **Affiliation:** None. **Opened:** March 30, 1930.

**President, general and station manager:** W. Porter Ogelsby, Jr. **Assistant manager:** Milton Laughlin. **Publicity:** Sam Serva.

**Rep:** None. **Seating facilities:** Studio 1, seats about 100 persons; studio 2, about 75. **Merchandising:** Arrange for window cards and have 500 lines of newspaper space per week. **Foreign language programs:** Accepted, providing that the time is not resold, and that no unethical cut-rate, commission, or similar schemes be attempted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety." **E. T. Library:** NAB News: None.

## WIP, PHILADELPHIA

**Operator:** Pennsylvania Broadcasting Co., 35 S. Ninth St. **Phone:** Walnut 6800. **Power:** 1,000 watts on 610 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** March 16, 1922.

**President:** Benedict Gimbel, Jr. **Sales director:** Edward A. Davies. **Program director:** James Allan. **Chief engineer:** Clifford Harris. **Musical director:** Clarence Fuhrman. **Publicity director:** Murray Arnold.

**Rep:** Radio Advertising Corp. **Seating facilities:** Studio A, 150 persons; auditorium, 1,200 persons. **Merchandising:** Use 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$234.50.

**Copy restrictions:** Accept beer and wine; rigid supervision over all copy. **E. T. Library:** World. **News:** Transradio. **News periods:** 6:45-7 A.M., 8:15-8:30 A.M., 10:30-10:45 A.M., 11:15-11:30 A.M. (women's news), 12:30-12:45 P.M., 2:45-3 P.M., 6:40-6:45 P.M., 10:45-11 P.M., 12:55-1 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday through Friday; noon-12:15 P.M., 11-11:15 P.M., Sunday only.

### WPEN, PHILADELPHIA

**Operator:** William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation:** International Broadcasting Corp. on direct wire to WOV, New York City. **Opened:** 1929.



## PENNSYLVANIA STATIONS—Continued

**General manager:** Hyla Kiczales\*. **Station and commercial manager:** Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

**Rep:** WOV, New York City. **Seating facilities:** Auditorium accommodating 550 persons. **Merchandising:** Mail letters regarding radio campaigns to local trade outlets; publicity department maintains contact with all newspapers in coverage area; merchandising bureau available; station has a space-time tradeout with the Philadelphia Daily News. **Foreign language programs:** Italian, Polish and Jewish programs current; programs must be introduced and signed off in English, and comply with state and Federal laws. **Artists bureau:** Yes; licensed under the State of Pennsylvania. **Base rate:** \$180.

**Copy restrictions:** Liquor advertising not accepted; all copy must conform to state and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **English news periods:** 10:50-11 A.M., 12:15-12:30 P.M., 3:50-4 P.M., 11:55-midnight, all Monday through Saturday; 7:45-8 P.M., Sunday only. **Italian news periods:** 5 P.M., 6:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday. **Jewish news periods:** 7:45-8 P.M., Monday; 8:30-9 P.M. (dramatized news), Friday; 8:45-9 P.M., Saturday. **Polish news periods:** 9:15-9:25 A.M., Monday through Saturday.

\* Also general manager of WOV and WBIL, New York City.

### WTEL, PHILADELPHIA

**Operator:** Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. **Phones:** Gladstone 1310 (Bell); North 1031 (Key-stone). **Power:** 100 watts on 1310 kc (shares time with WHAT). **Affiliation:** None. **Opened:** Nov. 15, 1925.

**President, program director:** E. Douglas Hibbs. **Station and commercial manager:** Henry N. Cocker. **Chief engineer:** L. M. Biederman.

**Rep:** None. **Seating facilities:** Studio C, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Polish, German and Lithuanian programs current. **Artists bureau:** None. **Base rate:** On request.

**Copy restrictions:** Accept beer and wine, and patent medicines; copy must conform to FCC and FTC rules and regulations. **E. T. library:** Lang-Worth. **News:** Christian Science Monitor. **News periods:** 8:45-9 A.M., Monday through Saturday; noon-12:10 P.M., Monday through Friday.

### KDKA, PITTSBURGH

**Operator:** Owned by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

**Station manager:** Sherman D. Gregory. **Commercial manager:** W. E. Jackson. **Program manager:** Derby Sproul. **Chief Engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Musical director:** Maurice Spitalny. **Publicity director:** Kay Barr.

**Rep:** National Broadcasting Co. **Seating facilities:** Two studio observation rooms, 40 persons each; if and when guests are admitted to studios, the capacity is increased 125 per studio. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** Yes; lists complete roster of talent. **Base rate:** \$500.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; closing date for copy is one week in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well-known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (women's news), Monday through Friday; 6:15-6:30 P.M., Sunday only.

### KQV, PITTSBURGH

**Operator:** KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** Quaker Network. **Opened:** 1919.

**President:** H. J. Brennen\*. **Station manager:** John J. Laux. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** Joe Vilella. **Musical director:** Nelson Maples. **Chief engineer:** Walter McCoy. **Publicity director:** Howard McCartney.

**Rep:** Wm. G. Rambeau Co. **Seating facilities:** Playhouse, capacity 1,200. **Merchandising:** Publicity and key distributor contacts. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Accept beer and wine; no liquor; patent medicine copy must be

\* Also president of WJAS, Pittsburgh.

# *Audience!*

WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

*More than 6 million people all reached by WJAS. No duplication of service from outside stations.*



**COLUMBIA  
BASIC NETWORK**

**Wm. G. Rambeau Co.**  
*Representatives*

## PENNSYLVANIA STATIONS—Continued

approved by legal department; all copy checked for good taste and truthfulness. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 7:45 A.M., 10:45 A.M., 1:45 P.M., 5:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10:45 A.M., 5:45 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Sunday.

### WCAE, PITTSBURGH

**Operator:** WCAE, Inc., Hotel William Penn. **Phone:** Atlantic 6900. **Power:** 5,000 and 1,000 watts on 1220 kc. **Affiliation:** NBC Basic Red; Mutual. **Opened:** May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

**Station manager:** Leonard Kapner. **Program director:** R. C. Daniel. **Chief engineer:** James Schultz. **Musical director:** Earl Truxell. **Publicity director:** James Murray. **Sales manager:** Lester Lindow.

**Rep:** International Radio Sales. **Seating facilities:** Observation room seats 25 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$475.

**Copy restrictions:** Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval and revision. **E. T. library:** World. **News:** or 1. **News periods:** 8-8:10 A.M., noon-12:10 P.M., 1:15-6:25 P.M., 11-11:10 P.M., Monday P.M., 6:30 Saturday; 1:45-2 P.M., Sunday only.

### WJAS, PITTSBURGH

**Operator:** Pittsburgh Radio Supply House, 411 Seventh Ave. **Phone:** Grant 4860. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** Aug. 4, 1922. (Note: Same operators also control WHJB, Greensburg, Pa.)

**President and general manager:** H. J. Brennen\*. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** James Hughes. **Chief engineer:** Walter McCoy. **Musical director:** Baron Elliott. **Publicity director:** Marian Caughey.

**Rep:** William G. Rambeau Co. **Seating facilities:** Playhouse seats 1,200. **Merchandising:** Station publicity; key dealer contacts. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** \$384.

**Copy restrictions:** Wine programs taken after 10:30 P.M.; no liquors. **E. T. li-**

**brary:** None. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:30-10:45 P.M., Sunday only.

### WWSW, PITTSBURGH

**Operator:** Walter and Downing Radio Corp., Hotel Keystone. **Phone:** Grant 5200. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Quaker Network. **Opened:** May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

**Station manager:** Frank R. Smith, Jr. **Program and musical director, artists bureau head:** Walter E. Sickles. **Publicity director:** H. B. Trautman.

**Rep:** Cox and Tanz. **Seating facilities:** 100 persons. **Merchandising:** Complete service available; details and estimates upon request. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations. **E. T. library:** Standard; MacGregor. **News:** INS; also from parent paper. **News periods:** 8:30-8:45 A.M., Monday through Saturday; 12:05-12:15 P.M., 6-6:15 P.M., Sunday through Friday; 10:30-10:45 P.M., every day. (Note: Also broadcast numerous bulletins; all sponsored and subject to sponsorship.)

### WEEU, READING

**Operator:** Berks Broadcasting Co. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Supplementary Service. **Base rate:** \$150.

No further information available.

### WRAW, READING

**Operator:** Reading Broadcasting Co. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Supplementary Service.

**Base rate:** \$120.

No further information available after repeated requests

### WGBl, SCRANTON

**Operator:** Scranton Broadcasters, Inc., 1000 Wyoming Ave. **Phone:** 6296. **Power:** 1,000 and 500 watts on 880 kc (divides time with WQAN). **Affiliation:** CBS. **Opened:** Jan. 12, 1925.

**President:** Frank Megargee. **General manager:** George D. Coleman. **Station manager:** R. E. McDowell. **Chief engineer:** K. R. Cooke.

**Rep:** John Blair & Co. **Seating facilities:**

\* Also president of KQV, Pittsburgh.

## PENNSYLVANIA STATIONS—Continued

None. **Merchandising:** Letters to dealers; pre-program announcements; newspaper publicity. **Foreign language programs:** Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. **Artists bureau:** None. **Base rate:** \$118.75.

**Copy restrictions:** Accept beer, wine, liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 3-3:10 P.M., 6:45-6:55 P.M., all Monday through Saturday; 6:15-6:25 P.M., Sunday only; 11-11:10 A.M., 11-11:15 P.M., every day.

### WQAN, SCRANTON

**Operator:** The Scranton Times. **Power:** 1,000 and 500 watts on 880 kc (divides time with WGBI).

**This station is non-commercial.**

### WPIC, SHARON

**Operator:** Sharon Herald Broadcasting Co., Pine Hollow Blvd. **Phone:** 154. **Power:** 250 watts on 780 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 25, 1938.

**President, station manager:** John Fahnline, Jr. **Vice-president:** A. W. McDowell. **Secretary-treasurer:** George E. Heiges. **Commercial manager:** J. T. Van Sweringen. **Program director, artists bureau head:** Paul Gamble. **Chief engineer:** A. Clyde Heck. **Musical director:** Margaret James. **Publicity director:** John MacDonald.

**Rep:** DeLisser-Boyd, Inc. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Client's programs get full publicity in the Sharon Herald; any other merchandising rendered at actual cost. **Foreign language programs:** Accepted. **Artists bureau:** About 50 artists available, though not under direct contract to the station. **Base rate:** \$75.

**Copy restrictions:** Beer copy accepted; no other alcoholic beverages; patent medicines accepted if complying with Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **News periods:** Every hour on the hour, five minutes, 8 A.M. to 5 P.M., all scheduled Monday through Saturday.

### WKOK, SUNBURY

**Operator:** Sunbury Broadcasting Corp., 1150 N. Front St. **Phone:** 1326. **Power:** 100 watts on 1210 kc. **Affiliation:** Quaker Network. **Opened:** Sept. 1, 1933. (Note: This

station is owned by individuals also owning the Sunbury Item.)

**President:** H. H. Haddon. **General manager:** B. A. Beck. **Station manager, commercial manager:** Melvin Lahr. **Program director:** Paul L. Miller. **Chief engineer:** Clifford Kerstetter.

**Rep:** Wythe Walker. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** Accept Polish, Russian, Italian and German. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Copy is acceptable if it conforms to FCC regulations. **E. T. library:** Associated; Davis & Schwegler. **News:** UP. **News periods:** 8 A.M., 10 A.M., noon, 3 P.M., 5:55 P.M., 8:55 P.M., all five minutes, all daily; 3-3:05 P.M., Monday through Friday.

### WMBS, UNIONTOWN

**Operator:** Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

**Station manager:** Joseph C. Burwell. **Commercial manager, publicity director:** M. E. Slagel. **Program and musical director:** S. Sages. **Chief engineer:** K. L. Meredith. **Artists bureau head:** Mary Lucius.

**Rep:** None. **Seating facilities:** Studio seats 35 persons. **Merchandising:** Complete service available gratis. **Foreign language programs:** Accept programs and announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted; no other alcoholic beverages; commercial continuity must be submitted to station one week prior to broadcast. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 9-9:05 A.M., noon-12:10 P.M., 4-4:10 P.M., 8-8:15 P.M., all Monday through Saturday.

### WBAX, WILKES-BARRE

**Operator:** John H. Stenger, Jr., 141 S. Main St. **Phone:** 3-0196. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 10, 1922.

**General manager:** Dale Robertson. **Commercial manager:** Harry Thomas. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

**Rep:** Weed & Co. **Seating facilities:** None listed. **Merchandising:** Complete department maintained. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** \$75.25.

**Copy restrictions:** Hard liquor advertis-

## PENNSYLVANIA STATIONS—Continued

ing not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 11:50-noon, 5:45-6 P.M., all Monday through Saturday; 3:30-3:45 P.M., 10:30-10:45 P.M., Monday through Friday; 10-10:15 P.M., Saturday only; 10 A.M., 2 P.M., 5 P.M., 10 P.M., all 15 minutes, all Sunday.

### WBRE, WILKES-BARRE

**Operator:** Louis G. Baltimore, 62 S. Franklin St. **Phone:** 3-3101. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** 1924.

**General and station manager:** Louis G. Baltimore. **Commercial manager:** S. R. Baltimore. **Program and publicity director:** Franklin D. Coslett. **Chief engineer:** Charles Sakoski. **Artists bureau head:** Jerry Butler. **Musical director:** Louis Savitt.

**Rep:** None. **Seating facilities:** Four studios, seating 100 persons; outside auditorium, seating 500. **Merchandising:** Render "all possible cooperation." **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 55 artists. **Base rate:** \$120.

**Copy restrictions:** Accept beer, wine, liquor and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy. **E. T. library:** Standard. **News:** Transradio; local news. **News periods:** 9:30-9:45 A.M., 12:30-12:35 P.M. (local news), 1:30-1:35 P.M. (local news), 2:30-2:45 P.M., 5:45-5:30 P.M. (local news), 6:15-6:30 P.M., 7:25-7:30 P.M., 11-11:15 P.M., all Monday through Saturday.

### WRAK, WILLIAMSPORT

**Operator:** WRAK, Inc., 244 W. Fourth St. **Phone:** 2-6116. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun.)

**President:** Ernest M. Case. **Station manager:** George E. Joy. **Commercial man-**

**ager:** T. M. Metzger. **Program director:** O. M. Linn. **Chief engineer:** Louis N. Persio. **Artists bureau head:** P. M. Breining. **Musical director:** I. R. Berndt. **Publicity director:** J. W. Mackey.

**Rep:** J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered, including window cards, newspaper and poster advertising, and other promotional features. **Foreign language programs:** None on station. **Artists bureau:** Setup nominal only. **Stock:** Principally held by the Sun-Gazette Co. **Base rate:** \$75.

**Copy restrictions:** No wine, beer or hard liquor advertising accepted. **News:** Transradio.

### WORK, YORK

**Operator:** York Broadcasting Co., Inc., 13 S. Beaver St. **Phone:** 6629. **Power:** 1,000 watts on 1320 kc. **Affiliation:** Mason-Dixon Radio Group; NBC Supplementary Basic Service; Inter-City Broadcasting System. **Opened:** March 21, 1932.

**President:** Clair R. McCollough\*. **Station and commercial manager:** J. Robert Gulick. **Program director:** Harold Miller. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Wilhelmina Hollinger. **Musical director:** Frank Renaut. **Publicity director:** John Neff.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy must conform to station standards. **E. T. library:** None. **News:** Transradio. **News periods:** 7:55 A. M., 12:15 P.M., 6:30 P.M., 11 P.M., duration not listed, all Monday through Saturday.

\* Also president of WEST, Easton, Pa.; WAZL, Hazleton, Pa.; WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.

# RHODE ISLAND

(155,500 radio homes, or 92% ownership among the State's total of 169,000 families. Urban ownership is 142,500, or 92% of urban families; rural ownership is 13,000, or 93% of rural families.)

## Radio Homes by Counties

Bristol .....	5,360	Newport .....	9,670	Washington .....	7,200
Kent .....	11,820	Providence .....	121,450		

## WEAN, PROVIDENCE

**Operator:** The Yankee Network, Inc., The Crown Hotel. **Phone:** Dexter 1500. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Basic Blue; Yankee; Colonial; Mutual. **Opening:** June 5, 1932.

**President:** John Shepard III. **Commercial manager:** Richard F. Voynow. **Chief engineer:** Harry H. Tilley. **Merchandising director:** Carlton McVarish.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 40; can supply outside facilities with capacity up to 2,000, at cost. **Merchandising:** Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. **Foreign language programs:** Accept certain types, depending on merit as "public entertainment." **Artists bureau:** Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. **Base rate:** \$200.

**Copy restrictions:** Beer and wines accepted; patent medicine copy submitted to Proprietary Ass'n. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. **Local news:** 9-9:05 A.M., noon-12:05 P.M., 5:45-5:50 P.M., 11:30-11:35 P.M., Monday through Saturday.

## WJAR, PROVIDENCE

**Operator:** The Outlet Company (Department Store), Weybosset St. **Phone:** Gaspee 1071. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** NBC Basic Red. **Opened:** Sept. 6, 1922.

**Station and commercial manager:** John J. Boyle. **Chief engineer:** Thomas Prior. **Musical director, artists bureau head:** Earl Shean.

**Rep:** Weed & Co. **Seating facilities:** Studio, 250 persons. **Merchandising:** Mail

letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of service rendered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$200.

**Copy restrictions:** Accept beer and wine; no hard liquor. **E. T. library:** World. **News:** From the Providence Journal and Evening Bulletin. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P.M., Sunday.

## WPRO, PROVIDENCE

**Operator:** Cherry and Webb Broadcasting Co., 15 Chestnut St. **Phone:** Plantations 9776. **Power:** 5,000 and 1,000 watts on 630 kc. **Affiliation:** CBS. **Opened:** As WLSI in 1919; as WPAW in 1924.

**President:** William S. Cherry, Jr. **Station manager:** S. P. Willis. **Commercial manager:** W. T. Bush. **Program director:** H. W. Koster. **Chief engineer:** H. W. Thornley. **Publicity director:** A. C. Rider.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Theatre, 3,400. **Merchandising:** Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. **Foreign language programs:** Accepted Mondays through Fridays, 3:30 to 4:30 P.M.; programs must be approved by the station, and must be musical programs. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** No hard liquor; otherwise the station has adopted copy restrictions of CBS. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:05 A.M., 7:30-7:35 A.M., 8-8:15 A.M., 8:55-9 A.M., 5:45-6:05 P.M., 11-11:15 P.M., all Monday through Saturday; 11-11:15 A.M., 1-1:15 P.M., 4:55-5 P.M., all Monday through Friday; 10-10:15 A.M., 12:45-1 P.M., 5:30-5:35 P.M., Saturday only; 9:30-9:35 A.M., 1:45-1:50 P.M., 11-11:15 P.M., Sunday.

## SOUTH CAROLINA

(207,300 radio homes, or 51% ownership among the State's total of 407,000 families. Urban ownership is 69,500, or 70% of urban families; rural ownership is 137,800, or 45% of rural families.)

### Radio Homes by Counties

Abbeville .....	2,610	Dillon .....	2,580	McCormick .....	1,110
Aiken .....	5,790	Dorchester .....	2,140	Marion .....	3,160
Allendale .....	1,460	Edgefield .....	1,930	Marlboro .....	3,340
Anderson .....	9,400	Fairfield .....	2,250	Newberry .....	4,120
Bamberg .....	1,980	Florence .....	7,050	Oconee .....	3,330
Barnwell .....	2,350	Georgetown .....	2,840	Orangeburg .....	7,120
Beaufort .....	2,780	Greenville .....	15,870	Pickens .....	3,610
Berkeley .....	2,300	Greenwood .....	4,540	Richland .....	13,520
Calhoun .....	1,680	Hampton .....	1,910	Saluda .....	1,710
Charleston .....	18,510	Horry .....	3,590	Spartanburg .....	14,700
Cherokee .....	3,580	Jasper .....	1,090	Sumter .....	5,510
Chester .....	3,640	Kershaw .....	3,370	Union .....	3,570
Chesterfield .....	3,480	Lancaster .....	2,860	Williamsburg .....	3,060
Clarendon .....	2,840	Laurens .....	4,680	York .....	6,330
Colleton .....	2,750	Lee .....	2,430		
Darlington .....	4,690	Lexington .....	4,140		

### WAIM, ANDERSON

**Operator:** Wilton E. Hall, Anderson College. **Phone:** 800. **Power:** 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** April 8, 1935. (Note: This station is owned by the publisher of the Anderson Independent and Daily Mail.)

**Owner:** Wilton E. Hall. **Station and commercial manager:** Ennis Bray. **Program and musical director:** James A. Bulleit. **Chief engineer:** Wendel C. Roberts. **Artists bureau head:** Edith Hall. **Publicity director:** G. Paul Browne.

**Rep:** Sears and Ayer. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$120.

**Copy restrictions:** Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission. **E. T. library:** World; Langworth. **News:** Press-Radio. **News periods:** 7:55-8 A.M., 9-9:10 A.M., 11:55-noon, 4:30-4:40 P.M., 8:55-9 P.M., 10:05-10:15 P.M., all Monday through Saturday.

### WCSC, CHARLESTON

**Operator:** South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1930.

**President, station manager:** John M. Rivers. **Vice-president:** G. Richard Shaffo.\* **Commercial manager:** Roland Weeks. **Program director:** Charles McMahon. **Chief engineer:** John B. Fuqua. **Publicity director:** Philip Sutterfield.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studios accommodate 50 persons. **Merchandising:** "General services" offered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 8 A.M., noon, 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 2-2:05 P.M., Sunday.

\*Also manager of WIS, Columbia, S. C.

### WTMA, CHARLESTON

**Operator:** Y. W. Scarborough and J. W. Orvin doing business as the Atlantic Coast Broadcasting Co. **Power:** 250 and 100 watts on 1210 kc.

**At press time this station had a construction permit only.**

### WCOS, COLUMBIA

**Operator:** Carolina Advertising Corp. **Power:** 250 and 100 watts on 1370 kc.

**At press time this station had a construction permit only.**

## SOUTH CAROLINA STATIONS—Continued

### WIS, COLUMBIA

**Operator:** Station WIS, Inc., 1811 Main St. **Phones:** 2-2135; TWX Clba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June, 1930.

**Station manager:** G. Richard Shafto.\* **Commercial manager:** J. D. Saumenig. **Program director:** Floyd D. Rodgers, Jr. **Chief engineer:** Scott Helt. **Chief control operator:** R. D. Lambert, Jr. **Musical director:** Allyn Corris. **Publicity director:** Frank Burger.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge pre-announcements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State; program mat service sent to 15 weekly papers throughout the state. **Foreign language programs:** None; population less than 1% foreign born. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$130.

**Copy restrictions:** Adheres strictly to NAB Code of Ethics; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste and merchandise is of reliable manufacture." **E. T. library:** Standard. **News:** UP. **News periods:** 7:30 A.M., 8:45 A.M., noon, 1:15 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1 P.M., 11 P.M., both five minutes, both Sunday.

\*Also vice-president of WCSC, Charleston, S. C.

### WOLS, FLORENCE

**Operator:** O. Lee Stone. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None.

**Base rate:** \$60.

No other information available.

### WFBC, GREENVILLE

**Operator:** Greenville News-Piedmont Co., Hotel Greenville. **Phone:** 363. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** NBC Southeastern Group. **Opened:** May 20, 1933. (Note: This station is newspaper

owned by the News and Piedmont.)

**President:** B. H. Peace, Jr. **Station manager:** B. T. Whitmire. **Commercial manager:** W. S. Lindsay. **Program director, artists bureau head:** Charles Batson. **Chief engineer:** W. C. Etheridge. **Musical director:** Eber Lineberger. **Publicity director:** Dan Crosland.

**Rep:** Bryant, Griffith & Brunson, Inc. **Seating facilities:** Large studio seats 50; outer lobby to same, 50. **Merchandising:** Display placards and advertising material in the studios; newspaper publicity given sponsors. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about a dozen singers and announcers. **Base rate:** \$120.

**Copy restrictions:** Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product. **E. T. library:** NBC Thesaurus. **News:** UP, AP. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: These periods are currently sponsored by Esso; no announcements taken around them, except after final station break.)

### WRKL, ROCK HILL

All particulars stricken from the FCC records.

### WSPA, SPARTANBURG

**Operator:** Virgil V. Evans, Radio Center. **Phone:** 2900. **Power:** 1,000 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** February 17, 1930.

**Station head and manager:** Virgil V. Evans. **Commercial manager:** Bill Hix. **Program director:** James D. Mugford. **Chief engineer:** Ed. Long. **Publicity director:** Law Epps.

**Rep:** Kelly-Smith Co. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all services rendered free. **Foreign language programs:** Would accept, but foreign population is practically non-existent. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 9-9:15 A.M., every day.



## SOUTH DAKOTA

(132,900 radio homes, or 80% ownership among the State's total of 167,000 families. Urban ownership is 31,700, or 93% of urban families; rural ownership is 101,200, or 76% of rural families.)

### Radio Homes by Counties

Armstrong .....	10	Fall River .....	1,760	Meade .....	2,190
Aurora .....	1,310	Faulk .....	1,290	Mellette .....	890
Beadle .....	4,720	Grant .....	1,950	Miner .....	1,530
Bennett .....	800	Gregory .....	2,070	Minnehaha .....	11,050
Bon Homme .....	2,200	Haakon .....	940	Moody .....	1,770
Brookings .....	3,260	Hamlin .....	1,480	Pennington .....	4,500
Brown .....	6,610	Hand .....	1,660	Perkins .....	1,570
Brule .....	1,400	Hanson .....	1,100	Potter .....	1,080
Buffalo .....	340	Harding .....	700	Roberts .....	2,760
Butte .....	1,670	Hughes .....	1,560	Sanborn .....	1,390
Campbell .....	910	Hutchinson .....	2,450	Shannon .....	730
Charles Mix .....	2,840	Hyde .....	680	Spink .....	2,900
Clark .....	2,010	Jackson .....	510	Stanley .....	490
Clay .....	2,000	Jerauld .....	1,110	Sully .....	680
Codington .....	3,610	Jones .....	610	Todd .....	980
Corson .....	1,650	Kingsbury .....	2,360	Tripp .....	2,280
Custer .....	1,090	Lake .....	2,460	Turner .....	2,870
Davison .....	3,620	Lawrence .....	3,290	Union .....	2,190
Day .....	2,600	Lincoln .....	2,640	Walworth .....	1,710
Deuel .....	1,500	Lyman .....	1,220	Washabaugh .....	440
Dewey .....	1,180	McCook .....	1,890	Washington .....	300
Douglas .....	1,290	McPherson .....	1,430	Yankton .....	2,950
Edmunds .....	1,460	Marshall .....	1,670	Ziebach .....	740

### KABR, ABERDEEN

**Operator:** Aberdeen Broadcast Co., Radio Bldg. **Phone:** 4626. **Power:** 1,000 and 500 watts on 1390 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Jan. 21, 1935.

**President:** H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** E. L. Weeks. **Chief engineer:** Delbert Hunt. **Merchandising director:** F. E. Painter.

**Rep:** Weed & Co.; North Central Broadcasting System. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Worked out with sponsor, according to individual circumstances. **Foreign language programs:** Not generally accepted. **Artists bureau:** Can supply local talent or work through North Central Broadcasting Co. **Base rate:** \$30.

**Copy restrictions:** No liquor advertising accepted; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30-7:40 A.M., 9:30-9:35 A.M., 10-10:10 A.M. (women's news), 11:45-noon, 6:30-6:45 P.M., 9:45-10 P.M., all Monday through Saturday.

### KFDY, BROOKINGS

**Operator:** South Dakota State College. **Phone:** 702 K. **Power:** 1,000 watts on 780 kc (specified hours; daytime). **Opened:** April 23, 1923.

This station is non-commercial.

### KGFX, PIERRE

**Operator:** Ida A. McNeil, administratrix, estate of Dana McNeil, deceased. **Power:** 200 watts on 630 kc (operates specified hours daytime).

No further information available.

### KOBH, RAPID CITY

**Operator:** Black Hills Broadcast Co., Alex Johnson Hotel. **Phone:** 2000. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1936.

**Director, station manager:** Robert J. Dean. **Program director:** G. E. Bruntlett. **Chief engineer:** M. J. Jones. **Manager, Deadwood studios:** Abner H. George.

**Rep:** Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer dis-

## SOUTH DAKOTA STATIONS—Continued

plays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes: lists about 45 artists. **Base rate:** \$50.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 9-9:05 A.M., 9:45-9:50 A.M., 10 A.M. (livestock market), 11-11:05 A.M., 11:55 A.M. (livestock market), 12:15-12:25 P.M., 12:30 (grain bulletins), 1:45 P.M. (Dow Jones stock averages), 2-2:05 P.M. (local news only), 4-4:15 P.M., 7-7:15 P.M., 8:45-9 P.M., 9:45-10 P.M., all Monday through Saturday; 10:45-11 A.M., 3:45-4 P.M., Sunday and holidays only.

### WCAT, RAPID CITY

**Operator:** South Dakota State School of Mines. **Power:** 100 watts on 1200 kc (operates specified hours daytime).

**This station is non-commercial.**

### KELO, SIOUX FALLS

**Operator:** Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

**President, manager:** Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by Joseph Henkin, Sam C. Fantle, Jr., and Morton Henkin. **Base rate:** \$50.

**Copy restrictions:** Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** Every hour on the hour from noon to 6 P.M., 6:30-6:40 P.M., 9:30-9:45 P.M., all seven days per week; 12:30-12:45 P.M., 6:30-6:40 P.M., 9:15-9:30 P.M., Sunday only.

# Families at $3\frac{1}{3}\%$ Per M. ! yours on WNAX, of course !

At WNAX, 5,000 watts power does the job of 50,000—and at 5,000 watt rates. In the 275 county WNAX Daytime Primary Area live 3,917,000 people—719,500 radio homes—who last year spent \$891,466,000 for the things you're trying to sell. Rates in line with the 5,000 watts power (570 K. C. is the secret) make it possible for you to buy WNAX for as little as  $3\frac{1}{3}\%$  per radio family. Drop us a line and ask for a copy of the map showing the job WNAX did for Wayne feeds.

*And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.*

# WNAX

**YANKTON, S.D. • 570 Kilocycles • CBS**  
**5000 WATTS L.S. • 1000 WATTS NIGHT**  
**Represented by THE KATZ AGENCY**

**Key to a 5-STATE, \$900,000,000 MARKET in the MIDWEST**

## SOUTH DAKOTA STATIONS—Continued

### KSOO, SIOUX FALLS

**Operator:** Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 5,000 watts on 1110 kc (to local sunset) **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Dec. 1, 1926. (Note: This company also owns KELO, Sioux Falls.)

**President, manager:** Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

**Copy restrictions:** Accept beer; no wine or hard liquor; all copy must be in English and is subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:45 A.M., 7:30-7:45 A.M., 8:55-9 A.M., 9:28-9:33 A.M., 10:05-10:15 A.M., 11:23-11:28 A.M., 12:45-1 P.M., 4-4:05 P.M., 5:25-5:30 P.M., 6:15-6:20 P.M., all Monday through Saturday; 2:20-2:30 P.M., Monday through Friday only; 8:30-8:40 A.M., 10-10:05 A.M., 2-2:15 P.M., 4:30-4:45 P.M., 5:30-5:45 P.M., Sunday only.

### KUSD, VERMILLION

**Operator:** University of South Dakota. **Power:** 500 watts on 890 kc (shares time with KFNF).

**This station is non-commercial; university-owned.**

### KWTN, WATERTOWN

**Operator:** Greater Kampeska Radio Corp., Midland National Bldg. **Phone:** 5050. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** August, 1928.

**President:** Dr. F. Koren. **Station and commercial manager:** M. W. Plowman. **Program director:** Dale Russell. **Chief engineer:** E. A. Blackburn. **Musical director:**

Aileen Johnson. **Sales manager:** Morris Wisott. **Assistant program director, studio technician:** W. Lowell Pitt.

**Rep:** Cox and Tanz. **Seating facilities:** Reception room seats 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

**Copy restrictions:** Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** No service listed. **News periods:** 9-9:15 A.M., 10:55-11 A.M. (market news), 11:15-11:20 A.M. (hospital news), 12:15-12:30 P.M., 4:15-4:20 P.M. (hospital news), 5:30-5:45 P.M. (market news).

### WNAX, YANKTON

**Operator:** WNAX Broadcasting Co., 2nd and Capitol Sts. **Phone:** 443. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: WNAX is owned by the Des Moines Register & Tribune, and affiliated with KSO-KRNT, Des Moines, and WMT, Cedar Rapids.)

**Vice-president, general manager:** Luther L. Hill. **Vice-president, station manager:** Robert R. Tinscher. **Commercial manager:** Haydn R. Evans. **Regional sales and merchandising director:** C. E. LaGrave. **Program director:** Arthur J. Smith. **Farm service director:** Charles Worcester. **Musical director:** Rex Hayes. **Chief engineer:** Clifton Todd. **Publicity director:** James Gies.

**Rep:** The Katz Agency. **Seating facilities:** Studio auditorium, 275 persons. **Merchandising:** Auditorium displays, dealer cooperation; contact work through jobbers, distributors and wholesale men. **Foreign language programs:** Not accepted. **Artists bureau:** Information on request. **Base rate:** \$150.

**Copy restrictions:** Beer accepted; no wines or hard liquor; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **News periods:** 5:45 A.M. (farm news and market review), 7:15 A.M., 12:15 P.M., 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9:30 P.M., both 15 minutes, both Sunday only.

# TENNESSEE

(459,900 radio homes, or 67% ownership among the State's total of 689,000 families. Urban ownership is 211,200, or 82% of urban families; rural ownership is 248,700, or 58% of rural families.)

## Radio Homes by Counties

Anderson .....	3,050	Hamilton .....	35,170	Morgan .....	1,910
Bedford .....	3,570	Hancock .....	1,170	Obion .....	5,010
Benton .....	1,690	Hardeman .....	3,070	Overton .....	2,300
Bledsoe .....	900	Hardin .....	2,300	Perry .....	1,020
Blount .....	5,470	Hawkins .....	3,380	Pickett .....	710
Bradley .....	3,790	Haywood .....	3,700	Polk .....	2,240
Campbell .....	4,280	Henderson .....	2,510	Putnam .....	3,450
Cannon .....	1,290	Henry .....	4,350	Rhea .....	2,130
Carroll .....	4,180	Hickman .....	2,030	Roane .....	3,860
Carter .....	4,330	Houston .....	830	Robertson .....	4,540
Cheatham .....	1,310	Humphreys .....	1,840	Rutherford .....	5,200
Chester .....	1,530	Jackson .....	1,770	Scott .....	2,100
Clairborne .....	3,330	Jefferson .....	2,520	Sequatchie .....	570
Clay .....	1,290	Johnson .....	1,590	Sevier .....	2,650
Cocke .....	3,060	Knox .....	31,370	Shelby .....	72,140
Coffee .....	2,670	Lake .....	1,790	Smith .....	2,400
Crockett .....	2,600	Lauderdale .....	3,610	Stewart .....	1,830
Cumberland .....	1,660	Lawrence .....	3,670	Sullivan .....	8,790
Davidson .....	48,810	Lewis .....	840	Sumner .....	4,570
Decatur .....	1,450	Lincoln .....	3,850	Tipton .....	3,930
De Kalb .....	2,050	Loudon .....	2,720	Trousdale .....	880
Dickson .....	2,890	McMinn .....	4,700	Unicoi .....	1,980
Dyer .....	5,170	McNairy .....	2,820	Union .....	1,380
Fayette .....	3,830	Macon .....	2,020	Van Buren .....	490
Fentress .....	1,520	Madison .....	9,820	Warren .....	3,190
Franklin .....	3,350	Marion .....	2,880	Washington .....	7,860
Gibson .....	7,550	Marshall .....	2,680	Wayne .....	1,720
Giles .....	4,240	Maury .....	6,060	Weakley .....	4,850
Grainger .....	1,780	Meigs .....	770	White .....	2,280
Greene .....	4,980	Monroe .....	2,910	Williamson .....	3,460
Grundy .....	1,630	Montgomery .....	5,090	Wilson .....	4,030
Hamblen .....	2,760	Moore .....	590		

## WOPI, BRISTOL

**Operator:** Radiophone Broadcasting Station WOPI, Inc., 410 State St. **Phone:** WOPI. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 15, 1929.

**President-treasurer:** W. A. Wilson. **Commercial manager:** J. Harley Hubbard. **Chief engineer:** R. H. Smith. **Continuity director:** Harry S. Hudson. **Musical director:** Fey Rogers.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Large reception room; also Radiatorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. **Merchandising:** Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$36.

**Copy restrictions:** No wine, beer or hard liquor copy accepted. **E. T. library:** NBC Thesaurus; World; Standard. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9 A.M., 9:55 A.M., 11:45 A.M., 1:15 P.M., 3 P.M., 4 P.M., 5 P.M., 6:15 P.M., 8 P.M., 9:15 P.M., 10 P.M., 10:45 P.M. (duration not listed), all Monday through Saturday; 8 A.M., noon, 2:30 P.M., 6:15 P.M., 9:15 P.M., 10 P.M. (duration not listed), all Sunday. (Note: Spots preceding, following, or during newscasts carry higher rates.)

## WAPO, CHATTANOOGA

**Operator:** W. A. Patterson, Read House. **Phone:** 6-6141. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC additional to the Red Southcentral and Blue Southern Group. **Opened:** Nov. 9, 1936.

## TENNESSEE STATIONS—Continued

**General and station manager:** R. G. Patterson. **Commercial manager, publicity director:** R. N. Krepps. **Program director, artists bureau head:** T. K. Nobles. **Chief engineer:** Jimmy Johnston.

**Rep:** None. **Seating facilities:** Reception room with view of studios seats 200. **Merchandising:** Form or individual letters for special promotions sent out at no charge to client, providing his time purchases are on a contract run. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Stock:** WAPO is entirely owned by W. A. Patterson. **Base rate:** \$120.

**Copy restrictions:** No hard liquor advertising accepted; all commercial copy left to discretion of station salesmen; all political copy must be approved by station manager. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7 A.M., 8 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., 7 P.M., 9 P.M., 11 P.M. (duration not listed), all apparently daily.

### WDOD, CHATTANOOGA

**Operator:** WDOD Broadcasting Corp., Patten Hotel. **Phone:** 6-5117. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** CBS. **Opened:** April 13, 1925.

**Station manager:** Frank S. Lane. **Commercial manager:** Carter Parham. **Program director:** Dorothy W. McCurdy. **Chief engineer:** J. C. Vessels. **Musical director:** Bob Barrett.

**Rep:** Paul H. Raymer Co. **Seating facilities:** WDOD Radio Playhouse seats 650; admission to shows noonway and evenings is 20c. **Merchandising:** Policy varies in accordance with sponsor request; station renders all required services. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Accept beer and patent medicines. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45 A.M., 12:25 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday (Esso).

### WTJS, JACKSON

**Operator:** Sun Publishing Co., Inc., Market and Baltimore Sts. **Phone:** 3340. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun.)

**Vice-president:** Albert A. Stone. **Station manager, commercial manager:** A. B. Robinson. **Studio manager:** Leslie Brooks. **Chief engineer:** B. C. Brummel. **Artists bureau head:** Bill Reeves. **Musical director:** James Allen. **Publicity director:** Val Morse.

**Rep:** The Branham Co. **Seating facilities:**

Can accommodate 100 persons. **Merchandising:** Complete service; publicity in affiliated paper; advance distribution; surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. **Foreign language programs:** None indicated. **Artists bureau:** Entertainment bureau has musical units and other talent available. **Base rate:** \$50.

**Copy restrictions:** Beer accepted; patent medicine copy must have station scrutiny and approval before acceptance. **E. T. library:** NBC Thesaurus. **News:** UP; station operates its own weather bureau. **News periods:** 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M., 4:30 P.M., 7 P.M., 9:45 P.M. (all five and 10-minute periods, duration not individually specified), all apparently daily.

### WJHL, JOHNSON CITY

**Operator:** Johnson City Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc.

No further information available; at press time this station had only recently been put into operation.

### WNOX, KNOXVILLE

**Operator:** Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. **Phone:** 3-3171. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel.)

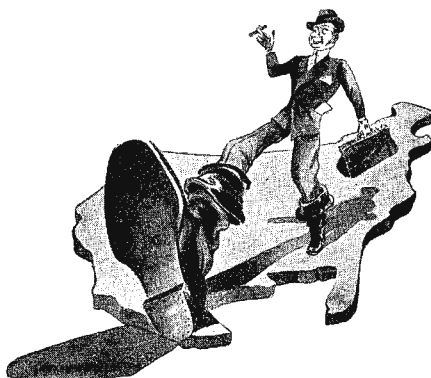
**General and commercial manager:** R. B. Westergaard. **Program director, artists bureau head:** Lowell Blanchard. **Chief engineer:** J. B. Epperson. **Musical director:** Harry Nides. **Publicity director:** C. B. Davis.

**Rep:** The Branham Co. **Seating facilities:** Auditorium seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 12 paid shows weekly. **Merchandising:** Complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window displays in street-front studios, displays on auditorium stage, and announcement plugs on the air; taxicab tire covers; specified amount of money must be spent with station to receive all this cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** Yes, lists a roster of 50. **Base rate:** \$140.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicines accepted. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:15 A.M., noon, 5:40 P.M., 10 P.M., all five minutes, all Monday

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

*A Salesman with*  
**SEVEN LEAGUE**  
**BOOTS**  
*For Thirty Bucks*  
*a week!*



Just because WSM is big don't get the idea that it costs a mint of money to buy.

It doesn't. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the unbelievably small sum of thirty dollars. And this, mind you, on one of America's most effective sale mediums. The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, and sells, north, west and east, as well.

Check your maps. You'll find WSM near the American population center. Check your business expansion charts. WSM dominates America's most active region. Check the places that show the biggest increases in electrical consumption. You'll find the best of the South and almost all the TVA region within WSM's primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job. May we show you how little it will cost to put the WSM seven league salesman to work for your product in America's most promising market?

**WSM**  
NASHVILLE, TENNESSEE

National Representatives,  
EDWARD PETRY & CO., INC.

## TENNESSEE STATIONS—Continued

through Saturday (Esso); 6:45-7 P.M., Monday through Saturday.

### WROL, KNOXVILLE

**Operator:** Stuart Broadcasting Corp., 520 S. Gay St. **Phone:** 2-7112. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Supplementary Red Southcentral Group and Blue Southern Group. **Opened:** 1927.

**President:** S. E. Adcock. **General and commercial manager:** C. H. Frazier. **Program, musical, publicity director, promotion and traffic manager:** John Reese. **Chief engineer:** Joseph Wofford.

**Rep:** John Blair & Co. **Seating facilities:** None. **Merchandising:** Cooperation with local theatres and newspapers; window displays in Knoxville stores. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. **E. T. library:** None. **News:** INS. **News periods:** 7:15-7:30 A.M., Monday through Saturday; 7:15 P.M., 9-9:15 P.M., every day; 9-9:15 A.M., Sunday only.

### WHBQ, MEMPHIS

**Operator:** Broadcasting station WHBQ, Inc., Hotel Claridge. **Phone:** 8-6868. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March, 1925.

**General Manager:** E. A. Alburty. **Commercial manager:** Eugene Pournelle. **Program director:** Emmet McMurray, Jr. **Chief engineer:** Weldon T. Roy. **Musical director:** Jimmy Klaer. **Publicity director:** Bert Ferguson.

**Rep:** None. **Seating facilities:** Auditorium studio, seats 850. **Merchandising:** Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic check-ups on effectiveness of program, sales, repeat orders, etc. **Foreign language programs:** Accepted, but only at specified time periods. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquor; proprietary accounts subject to rigid investigation. **E. T. library:** Lang-Worth. **News:** No service listed. **News periods:** Midweek news summary, Wednesday 8-8:15 A.M.; weekend news summary, Saturday, 8-8:15 A.M.

### WMC, MEMPHIS

**Operator:** Memphis Commercial Appeal Co., Hotel Gayoso. **Phone:** 87464. **Power:**

5,000 watts on 780 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** Jan. 23, 1923. (Note: This station is newspaper-owned by the Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)

**General manager:** H. W. Slavick. **Commercial manager:** J. C. Eggleston. **Program director:** John Cleghorn. **Chief engineer:** Clyde E. Baker. **Merchandising and production manager:** W. H. Fielding.

**Rep:** The Branham Co. **Seating facilities:** Reception room and mezzanine studio, seat 400. **Merchandising:** Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 letters to acquaint trade with new programs; additional letters at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements a part of new campaigns; list programs in The Commercial Appeal. **Foreign language programs:** Accepted; must be repeated in English; foreign population is limited. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Beer and wine accepted; all copy must conform to Federal Trade Commission requirements. **E. T. library:** NBC Thesaurus; NAB. **News:** INS. **News periods:** 7:45 A.M., 9:55 A.M., 12:15 P.M., 3:30 P.M., 4:30 P.M., 6:30 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 10 A.M., 11 P.M. (duration not listed), Sunday only.

### WMPS, MEMPHIS

**Operator:** Memphis Broadcasting Co., Columbian Tower. **Phone:** 5-2721. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** 1925. (Note: This station is newspaper-owned by the Scripps-Howard Memphis Press-Scimitar Co.; WMC, same city, is likewise a Scripps-Howard station.)

**General manager, program director:** J. C. Hanrahan. **Commercial manager:** Mallory Chamberlin. **Chief engineer:** Joe Epperson.

**Rep:** Weed & Co. **Seating facilities:** 350 persons. **Merchandising:** Window displays; letters to dealers; newspaper publicity; calls on key dealers. **Foreign language programs:** No demand for same in station area. **Artists bureau:** None. **Stock:** Entirely owned by the Memphis Press-Scimitar Co. **Base rate:** \$120.

**Copy restrictions:** "Rules of reason" govern commercial copy; beer accepted; no hard liquors; patent medicines subject to Food and Drug and FTC approval. **E. T. library:** Associated; Standard. **News:** None.

## TENNESSEE STATIONS—Continued

### WREC, MEMPHIS

**Operator:** WREC Broadcasting Service, Hotel Peabody. **Phone:** 5-1313. **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** CBS. **Opened:** 1922.

**Owner:** Hoyt B. Wooten. **Station manager:** Hollis Wooten. **Program director:** Roy Wooten. **Chief engineer:** S. D. Wooten, Jr., **Publicity director:** Charlie Maughan.

**Rep:** The Katz Agency. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Amount and kind of service depends on importance of account; generally rendered at actual cost. **Foreign language programs:** No set rules; no requests received to date. **Artists bureau:** None. **Base rate:** \$200.

**Copy Restrictions:** Beer and patent medicine advertising accepted. **News:** UP.

### WLAC, NASHVILLE

**Operator:** WLAC Broadcasting Service, Third National Bank Bldg. **Phone:** 6-0161. **Power:** 5,000 watts on 1470 kc. **Affiliation:** CBS. **Opened:** November, 1926.

**Owner, operator:** J. Truman Ward. **General manager:** F. C. Sowell, Jr. **Production manager:** Tim Sanders. **Chief engineer:** F. D. Binns. **Musical director:** Charles Nagy. **Merchandising manager:** Bob Mad-dux. **Publicity director:** Paul Oliphant.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Two observation rooms accommodate 50 persons each. **Merchandising:** Pre-program announcements calling attention to a forthcoming series; issue letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$225.

**Copy restrictions:** Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted. **E. T. library:** World. **News:** UP. **News periods:** 7:30 A.M., 11:25 A.M., 2 P.M., 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

### WSIX, NASHVILLE

**Operator:** WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** 1927.

**President:** Jack M. Draughon. **Chief engineer:** Bascom Porter.

**Rep:** Kelly-Smith Co. **Base rate:** \$100.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** NBC Thesaurus; Standard; MacGregor; Davis & Schwegler; Lang-Worth. **News:** Trans-radio. **News periods:** 6:30 A.M., 8 A.M., 10:30 A.M., 1 P.M., 4 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 9 A.M., 1:30 P.M., 6 P.M., all 15 minutes, all Sunday only; 9:30-9:45 P.M., 11:45-11:50 P.M., both every day.

### WSM, NASHVILLE

**Operator:** National Life and Accident Insurance Co., National Bldg. **Phone:** 6-7181. **Power:** 50,000 watts on 650 kc. **Affiliation:** NBC Red and Blue Midsouth Group. **Opened:** Oct. 5, 1925.

**Vice-president:** E. W. Craig. **Station manager:** Harry Stone. **Commercial manager:** Harben Daniel. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical director:** Peter Brescia. **Audience relations:** George D. Hay. **Publicity director:** Jack Harris.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Auditorium studio seats 500; lease on outside auditorium seating 2,200 persons. **Merchandising:** Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. **Foreign language programs:** Never requested to date; foreign population small. **Artists bureau:** Yes; lists about 125 artists. **Base rate:** \$360.

**Copy restrictions:** Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to station's established standards of good taste. **E. T. library:** None. **News:** INS; UP local news bureau. **News periods:** 7:30-7:45 A.M., 9-9:15 A.M., 12:30-12:45 P.M., Monday through Saturday; 3-3:15 P.M. (women's news), 10:15-10:30 (comment), Monday through Friday.



# TEXAS

(1,033,500 radio homes, or 68% ownership among the State's total of 1,516,000 families. Urban ownership is 556,200, or 84% of urban families; rural ownership is 477,300, or 56% of rural families.)

## Radio Homes by Counties

Anderson	5,520	Dawson	2,010	Hudspeth	550
Andrews	130	Deaf Smith	930	Hunt	8,250
Angelina	4,380	Delta	1,810	Hutchinson	2,960
Aransas	360	Denton	5,480	Irion	340
Archer	1,550	De Witt	4,390	Jack	1,370
Armstrong	490	Dickens	1,190	Jackson	1,470
Atascosa	2,040	Dimmit	1,200	Jasper	2,530
Austin	2,860	Donley	1,630	Jeff Davis	290
Bailey	670	Duval	1,560	Jefferson	29,450
Bandera	580	Eastland	6,410	Jim Hogg	670
Bastrop	3,560	Ector	690	Jim Wells	1,970
Baylor	1,180	Edwards	440	Johnson	5,850
Bee	2,420	Ellis	9,180	Jones	3,790
Bell	8,560	El Paso	25,430	Karnes	2,970
Bexar	61,820	Erath	3,370	Kaufman	5,820
Blanco	530	Falls	5,490	Kendall	820
Borden	180	Fannin	6,320	Kenedy	100
Bosque	2,330	Fayette	4,360	Kent	500
Bowie	8,130	Fisher	1,830	Kerr	1,880
Brazoria	3,520	Floyd	1,930	Kimble	650
Brazos	3,780	Foard	950	King	150
Brewster	1,190	Fort Bend	4,060	Kinney	570
Briscoe	760	Franklin	1,150	Kleberg	2,090
Brooks	780	Freestone	3,340	Knox	1,550
Brown	5,000	Frio	1,380	Lamar	7,910
Burleson	2,870	Gaines	370	Lamb	2,420
Burnet	1,560	Galveston	15,280	Lampasas	1,580
Caldwell	4,890	Garza	790	La Salle	1,170
Calhoun	750	Gillespie	1,670	Lavaca	4,130
Callahan	1,950	Glasscock	180	Lee	1,760
Cameron	13,120	Goliad	1,330	Leon	2,830
Camp	1,500	Gonzales	3,930	Liberty	3,040
Carson	1,290	Gray	4,550	Limestone	6,000
Cass	3,890	Grayson	12,340	Lipscomb	690
Castro	640	Gregg	2,660	Live Oak	1,150
Chambers	850	Grimes	3,450	Llano	870
Cherokee	6,100	Guadalupe	4,130	Loving	40
Childress	2,780	Hale	3,600	Lubbock	7,470
Clay	2,100	Hall	2,660	Lynn	1,630
Cochran	260	Hamilton	2,000	McCulloch	2,110
Coke	740	Hansford	560	McLennan	18,910
Coleman	3,750	Hardeman	2,400	McMullen	190
Collin	7,150	Hardin	2,400	Madison	1,620
Collingsworth	2,220	Harris	85,110	Marion	1,500
Colorado	3,040	Harrison	7,760	Martin	760
Comal	2,380	Hartley	340	Mason	840
Comanche	2,810	Haskell	2,480	Matagorda	2,960
Concho	1,060	Hays	2,380	Maverick	1,040
Cooke	4,070	Hemphill	700	Medina	1,980
Coryell	2,790	Henderson	4,240	Menard	730
Cottle	1,420	Hidalgo	12,410	Midland	1,600
Crane	570	Hill	6,640	Millam	5,440
Crockett	490	Hockley	1,220	Mills	1,190
Crosby	1,540	Hood	890	Mitchell	2,250
Culberson	230	Hopkins	4,300	Montague	3,160
Dallam	1,590	Houston	4,110	Montgomery	2,330
Dallas	76,570	Howard	4,590	Moore	230

## TEXAS STATIONS—Continued

Morris .....	1,350	Runnels .....	3,440	Trinity .....	1,970
Motley .....	940	Rusk .....	4,260	Tyler .....	1,730
Nacogdoches .....	4,400	Sabine .....	1,730	Upshur .....	2,930
Navarro .....	9,630	San Augustine .....	1,650	Upton .....	1,280
Newton .....	1,830	San Jacinto .....	1,360	Uvalde .....	2,160
Nolan .....	3,840	San Patricio .....	3,330	Val Verde .....	2,700
Nueces .....	9,380	San Saba .....	1,480	Van Zandt .....	4,390
Ochiltree .....	1,010	Schleicher .....	480	Victoria .....	3,370
Oldham .....	220	Scurry .....	1,780	Walker .....	2,680
Orange .....	2,770	Shackelford .....	1,130	Waller .....	1,620
Palo Pinto .....	3,150	Shelby .....	3,960	Ward .....	810
Panola .....	3,100	Sherman .....	380	Washington .....	4,010
Parker .....	3,110	Smith .....	8,460	Webb .....	6,990
Parmer .....	800	Somervell .....	470	Wharton .....	4,430
Pecos .....	1,370	Starr .....	1,440	Wheeler .....	2,430
Polk .....	2,510	Stephens .....	3,050	Wichita .....	16,030
Potter .....	11,050	Sterling .....	240	Wilbarger .....	4,210
Presidio .....	1,490	Stonewall .....	750	Willacy .....	1,490
Rains .....	900	Sutton .....	440	Williamson .....	7,090
Randall .....	1,390	Swisher .....	1,080	Wilson .....	2,240
Reagan .....	610	Tarrant .....	46,660	Winkler .....	1,580
Real .....	340	Taylor .....	8,120	Wise .....	2,950
Red River .....	4,290	Terrell .....	460	Wood .....	3,490
Reeves .....	1,190	Terry .....	1,160	Yoakum .....	150
Refugio .....	1,140	Throckmorton .....	770	Young .....	3,490
Roberts .....	240	Titus .....	2,360	Zapata .....	380
Robertson .....	3,920	Tom Green .....	7,620	Zavala .....	1,410
Rockwall .....	1,210	Travis .....	14,840		

### KRBC, ABILENE

**Operator:** Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Texas State Network; Mutual. **Opened:** October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers).

**President:** M. Bernard Hanks. **Station manager:** Howard Barrett. **Commercial manager:** Poole Robertson. **Program and musical director:** Mary Vance Keneaster. **Chief engineer:** W. W. Robertson, Jr. **Publicity director:** Bro Mings.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Reception room seats 120. **Merchandising:** Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. **Foreign language programs:** Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. **Artists bureau:** Newly established; artists furnished on commercial programs at set rate. **Base rate:** \$50.

**Copy restrictions:** No beer, wine or liquor advertising accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. **E. T. library:** MacGregor. **News:** AP; UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

### KFDD, AMARILLO

**Operator:** Amarillo Broadcasting Corp. **Power:** 100 watts on 1500 kc. **At press time this station had a construction permit only.**

### KGNC, AMARILLO

**Operator:** Plains Radio Broadcasting Company, Eighth & Harrison Sts. **Phone:** 4242. **Power:** 2,500 and 1,000 watts on 1410 kc. **Affiliation:** NBC Red and available on Blue Southwestern Group; Texas State Network; Mutual. **Opened:** June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

**President:** O. L. (Ted) Taylor. **General manager:** John Ballard. **Chief engineer:** W. S. Bledsoe. **Merchandising manager:** Raymond Hollingsworth. **Musical director:** Eddie Bauml.

**Rep:** Howard H. Wilson Co. **Seating facilities:** 100 persons. **Merchandising:** Complete service offered free, except printed matter, for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

## TEXAS STATIONS—Continued

**Copy restrictions:** Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45-7:50 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Monday through Saturday; 12:30-12:45 P.M., 7:15-7:30 P.M., Sunday.

*O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.*

### KNOW, AUSTIN

**Operator:** Frontier Broadcasting Co., 1312 Norwood Bldg. **Phone:** 2-6213. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

**Station manager:** James W. Pate. **Commercial manager:** Paul Forchheimer. **Program and publicity director, artists bureau supervisor:** Pat Adelman.

**Rep:** International Radio Sales. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** Yes. **Base rate:** \$60.

**Copy restrictions:** All copy subject to station approval or revision. **E. T. library:** None listed. **News:** INS. **News periods:** 7:30 A.M., 11 A.M., noon, 3 P.M., 8 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

### KTBC, AUSTIN

**Operator:** State Capitol Broadcasting Assn. (R. B. Anderson, president). **Power:** 1,000 watts on 1120 kc (to operate specified hours and share daytime with WTAW)

**At press time this station had a construction permit only.**

### KFDM, BEAUMONT

**Operator:** Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 and 500 watts on 560 kc. **Affiliation:** NBC additional to Red and Blue Southern Groups. **Opened:** October, 1924.

**President:** C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program director:** Faye McCarthy. **Production manager:** Leon Taylor. **Chief engineer:** Leon Saye.

**Rep:** John Blair & Co. **Seating facilities:** 100. **Merchandising:** Help in sales work; render any other cooperative service that clients and their wholesalers, representatives, and salesmen might desire; (posters, handbills, etc. furnished at actual cost; other services gratis. **Foreign language**

**programs:** None listed. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 10-10:15 A.M., 1-1:15 P.M., 2:55-3 P.M., 6:25-6:30 P.M., (sportcast), 9-9:05 P.M., 11-11:15 P.M., all Monday through Saturday; NBC news, 7-7:05 A.M., and 4:30-4:35 P.M.

### KRIC, BEAUMONT

**Operator:** Beaumont Broadcasting Assn., 130 Wall St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1938.

**Base rate:** \$55.

No further information available.

### KBST, BIG SPRING

**Operator:** Big Spring Herald Broadcasting Co., Crawford Hotel. **Phone:** 1500. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 21, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.)

**President:** Joe C. Galbraith. **Station manager, publicity director:** Howard Barrett. **Commercial manager:** Jack Wallace. **Program and musical director, artists bureau head:** Mary V. Keneaster. **Chief engineer:** John B. Casey.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel will accommodate 200. **Merchandising:** Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. **Foreign language programs:** Accept only transcribed foreign language programs, which must be accompanied by an English script. **Artists bureau:** Yes. **Stock:** Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. **Base rate:** \$45.

**Copy restrictions:** No beer, wines or hard liquor accounts accepted; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes. **E. T. library:** None. **News:** UP through Texas State Network. **News periods:** 7-7:15 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 2:30-2:35

## TEXAS STATIONS—Continued

P.M. (market news), 4-4:05 P.M., 5-5:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., 8-8:05 P.M., midnight-12:15 A.M., all apparently daily.

### KNEL, BRADY

**Operator:** G. L. Burns. **Phone:** 77. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Nov. 7, 1935.

**Managing director:** J. S. Sloane. **Commercial manager:** C. N. Newlin. **Program director:** Forrest Cox. **Chief engineer:** Marion Crawford. **Musical director:** Cecil Streigler.

**Rep:** Cox and Tanz. **Seating facilities:** Small reception room. **Merchandising:** Contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc.; newspaper cooperation on programs. **Foreign language programs:** Spanish programs currently on station; all announcements subject to strict supervision. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

**Copy restrictions:** No announcements may be over 100 words in length. **E. T. library:** MacGregor; Davis & Schwegler. **News:** From San Angelo Times & Standard; also local news. **News periods:** 8-8:15 A.M., 6:15-6:30 P.M., both every day.

### KGFL, BROWNSVILLE

**Operator:** Eagle Broadcasting Co., Inc., P. O. Box 329, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. **Phones:** Brownsville 1044; San Benito 666; Harlingen 1474. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 20, 1937.

**General manager:** Lawrence D. Yates. **Station and commercial managers:** Lawrence D. Yates, Brownsville; Grover A. Godfrey, Harlingen; ??? Ransom, San Benito. **Program directors:** Bob Thornton, Brownsville; M. Gallagher, San Benito; B. Simpson, Harlingen. **Chief engineer:** Willis Wilson.

**Rep:** Cox and Tanz. **Seating facilities:** None listed. **Merchandising:** None listed. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** All copy subject to approval of station management. **E. T. library:** MacGregor. **News:** AP. **News periods:** 7:15-7:30 A.M., 7-7:15 P.M., Monday through Saturday; noon-12:15 P.M., every day.

### WTAU, COLLEGE STATION

**Operator:** Agricultural and Mechanical College of Texas. **Power:** 500 watts on 1120 kc (operates specified hours).

**This station is non-commercial; college-owned.**

### KRIS, CORPUS CHRISTI

**Operator:** Gulf Coast Broadcasting Co. **Power:** 500 watts on 1330 kc. **Affiliation:** NBC Southwestern Additional to Red or Blue; Mutual; Texas State Network. **Opened:** 1937. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

**Base rate:** \$120.

No further information available.

### KAND, CORSICANA

**Operator:** Navarro Broadcasting Assn., State National Bank Bldg. **Phone:** 30. **Power:** 100 watts on 1310 kc (to local sun-set). **Affiliation:** Mutual; Texas State Network. **Opened:** May 17, 1937.

**Personnel:** Station policy does not permit such listing.

**Rep:** None. **Seating facilities:** Main studio accommodates 100; theatre available seating 800. **Merchandising:** Issue direct mail to dealers; distribute window cards. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$32.90.

**Copy restrictions:** Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7 A.M., noon, 3 P.M., 6 P.M. (duration not listed), all apparently weekdays.

### KRLD, DALLAS

**Operator:** KRLD Radio Corp., Adolphus Hotel. **Phone:** 2-6811. **Power:** 50,000 watts on 1040 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

**Managing director:** John W. Runyon. **Station and commercial manager:** Clyde W. Rembert. **Program director:** Ruth Clem. **Chief engineer:** Roy M. Flynn. **Musical director:** Hyman Charninsky. **Publicity director:** Douglas Hawley.

**Rep:** The Branham Co. **Seating facilities:** Observation room seats 100 persons; studio seats 20; Palm Garden, 500; Adolphus ballroom, 1,500. **Merchandising:** Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. **Foreign language programs:** Accepted with reservations. **Artists bureau:** None. **Base rate:** \$400.

**Copy restrictions:** Accept beer and wine, but no hard liquors; reserve right to censor all copy not meeting station standards. **E. T. library:** Standard. **News:** INS. **News**

## TEXAS STATIONS—Continued

**periods:** 6:40-6:45 A.M., 11:45-11:50 A.M., Monday through Friday; 7:55-8 A.M., 10-10-15 P.M. (latter news and sports), Monday through Saturday; 12:30-12:45 P.M., 5:05-5:10 P.M. (latter comprised of sports news following a prior CBS news interval), days of broadcast not listed.

### WFAA, DALLAS

**Operator:** A. H. Belo Corp., Baker Hotel. **Phone:** 7-9631. **Power:** 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Southwestern Group; Texas Quality Network. **Opened:** June 26, 1922. (Note: This station is newspaper-owned by the Dallas Morning News.)

**Station manager:** Martin B. Campbell. **Regional sales manager:** Alexander Keese. **Program director:** Ralph W. Nimmons. **Chief engineer:** Raymond Collins. **Merchandising manager:** Irvin Gross. **Musical director:** Karl Lambert. **Publicity director:** Dick Jordan.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Ballrooms of Baker Hotel and Adolphus Hotel. **Merchandising:** Maintain close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. **Foreign language programs:** Station has had no requests for same. **Artists bureau:** None. **Base rate:** \$420.

**Copy restrictions:** Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:45-8 A.M., 11:55-noon, 4:25-4:30 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday through Friday; 10:00-10:15 P.M., Saturday; 9:30-9:35 A.M., Sunday.

### WRR, DALLAS

**Operator:** City of Dallas, Southland Life Insurance Co. Bldg. **Phone:** 2-1411. **Power:** 500 watts on 1280 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1920. (Note: This is a municipally-owned station.)

**Rep:** None. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. **Foreign language programs:** Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. **Artists bureau:**

Inactive at present time. **Base rate:** \$65 ( $\frac{1}{2}$  hr.).

**Copy restrictions:** Accept beer, wines, and alcoholic beverages; station is "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste. **News:** Transradio.

### KDNT, DENTON

**Operator:** Harwell V. Shepard, 300 W. Ross St. **Phone:** 276. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex., whence about half its programs originate).

**Owner, station and commercial manager:** Harwell V. Shepard. **Program director:** Tom Herron. **Chief engineer:** Bob Douglas.

**Rep:** None. **Seating facilities:** Three large auditoriums available; capacities not listed. **Merchandising:** Pre-announcements, window cards, and personal letters issued, with a small fee for the cards and the letters. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** No card sent.

**Copy restrictions:** No alcoholic beverage advertising of any kind accepted. **E. T. library:** None. **News:** UP. **News periods:** Four 15-minute programs daily, time not listed.

### KFPL, DUBLIN

**Operator:** C. C. Baxter, 205 Grafton St. **Phone:** 183. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** June 26, 1924.

**General manager:** C. C. Baxter.

**Rep:** None. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** \$7.50.

**Copy restrictions:** None listed. **E. T. library:** None. **News:** None.

### KROD, EL PASO

**Operator:** Dorrance D. Roderick. **Power:** 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

### KTSM, EL PASO

**Operator:** Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. **Phones:** Main 46-47-48. **Power:** 250 and 100 watts on 1310 kc (divides time with WDAH and has permanent authority to carry WDAH's schedule). **Affiliation:** NBC Red and Blue South Mountain Group. **Opened:** August, 1929.

**WFAA - WBAP NOW HAS THE  
LARGEST 50,000 WATT PRIMARY  
COVERAGE IN THE UNITED STATES**



**50,000 WATTS . . . NATIONALLY CLEARED CHANNEL . . . 800 KILOCYCLES**

**WFAA—WBAP**

**DALLAS**

**FORT WORTH**

**Martin Campbell, General Manager WFAA, General Sales Manager WFAA-WBAP**

**National Representatives: Edward Petry & Co.**

## TEXAS STATIONS—Continued

**Vice-president and general manager:** Karl O. Wyler. **Program director:** Roy T. Chapman. **Chief engineer:** E. L. Gemoets. **Artists bureau head:** Conrey Bryson. **Musical director:** John R. Lewis. **Commercial director:** W. L. Kline.

**Rep:** George P. Hollingsbery Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** All services offered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15-7:20 A.M., 9-9:15 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., 9-9:15 P.M., 11-11:15 P.M., all Monday through Saturday; 7-7:15 P.M., 9:25-9:30 P.M., both Sunday only.

### WDAH, EL PASO

**Operator:** Tri-State Broadcasting Co., Inc. **Power:** 250 and 100 watts on 1310 kc (shares time with KTSM).

**This station is non-commercial.**

### KFJZ, FORT WORTH

**Operator:** Fort Worth Broadcasters, Inc., 1201 W. Lancaster. **Phone:** 3-3474. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927.

**President:** Elliott Roosevelt. **Manager:** Gene L. Cagle. **Program director:** Roy Duffy. **Chief engineer:** Ed. L. Starnes.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Owned 99¼% by Ruth G. and Elliott Roosevelt. **Base rate:** \$48.

**Copy restrictions:** Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announcements; no more than one-quarter of the contracted time on programs may be used for commercials. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 7-7:05 P.M., all Monday through Saturday; 11-11:05 A.M., 8-8:05 P.M., both Monday through Friday; noon-12:15 P.M., 10-10:15 P.M., 11-11:05 P.M., every day.

### KGKO, FORT WORTH

**Operator:** KGKO Broadcasting Co., Medical Arts Bldg. **Phone:** 3-1234. **Power:** 5,000

and 1,000 watts on 570 kc. **Affiliation:** NBC Blue Southwestern Group. **Opened:** 1928. (Note: This station is owned by the Fort Worth Star-Telegram as is WBAP, also of Fort Worth.)

**General manager:** Harold V. Hough. **Assistant general manager:** George Cranston. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Merchandising manager:** Jack Keasler. **Publicity director:** Elbert Haling.

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate 60 persons in the main studio, and a similar number just outside this studio. **Merchandising:** Issue letters to dealers; house organ; personal calls; public relations assistance. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$248.

**Copy restrictions:** Beer advertising accepted; no hard liquor; "good taste" and FTC regulations observed at all times. **E. T. library:** World. **News:** INS. **News periods:** 6:15-6:30 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 6:45-7 P.M., Monday through Friday; 1-1:15 P.M., 9-9:15 P.M., Sundays only.

### KTAT, FORT WORTH

**Operator:** Tarrant Broadcasting Co., Inc., Hotel Texas. **Phone:** 3-1381. **Power:** 1,000 watts on 1240 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1922.

**President:** Raymond E. Buck. **Station manager:** Sam H. Bennett. **Commercial manager:** Howard Foley. **Program and publicity director, artists bureau head:** Len Finger. **Chief engineer:** Hum Sutton. **Musical director:** Billy Muth.

**Rep:** International Radio Sales. **Seating facilities:** Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. **Merchandising:** Every service rendered at cost; no charge for time or work of employees. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Set-up nominal only; books sustaining talent for outside engagements. **Stock:** Principal holder is Raymond Buck. **Base rate:** \$125.

**Copy restrictions:** Accept wine and beer; no other alcoholic beverages; counsel investigates patent medicines before copy is accepted; abide by NAB Code of Ethics. **E. T. library:** Standard. **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., all Monday through Saturday.

### WBAP, FORT WORTH

**Operator:** Carter Publications, Inc., Blackstone Hotel. **Phone:** 2-4466. **Power:**



## TEXAS STATIONS—Continued

50,000 watts on 800 kc. (Note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May 2, 1922. (Note: This station is newspaper-owned by the Fort Worth Star-Telegram as is KGKO, also Fort Worth.)

**President:** Amon G. Carter. **General manager:** Harold V. Hough. **Assistant general manager:** H. C. Southard. **Chief engineer:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** William Jolesch. **Technical supervisor:** R. C. Stinson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Audience hall seats 200; also Blackstone Hotel ballroom. **Merchandising:** Maintain such a service. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$420.

**Copy restrictions:** Governed by NAB Code of Ethics; beer advertising accepted, but no hard liquors. **E. T. library:** World; NAB; Davis & Schwegler. **News:** From parent newspaper. **News periods:** 6-6:15 A.M., Monday through Saturday; 6-6:15 P.M., Monday through Friday; 3:15-3:30 P.M., Sunday only. (Note: See also WFAA, Dallas.)

### KLUF, GALVESTON

**Operator:** KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1937.

**President, general manager:** George Roy Clough.

**Rep:** None. **Base rate:** \$55.

**Copy restrictions:** All copy subject to station approval. **E. T. library:** Standard. **News:** Transradio; UP through Texas State Network. **News periods:** Not listed.

### KGVL, GREENVILLE

All particulars stricken from FCC records.

### KPRC, HOUSTON

**Operator:** Houston Printing Corporation, Lamar Hotel. **Phone:** Fairfax 7101. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

**Station manager:** Kern Tips. **Program director:** Jack McGrew. **Chief engineer:** Harvey Wheeler. **Musical director:** Bert Sloan. **Publicity director:** Lois Cain.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Accept beer and wine; no hard liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:55-8 A.M., Monday through Saturday; 6-6:15 P.M., 10:15-10:30 P.M., both Monday through Friday; 10:30-10:45 P.M., Sunday only.

### KTRH, HOUSTON

**Operator:** KTRH Broadcasting Co., Rice Hotel. **Phone:** Preston 4361. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

**Station manager:** B. F. Orr. **Commercial manager:** Ray E. Bright. **Program and publicity director:** Harry Grier. **Chief engineer:** King Robinson. **Plant supervisor:** Tom Hiner.

**Rep:** John Blair & Co. **Seating facilities:** KTRH Radio Theatre, 2,000. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, providing they "conform with a high standard." **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Beer and wine accounts accepted; no liquor advertising; station observes same standards as CBS relative to amount of copy and patent medicines. **E. T. library:** World; Standard. **News:** From parent newspaper. **News periods:** 5:05-5:15 P.M. (CST), Monday through Saturday.

### KXYZ, HOUSTON

**Operator:** Harris County Broadcast Co. **Power:** 1,000 watts on 1440 kc. **Affiliation:** NBC Blue Southwestern group; Texas State Network; Mutual. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

**Base rate:** \$200.

No other information available after repeated requests.

### KSAM, HUNTSVILLE

**Operator:** Sam Houston Broadcasting Assn., 1021 Twelfth St. **Phone:** 666. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Sept. 26, 1938.

**President:** H. G. Webster. **Station manager:** Harold C. Scott. **Program director:** Frank L. Dent. **Chief engineer:** Paul Wolf.



## TEXAS STATIONS—Continued

**Rep:** None. **Seating facilities:** None. **Merchandising:** Distribution of window cards rendered gratis; services requiring mailing and printing billed at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Beer, wine or alcoholic beverage copy of any kind not accepted. **E. T. library:** Standard. **News:** UP. **News periods:** 12:30-12:45 P.M., 3:30-3:35 P.M., 6-6:15 P.M., all Monday through Saturday.

### KOCA, KILGORE

**Operator:** Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936. (Note: This station is affiliated with the Kilgore Daily News.)

**President and general manager:** Roy G. Terry. **Program and musical director:** Orvin Franklin. **Chief engineer:** Eugene A. Norris. **Artists bureau head:** Margaret Campbell.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

**Copy restrictions:** Beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency". **E. T. library:** Standard. **News:** UP. **News periods:** Every hour on the hour, five minutes, all Monday through Saturday.

### KPAB, LAREDO

**Operator:** Mervel M. Valentine, Hamilton Hotel. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

**Owner, general manager, program and publicity director:** Mervel M. Valentine. **Commercial manager:** R. W. Bennett. **Chief engineer:** Fred C. Hammond. **Musical director:** Wm. O. Vela.

**Rep:** Forjoe & Co. (New York); William R. Stewart (Chicago). **Seating facilities:** None. **Merchandising:** Distribute display materials; call on wholesalers; distribute samples. **Foreign language programs:** Accept Spanish only. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Proprietary medicines, beer and light wine accounts accepted, subject to standard copy regulations; no high proof alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 6 P.M., 9 P.M., all 15 minutes all Monday through Saturday.

### KFRO, LONGVIEW

**Operator:** Voice of Longview, Glover-Crim Building. **Phone:** 411. **Power:** 250 and 100 watts on 1370 kc (licensed for day time only, but operates by special monthly FCC authorization at night; operates weekdays 6:30 A.M. to 11:05 P.M.; Sundays, 7 A.M. to 11:05 P.M.) (Station has construction permit for 1,000 watts full time on 1340 kc.) **Affiliation:** Mutual; Texas State Network. **Opened:** January, 1935.

**President:** James R. Curtis.

**Rep:** Radio Time Agency (Chicago); Forjoe & Company (New York); Radio Advertising Associates (Atlanta); Walter Bid-dick Co. (Coast). **Seating facilities:** Studio, seats 50 persons; high school auditorium available, seating 1,000 persons, for a rental fee of \$30. **Merchandising:** Supply route sheets and dealer lists; mail letters; newspaper publicity; price markers; contact key dealers and jobbers; other helps. **Foreign language programs:** None; market is 99% English speaking. **Artists Bureau:** Yes; several orchestras and other musical talent available. **Base rate:** \$87.50.

**Copy restrictions:** Beer and wines accepted; no hard liquor; no lotteries, gift enterprises, or gambles allowed; no mention of competitors, directly or indirectly by company name, individual name or brand name; reserve right to cut off any program failing to conform to rules of management, FCC or FTC; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences"; no per-inquiry or contingent accounts. **E. T. library:** NAB. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 8:55-9 A.M., 10-10:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:15 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., 11-11:05 P.M., all Monday through Saturday; 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all Sunday.

### KFYO, LUBBOCK

**Operator:** Plains Radio Broadcasting Co., 914 Avenue J. **Phone:** 1700. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927. (Note: Station is newspaper-owned by the Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Nebr.) Journal).

**President:** O. L. Taylor\*. **Station and commercial manager:** De Witt Landis. **Sales and promotion:** Bruce Collier. **Program director:** R. B. McAlister. **Chief engi-**

\* Also president of KRGV, Weslaco, and KGNC, Amarillo.

## TEXAS STATIONS—Continued

**neer:** William Torrey. **Artists bureau head:** Wesley Youngblood. **Musical director:** Burnie Howell. **Publicity director:** Bruce Collier.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Furnish personal contacts, mail, newspaper publicity displays. **Foreign language programs:** Accepted. **Artists bureau:** Has supply of local talent which is put directly under contract to advertiser on commercial programs. **Base rate:** \$60.

**Copy restrictions:** Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry). **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8 A.M., 10 A.M., 12:45 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

### KRBA, LUFKIN

**Operator:** Red Lands Broadcasting Assn. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** 1938.

**Base rate:** \$55.

No further information available.

### KRLH, MIDLAND

**Operator:** Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Dec. 20, 1935.

**Owner:** Clarence Scharbauer. **General manager:** Pete Gates. **Chief engineer:** Robert Harmon.

**Rep:** None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Personal contacts, direct mail, window displays rendered. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** No liquor, laxatives or "cure-all" advertising: all copy must conform to station standards and FCC rules and regulations. **News:** Transradio.

### KNET, PALESTINE

**Operators:** John Calvin Welch, Wm. M. Keller and Bonner Frizzell, doing business as the Palestine Broadcasting Assn. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None.

**Base rate:** \$55.

No further information available after repeated requests.

### KPDN, PAMPA

**Operator:** R. C. Hoiles, 212½ N. Ballard St. **Phone:** 1100. **Power:** 100 watts on 1310

kc (to local sunset). **Affiliation:** None. **Opened:** April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

**General and station manager:** Sidney L. Patterson. **Program and publicity director, artists bureau head:** Gene Moser. **Chief engineer:** Herman Kreiger. **Musical director:** Ken Bennett. **Continuity editor:** Betty Dunbar.

**Rep:** None. **Seating facilities:** Studio and reception lounge seat about 100 persons. **Merchandising:** Posters; displays; publicity and listings in Pampa Daily News. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$45.

**Copy Restrictions:** Beer and wine copy accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards. **News:** Transradio.

### KPLT, PARIS

**Operator:** North Texas Broadcast Co., Corner South Main and Austin Sts. **Phone:** 1124. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 15, 1936. (Note: This station is newspaper-owned by the Paris News.)

**General and commercial manager:** Fred E. Humphrey. **Program director, office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Mezzanine foyer seats 100 persons. **Merchandising:** Standard type of service offered gratis; extra services billed at net cost. **Foreign language programs:** Accepted if wanted by client, but not deemed feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Beer and light wine advertising accepted; patent medicine copy subject to revisions making it "suitable for presentation in the home"; station adheres to NAB Code of Ethics. **E. T. library:** Standard. **News:** UP (from Texas State Network). **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., every day; 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 6-6:30 P.M., all Monday through Saturday.

### KIUN, PECOS

**Operator:** Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. **Phone:** 21. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Sept. 22, 1935. (Note: This station is newspaper-affiliated with the Pecos Enterprise.)

**General and station manager:** Jack

## TEXAS STATIONS—Continued

Hawkins. **Commercial manager:** Carl Watts. **Chief engineer:** Grady Cotten. **Program and musical director:** Wray Guye. **Publicity director:** Barney Hubbs.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** Set-up nominal only. **Base rate:** \$35.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:30 A.M., 10:45 A.M., 1 P.M., 3 P.M., 5:45 P.M., 7:45 P.M. (duration not listed), all Monday through Saturday.

### KPAC, PORT ARTHUR

**Operator:** Port Arthur College, 1500 Procter Street. **Phone:** 3320. **Power:** 500 watts on 1260 kc (daytime; construction permit granted for 500 watts on 1220 kc unlimited). **Affiliation:** None. **Opened:** August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

**Director, station and commercial manager:** Glenn Hewitt. **Program director:** Gabbert Stevens. **Chief engineer:** Joe Walters. **Artists bureau head:** Marjorie Vickers.

**Rep:** Cox and Tanz. **Seating facilities:** Studio in Hotel Sabine seats 700 persons; also studio in Port Arthur College, seating 1,200. **Merchandising:** Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. **Foreign language programs:** Accepted if English script is supplied. **Artists bureau:** Setup nominal only. **Base rate:** \$55 (½ hr.).

**Copy restrictions:** Do not accept alcoholic beverages of any kind; all copy subject to station approval. **News:** Transradio.

### KGKL, SAN ANGELO

**Operator:** KGKL, Inc., St. Angelus Hotel. **Phones:** 6715; 6716; 5516. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Sept. 28, 1928. (Note: Houston Harte, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KRBC, Abilene.)

**President:** H. C. Ragsdale. **Station manager:** Howard Barrett. **Commercial manager:** Lonnie Preston. **Program director:**

Lynn Bigler. **Chief engineer:** Frank M. Jones.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Two studios, seating about 50 persons each. **Merchandising:** Distribute window cards, and contact dealers personally, by phone, and by letter; obtain information on sale of sponsor's product, etc.; service rendered gratis. **Foreign language programs:** Spanish only accepted. **Artists bureau:** None. **Stock:** Principally held by H. C. Ragsdale, Houston Harte, Frank M. Jones, G. J. Bailey, and Mrs. H. C. Ragsdale. **Base rate:** \$50.

**Copy restrictions:** Beer and wine copy accepted; no hard liquor; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 12:45-1 P.M., Monday through Friday.

### KABC, SAN ANTONIO

**Operator:** Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

**President:** R. Early Willson. **General manager:** Cliff Tatom. **Chief engineer:** Kenny Hyman.

**Rep:** None. **Seating facilities:** Studio seats 80 persons. **Merchandising:** Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks; surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. **Foreign language programs:** Accepted; commercials must be limited and an English translation supplied in advance. **Artists bureau:** Set-up nominal only. **Base rate:** \$50.

**Copy restrictions:** Beer and wines accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:35 P.M., 10-10:15 P.M., Sunday.

### KMAC, SAN ANTONIO

**Operator:** Walmac Co., Smith Young Tower. **Phone:** Cathedral 6211. **Power:** 250 and 100 watts on 1370 kc (shares time with KONO). **Affiliation:** None. **Opened:** July 28, 1930.

**President:** W. W. McAllister. **Station**

## TEXAS STATIONS—Continued

and commercial manager: Howard W. Davis. Program director: A. S. Bessan. Chief engineer: R. R. Hayes. Publicity director: W. P. Smythe.

**Rep:** None. **Seating facilities:** Visitors gallery, adjacent to main studio and available for broadcasts, seats 300. **Merchandising:** Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all services gratis. **Foreign language programs:** Not accepted "because we believe the broadcasting of foreign language programs does not encourage the assimilation of racial groups." **Artists bureau:** None. **Stock:** Station is a partnership of W. W. McAllister and Howard W. Davis. **Base rate:** \$60.

**Copy restrictions:** Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with its policy, and to refuse or discontinue any copy for reasons satisfactory to itself. **News:** None listed.

## KONO, SAN ANTONIO

**Operator:** Mission Broadcasting Co., 317 Arden Grove. **Phone:** F 5171. **Power:** 250 and 100 watts on 1370 kc (divides time with KMAC). **Affiliation:** None. **Opened:** Jan. 28, 1927.

**Owner and general manager:** Eugene J. Roth. **Commercial manager:** James M. Brown. **Program director:** Bill Laurie. **Chief engineer:** George Ing. **Musical director:** Ted Brown.

**Rep:** None. **Seating facilities:** Studio seats 150 persons. **Merchandising:** Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. **Foreign language programs:** Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." **Artists bureau:** Yes; lists a complete roster. **Base rate:** \$36 (½ hr.).

**Copy restrictions:** Beer and wine accepted; no hard liquors; all products and copy must conform to "public welfare" and not be in violation of any laws. **E. T. library:** None. **News:** La Prensa (Spanish). **News periods:** 6:45-7 P.M., Monday through Saturday; 5:50-6 P.M., Sunday only. (Note: All news is in Spanish.)

**53.4%\*** OF THE  
COMBINED SAN ANTONIO,  
AUSTIN & CORPUS CHRISTI  
AUDIENCE ARE TUNED  
to  
**WOAI**

\*According to a week's study made by  
**ROSS-FEDERAL RESEARCH**  
Write us for further details

50,000 WATTS  
**SAN ANTONIO**  
CLEARED CHANNEL  
(1190 KILOCYCLES)  
MEMBER TON AFFILIATE NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## TEXAS STATIONS—Continued

### KTSA, SAN ANTONIO

**Operator:** Sunshine Broadcasting Co., Gunter Hotel. **Phone:** Garfield 1251. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** 1928.

**Station manager:** George W. Johnson. **Program director:** Wm. C. Bryan. **Chief engineer:** W. G. Egerton.

**Rep:** Howard H. Wilson Co. **News:** INS. **Seating facilities:** Rose Room Studio, 1,500 persons; Studio A, 100; Studio B, 25. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$165.

**Copy restrictions:** Beer and wine accepted any time; liquor advertising after 10 P.M.; all copy subject to station approval or revision. **E. T. library:** World. **News:** UP. **News periods:** 7:30-7:45 A.M., 12:45-1 P.M., 2:30-2:45 P.M., 5:45-6 P.M., 10-10:15 P.M., 11:55-midnight, all Monday through Saturday; 8:30-8:45 P.M., Sunday only.

### WOAI, SAN ANTONIO

**Operator:** Southland Industries, Inc., WOAI Bldg. **Phone:** Garfield 4221. **Power:** 50,000 watts on 1190 kc. **Affiliation:** NBC Red and Blue Southwestern Group; Texas Quality Network. **Opened:** 1922.

**President and general manager:** Hugh A. L. Half. **Sales promotion and merchandising manager:** Walter S. Zahrt. **Program director:** Dwight Bourn. **Chief engineer:** Fred Sterling. **News editor:** Corwin Riddell. **Women's news editor:** Leona Bender.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Three studios; auditorium seating 150. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, if accompanied by an English translation and if copy conforms to station policy. **Artists bureau:** None. **Base rate:** \$275.

**Copy restrictions:** Beer and wine copy accepted; no hard liquors; strict censorship on patent medicines with very few accepted; all programs and announcements subject to approval of station management, government and FCC regulations, and NAB code of ethics; all contracts subject to conditions of standard AAAA form. **E. T. library:** Standard; Lang-Worth. **News:** U.P. **News periods:** 7:45-8 A.M., noon-12:15 P.M., 3-3:15 P.M., 6-6:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day, 10-10:05 A.M., Sunday only.

### KRRV, SHERMAN

**Operator:** Red River Valley Broadcasting Corp., 1910 S. Crockett St. **Phone:** 201. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Texas State Network.

**Opened:** Oct. 15, 1936. (Note: This station also maintains studios in Denison, Tex.)

**President:** G. H. Wilcox. **Station manager:** L. L. Hendrick. **Commercial manager:** Jack Scott. **Program director:** Gordon Rainey. **Chief engineer:** T. E. Spellman.

**Rep:** None. **Seating facilities:** Sherman studio seats 60; Denison studio seats 100. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** All copy subject to approval of the station management. **E. T. library:** None. **News:** UP. **News periods:** 7-7:05 A.M., 8-8:05 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday; noon-12:15 P.M., Sunday only.

### KXOX, SWEETWATER

**Operator:** Sweetwater Radio, Inc. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

### KTEM, TEMPLE

**Operator:** Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc (operates to local sunset). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 1, 1936. (Note: This station is affiliated with the Temple Telegram.)

**General manager:** Frank W. Mayborn. **Station manager:** Burton Bishop. **Program director, musical director:** Edwin Callaway. **Chief engineer:** Paul Shaw. **Artists bureau head:** Kirby Gunn.

**Rep:** None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign language programs:** German, Czechoslovakian, Mexican, Bohemian, Slavic languages acceptable. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base Rate:** \$45.

**Copy restrictions:** Dry county, but will accept beer and wines; patent medicines accepted; price quoting permitted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., noon-12:15 P.M., both every day; 8-8:05 A.M., 8:55-9 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:05 P.M., all Monday through Saturday; 11-11:05 A.M., Monday through Friday.

### KCMC, TEXARKANA

**Operator:** KCMC, Inc., 317 Pine Street. **Phone:** 958. **Power:** 250 and 100 watts on

## TEXAS STATIONS—Continued

1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

**General, station and commercial manager, publicity director:** Foster W. Fort. **Program director, artists bureau head:** Thomas Dillahunt. **Chief engineer:** Harvey Robertson. **Musical director:** Edward Dill. **Traffic manager:** Pauline Sorsby.

**Rep:** Radio Time Agency. **Seating facilities:** Studio seats 25 persons; City Auditorium, 1,500. **Merchandising:** Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

**Copy restrictions:** Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of the family, regardless of race, creed or age. **E. T. library:** MacGregor. **News:** UP. **News periods:** 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6-6:15 P.M., 6:25-6:30 P.M., all Monday through Saturday; 7-7:45 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all every day.

### KGKB, TYLER

**Operator:** East Texas Broadcasting Co., Tyler Commercial College Bldg. **Phone:** 1106. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** April, 1931.

**Operator:** James G. Ulmer. **Station and commercial manager:** M. E. Danbom. **Program and publicity director:** Jack Kretzinger. **Chief engineer:** John B. Sheppard.

**Rep:** None. **Seating facilities:** Reception room seats about 100. **Merchandising:** Help secure distribution; set up window and counter displays; letters to dealers, promotional plugs, etc. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** Beer advertising accepted; no hard liquors; some patent medicines accepted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 5-5:15 P.M., 10-10:15 P.M., all Monday through Saturday.

### KVWC, VERNON

**Operator:** Northwestern Broadcasting Co., 1813 Wilbarger St. **Phone:** 1048. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 12, 1939. (Note: R. H. Nichols, one of the three equal partners in this station, is publisher of the Vernon Daily Record.)

**President:** R. H. Nichols. **Station manager:** Herman Cecil. **Commercial manager:** W. D. Dixon. **Program and publicity director, artists bureau head:** Jack D. Ralston. **Chief engineer:** W. M. Fowler, Jr. **Musical director:** Inez Black.

**Rep:** None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Offer general cooperation at no additional charges. **Foreign language programs:** Accepted; full translations must accompany originals. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

**Copy restrictions:** Beer and wine copy accepted; no hard liquors; patent medicines accepted if complying completely with Federal regulations; talks, programs, and continuities must be submitted one week in advance; announcements will be broadcast as submitted, if approved, but charges will be made at next higher rate if the number of words exceeds the limit of its class. **E. T. library:** NBC Thesaurus; MacGregor. **News:** AP. **News periods:** 10 A.M., 1 P.M., 5:30 P.M., all 15 minutes, Monday through Saturday.

### WACO, WACO

**Operator:** Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

**General manager, J. W. Pate. Commercial manager:** R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

**Rep:** International Radio Sales. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Send out circulars, dodgers, placards, and direct mail aids. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer copy accepted, but no liquor advertising. **E. T. library:** None. **News:** INS. **News periods:** 7:45 A.M., 12:15-12:30 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday.

### KRGV, WESLACO

**Operator:** KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts

## TEXAS STATIONS—Continued

on 1260 kc. **Affiliation:** NBC, Additional to Red and Blue Southwestern Group; Mutual; Texas State Network. **Opened:** Sept. 6, 1926.

**President:** O. L. Taylor\*. **Station manager:** Ken Lowell Sibson. **Commercial manager:** I. S. Roberts. **Program and musical director:** Dick Watkins. **Chief engineer:** Neal McNaughton. **Publicity director:** Tom Brown.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Special department handles display and poster distribution, trade mailings, air build-ups and sales reports; all services free except where special services are requested by the advertiser. **Foreign language programs:** Have daily Spanish program via which the services of announcers and program directors are ten-

\* Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.

dered without extra charge. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45-8 A.M., Monday through Friday; 1-1:15 P.M., Monday through Thursday; 4:50-5 P.M., Monday through Saturday (Spanish); 6:45-7 P.M., every day; 10-10:15 P.M., Monday through Friday; 2-2:15 P.M., Friday only; 8-8:15 A.M., 9:45-10 A.M., Saturday only; 10:50-11 A.M. (Spanish), 12:45-1 P.M., Sunday only.

### KWFT, WICHITA FALLS

**Operator:** Wichita Broadcasting Co. **Power:** 1,000 and 250 watts on 620 kc.

**At press time this station had a construction permit only.**

## UTAH

(111,000 radio homes, or 90% ownership among the State's total of 123,000 families. Urban ownership is 61,800, or 91% of urban families; rural ownership is 49,200, or 89% of rural families.)

### Radio Homes by Counties

Beaver .....	1,150	Iron .....	1,560	Sevier .....	2,260
Box Elder .....	3,630	Juab .....	1,890	Summit .....	1,980
Cache .....	5,930	Kane .....	420	Tooele .....	2,060
Carbon .....	3,680	Millard .....	2,050	Uintah .....	1,900
Daggett .....	90	Morgan .....	520	Utah .....	10,060
Davis .....	2,940	Piute .....	400	Wasatch .....	1,150
Duchesne .....	1,630	Rich .....	360	Washington .....	1,490
Emery .....	1,410	Salt Lake .....	44,720	Wayne .....	370
Garfield .....	850	San Juan .....	700	Weber .....	11,980
Grand .....	400	Sanpete .....	3,420		

### KSUB, CEDAR CITY

**Operator:** Leland Perry, doing business as Southern Utah Broadcasters, El Escalante Hotel. **Phone:** 398. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 3, 1937.

**Station manager, publicity director, chief engineer:** Sherman T. Wright. **Program and musical director, artists bureau head:** Inez Corry.

**Rep:** Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

**Copy restrictions:** None listed. **E. T. li-**

**brary:** NBC Thesaurus; MacGregor. **News:** Transradio. **News periods:** 9-9:05 A.M., 10-10:05 A.M., 12:45-1 P.M., 4:30-4:35 P.M., 6:30-6:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.

### KVNU, LOGAN

**Operator:** Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 30, 1938.

**Station manager, publicity director:** Reed Bullen. **Commercial manager:** Jack Luther. **Program director:** Don Wark. **Chief engineer:** J. M. Reeder.

## UTAH STATIONS—Continued

**Rep:** None. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Card not sent.

**Copy restrictions:** Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** From the Salt Lake Tribune; Christian Science Monitor. **News periods:** 7:30-7:45 A.M. (Tribune news), 9:45-10 A.M. (Monitor news), 12:15-12:30 P.M. (Tribune news), 6:30-6:45 P.M. (local news), all Monday through Saturday; 1:15-1:30 P. M. (Tribune news), Sunday only.

### KLO, OGDEN

**Operator:** Interstate Broadcasting Corp., Hotel Ben Lomond. **Phone:** 84. **Power:** 5,000 and 1,000 watts on 1400 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** December, 1926. (Note: This station is affiliated with the Ogden Standard-Examiner.)

**General manager:** Paul R. Heitmeyer. **Commercial manager:** Merrill J. Bunnell. **Program director:** Ethel G. Clark. **Chief engineer:** W. D'Orr Cozzens. **Production manager:** Jack Riaska. **Musical director:** Ed Berry.

**Rep:** Bryant, Griffith & Brunson, Inc. **Seating facilities:** Two auditoriums, one seating 650 persons, the other 400. **Merchandising:** Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. **Foreign language programs:** Would not be useful in this region. **Artists bureau:** None. **Stock:** Principally held by A. L. Glasmann and Paul R. Heitmeyer. **Base rate:** \$125.

**Copy restrictions:** Beer accepted; no wines or hard liquors; all other advertising matter subject to existing federal, state and municipal regulations. **E. T. library:** MacGregor. **News:** AP. **News periods:** 8:30 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

### KEUB, PRICE

**Operator:** Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **Phone:** 200. **Power:** 1000 watts on 1420 kc. **Affiliation:** None. **Opened:** Oct. 30, 1936.

**Manager, publicity:** Sam G. Weiss. **Commercial manager, program director:** John Richards. **Chief engineer:** Carl E. Busart.

**Rep:** None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** None. **Foreign language programs:**

No restrictions against this type of program. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and wines accepted; no hard liquors; all contracts subject to government regulations. **News:** Transradio.

### KOVO, PROVO

**Operator:** Clifton A. Tolboe tr. as Citizens Voice and Air Show. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

### KDYL, SALT LAKE CITY

**Operator:** Intermountain Broadcasting Corp., Tribune-Telegram Bldg. **Phone:** Wasatch 7180. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** 1922.

**President, general manager:** S. S. Fox. **Commercial manager:** W. E. Wagstaff. **Program director:** George Snell. **Production manager:** George Provoll. **Musical director:** B. Woodbury. **Chief engineer:** J.

In  
**SALT LAKE CITY**

—the first station in popularity—the first station in getting results for advertisers, is KDYL. This has been amply proved over many years.

**5000 WATTS anytime 1800 WATTS night**

**KDYL**

*The Popular Station*  
**SALT LAKE CITY**

**NBC RED NETWORK**

Representative John Blair & Co.



## UTAH STATIONS—Continued

M. Baldwin. **Publicity director:** D. N. Simmons.

**Rep:** John Blair & Co. **Seating facilities:** Studio A, 50 persons; KDYL Radio Playhouse, 450; KDYL Open Air Theatre in summer (Liberty Park) has capacity of 2,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; letters to dealers in certain cases. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. **E. T. library:** World; NBC Thesaurus. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 3:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Monday, Tuesday, Saturday; 6:30-6:45 P.M., Wednesday and Friday; 4:15-4:30 P.M., 11-11:15 P.M., Sunday only.

### KSL, SALT LAKE CITY

**Operator:** Radio Service Corporation of Utah, Union Pacific Bldg. **Phone:** Was.

3900. **Power:** 50,000 watts on 1130 kc. **Affiliation:** CBS. **Opened:** April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune).

**President:** J. Reuben Clark, Jr. **Executive vice-president:** Earl J. Glade. **Director of station operations:** Ivor Sharp. **Commercial manager:** D. H. Vincent. **Sales manager:** Lennox Murdoch. **Program supervisor:** Glenn Shaw. **Acting chief engineer:** Willice Graves. **Artists bureau head:** Irma Felt Bitner. **Musical director:** Albert J. Southwick. **Publicity director:** Thomas H. Axelsen.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** KSL Concert Hall seats 800. **Merchandising:** Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. **Foreign language programs:** No call for these in view of the population's high (99%) English-speaking character. **Artists bureau:** Yes. **Stock:** Principal holders are the Latter Day Saints Church, The Salt

*There can be only one*



# LEADER

In SALT LAKE CITY

*and the*

## INTERMOUNTAIN MARKET

*It's* **KSL**

50,000 WATT  
CBS AFFILIATE

Nationally Represented by  
**EDWARD PETRY & COMPANY**

## UTAH STATIONS—Continued

Lake Tribune, and several Salt Lake City citizens. **Base rate:** \$300.

**Copy restrictions:** Commercial copy limited to 300 words per quarter-hour; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **News periods:** 7 A.M., 7:45 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 11:30 A.M., 5:45 P.M., 9:45 P.M. (duration not listed), Sunday only.

### KUTA, SALT LAKE CITY

**Operator:** Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** Wasatch 1730. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938.

**Station manager:** Frank C. Carman.

**Commercial manager:** Arch Madsen. **Assistant manager, musical director:** William B. Sears. **Special events director:** Hal Parkes. **Chief engineer:** Lyle Walquist. **Artists bureau head, publicity director:** Victor Bell.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis. **Foreign language programs:** Almost no foreign listeners claimed in station area. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** No alcoholic beverage announcements accepted; all copy subject to Federal Trade Commission and FCC regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., noon, 3 P.M., 6 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 6 P.M., 9 P.M., 11 P.M., all 15 minutes, all Sunday.

## VERMONT

*(88,600 radio homes, or 90% ownership among the State's total of 99,000 families. Urban ownership is 30,000, or 91% of urban families; rural ownership is 58,600, or 89% of rural families.)*

### Radio Homes by Counties

Addison .....	4,460	Franklin .....	6,990	Rutland .....	11,930
Bennington .....	5,850	Grand Isle .....	900	Washington .....	10,200
Caledonia .....	6,670	Lamoille .....	2,700	Windham .....	6,860
Chittenden .....	11,150	Orange .....	4,250	Windsor .....	9,490
Essex .....	1,690	Orleans .....	5,460		

### WCAX, BURLINGTON

**Operator:** The Burlington Daily News, Inc., 203 College St. **Phones:** 306; 373; 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

**President:** C. P. Hasbrook. **Manager:** H. B. Wight. **Chief engineer:** J. W. Tierney.

**Rep:** None. **Seating facilities:** About 75 persons. **Merchandising:** No information listed. **Foreign language programs:** Will accept; French program current; large French population claimed in station area. **Artists bureau:** Arrange dates for sustaining programs within a radius of 50 miles without charge or commission. **Base rate:** \$60.

**Copy restrictions:** Accept beer, but no other alcoholic beverages; patent medicine

copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations. **E. T. library:** World. **News:** UP (for general news and sports); also local news from parent paper. **News periods:** 7:30 A.M., 9 A.M., 11 A.M., 12:30 P.M., 1:30 P.M., 2-2:15 P.M. (comment), 3:30 P.M., 5:30 P.M., 6:30 P.M., 7:30 P.M., 8:30 P.M., all daily.

### WSYB, RUTLAND

**Operator:** Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** December 7, 1930.

**President, publicity director:** P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** M. R. Francis.

## VERMONT STATIONS—Continued

**Rep:** None. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$25 (one hour, 13 times).

**Copy restrictions:** Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products. **News:** Transradio.

### WQDM, ST. ALBANS

**Operators:** E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St. **Phone:** 1390. **Power:** 1,000 watts on 1390 kc (daytime). **Affiliation:** None. **Opened:** 1928. (Note: G. S. Wasser and Glenn D. Gillett have a management contract with option to purchase WQDM on file with the FCC.)

**General manager:** G. S. Wasser. **Chief engineer:** E. J. Regan. **Studio manager:** Byron Snowden.

**Rep:** Weed & Co. **Seating facilities:** Studio seats 100; remote facilities from three theatres available. **Merchandising:** Check merchandise for sponsor; distribute posters, etc; direct mail and newspaper advertising; will aid in getting distribution through wholesalers and jobbers. **Foreign language programs:** French accepted. **Artists bureau:** Yes, for personal appearances; lists about 25 artists; **Base rate:** \$50.

**Copy restrictions:** Beer and wine accepted; all copy must be in good taste; patent medicines must comply with Federal Trade Commission rulings. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** Transradio. **News periods:** 6:30-6:35 A.M., 7:45-7:55 A.M., 11-11:10 A.M., 1-1:10 P.M., 5-5:15 P.M., all Monday through Saturday; 11:10-11:15 A.M. (local news), Monday through Friday; 9-9:15 A.M., 1:15-1:30 P.M., Sunday only.

### WNBX, SPRINGFIELD

**Operator:** Twin State Broadcasting Corp., Woolson Block. **Phone:** 663. **Power:** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933.

**Manager:** Herman Steinbruck. **Chief Engineer:** Charles Doe. **Musical director:** Grace Cross. **Program, publicity director:** Nick Carter.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Make regular coverage of the market. **Foreign language programs:** Accepted; scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45 A.M., 10 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 6:45-7 P.M., Sunday only.

### WDEV, WATERBURY

**Operators:** Lloyd E. Squier and William G. Ricker. **Phone:** Waterbury 13-2; Montpelier 200. **Power:** 500 watts on 550 kc (to local sunset). **Affiliation:** Champlain Valley Network. **Opened:** July, 1931.

**General and station manager:** Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Melvin H. Stickles. **Musical director:** Harold Deal.

**Rep:** Howard H. Wilson. **Seating facilities:** Montpelier studio, 30. **Merchandising:** Make recommendations only; actual plans must be carried out by the sponsor. **Foreign language programs:** Accepted, but not encouraged or solicited. **Artists bureau:** Yes. **Base rate:** \$60.

**Copy restrictions:** Liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7-7:30 A.M., 9-9:15 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 3-3:15 P.M., 4-4:15 P.M., all Monday through Saturday (note: in summer, when sunset is later, station also has periods at 5-5:15 P.M., 6-6:15 P.M., 7-7:15 P.M.); 10-10:15 A.M., noon-12:30 P.M., Sunday only.

# VIRGINIA

(400,200 radio homes, or 65% ownership among the State's total of 613,000 families. Urban ownership is 178,800, or 82% of urban families; rural ownership is 221,400, or 56% of rural families.)

## Radio Homes by Counties

Accomac .....	6,140	Frederick .....	4,550	Orange .....	1,800
Albemarle .....	7,150	Giles .....	1,660	Page .....	2,190
Alleghany .....	4,640	Gloucester .....	1,630	Patrick .....	1,840
Amelia .....	1,110	Goochland .....	970	Pittsylvania .....	12,120
Amherst .....	2,350	Grayson .....	2,610	Powhatan .....	730
Appomattox .....	1,060	Greene .....	710	Prince Edward .....	2,100
Arlington .....	10,960	Greensville .....	1,790	Prince George .....	3,680
Augusta .....	7,870	Halifax .....	5,090	Prince William .....	1,990
Bath .....	1,090	Hanover .....	2,310	Princess Anne .....	2,440
Bedford .....	3,930	Henrico .....	49,810	Pulaski .....	3,080
Bland .....	750	Henry .....	3,750	Rappahannock .....	970
Botetourt .....	2,170	Highland .....	580	Richmond .....	890
Brunswick .....	2,440	Isle of Wight .....	1,890	Roanoke .....	22,120
Buchanan .....	1,730	James City .....	1,120	Rockbridge .....	3,900
Buckingham .....	1,730	King and Queen .....	920	Rockingham .....	5,800
Campbell .....	11,660	King George .....	750	Russell .....	3,290
Caroline .....	1,880	King William .....	1,110	Scott .....	2,940
Carroll .....	2,820	Lancaster .....	1,330	Shenandoah .....	3,290
Charles City .....	640	Lee .....	4,010	Smyth .....	3,350
Charlotte .....	1,950	Loudoun .....	3,060	Southampton .....	3,400
Chesterfield .....	3,860	Louisa .....	1,950	Spotsylvania .....	2,810
Clarke .....	1,030	Lunenburg .....	1,800	Stafford .....	1,120
Craig .....	510	Madison .....	1,140	Surry .....	1,030
Culpeper .....	1,900	Mathews .....	1,200	Sussex .....	1,620
Cumberland .....	950	Mecklenburg .....	4,010	Tazewell .....	4,540
Dickenson .....	1,870	Middlesex .....	1,100	Warren .....	1,270
Dinwiddie .....	8,210	Montgomery .....	4,230	Warwick .....	9,120
Elizabeth City .....	4,720	Nansemond .....	5,220	Washington .....	6,440
Essex .....	930	Nelson .....	2,080	Westmoreland .....	1,180
Fairfax .....	3,930	New Kent .....	620	Wise .....	7,260
Fauquier .....	2,940	Norfolk .....	47,910	Wythe .....	2,900
Floyd .....	1,450	Northampton .....	2,910	York .....	1,250
Fluvanna .....	990	Northumberland .....	1,560		
Franklin .....	2,910	Nottoway .....	2,090		

## WCHV, CHARLOTTESVILLE

**Operator:** Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

**General manager:** John F. Arrington, Jr. **Production manager:** George B. Russell. **Chief engineer:** W. W. Gray.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods; obtain orders and display space; distribute pamphlets and samples from house-to-house. **Foreign language programs:** Not accepted. **Artists**

**bureau:** Set-up nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:25-7:30 A.M., 8-8:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:35 P.M., 7-7:10 P.M., 10-10:05 P.M., all Monday through Saturday.

## WBTM, DANVILLE

**Operator:** Piedmont Broadcasting Corp., 427 Main Street. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** May 24, 1930.

**President:** L. N. Dibrell. **Station manager:** S. C. Ondarcho. **Program director, artists bureau head:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

## VIRGINIA STATIONS—Continued

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Co-operate with advertiser in any way; complete service now being developed. **Foreign language programs:** Will accept, but foreign population very small. **Artists bureau:** Set-up nominal only. **Stock:** Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. **Base rate:** \$75.

**Copy restrictions:** Beer and wine accepted; no liquor advertising, patent medicine copy subject to local consorship; no fixed rules for copy, other than that it conform to accepted standards of good taste. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 12:25 P.M. (Parade of Events; duration not listed), Monday through Saturday.

### WFVA, FREDERICKSBURG

**Operator:** Fredericksburg Broadcasting Corp. **Power:** 250 watts on 1260 kc (daytime).

**At press time this station had a construction permit only.**

### WSVA, HARRISONBURG

**Operator:** Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va., business office: Professional Bldg). **Phones:** 875; in Staunton, 647. **Power:** 500 watts on 550 kc (daytime). **Affiliation:** Virginia Broadcasting System. **Opened:** June 9, 1935.

**General and commercial manager:** Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

**Rep:** Sears & Ayer. **Seating facilities:** Auditorium, County Court House, 275 with 10c. and 20c. admission. **Merchandising:** No merchandising service; will render certain types of cooperation, however. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **News periods:** 8-8:15 A.M., 12:30-12:45 P.M., both Monday through Saturday; 9:55-10 A.M., Sunday only.

### WLVA, LYNCHBURG

**Operator:** Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Vir-

ginia Broadcasting System. **Opened:** April 21, 1930.

**President:** Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** James L. Howe. **Program director, assistant manager:** James H. Moore. **Chief engineer:** Albert E. Heiser. **Musical director:** Fred Johnstone.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Maintains a merchandising and production department. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth; Davis & Schwegler; MacGregor; NAB. **News:** Transradio. **News periods:** 7-7:05 A.M., 8:15-8:30 A.M., 9:10-9:15 A.M., 11-11:05 A.M., 12:30-12:35 P.M., 2-2:05 P.M., 4-4:05 P.M., 7:15-7:30 P.M., 10-10:05 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9:30 A.M., 2:30 P.M., 5:15 P.M., all 15 minutes, all Sunday only.

### WGH, NEWPORT NEWS

**Operator:** Hampton Roads Broadcasting Corp., end Jefferson Ave., Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. **Phones:** Newport News 2297; Norfolk 21831; Portsmouth 991. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Virginia Broadcasting System; optional programs from CBS. **Opened:** December, 1928.

**President:** Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program director:** Irving Waugh. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff. **Publicity director:** Gene Stratton.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Newport News, 25; Norfolk, 25; Portsmouth, 25. **Merchandising:** Contact dealers; will utilize newspapers and give programs publicity in advance. **Foreign language programs:** Would be acceptable if public interest in them were apparent, and if text conformed to station policies. **Artists bureau:** Yes; has about 20 performers available. **Base rate:** \$60.

**Copy restrictions:** All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted. **E. T. library:** NBC Thesaurus; NAB; Lang-Worth. **News:** AP; Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., 10:45 P.M., all 15 minutes, all Monday through Saturday.

# WRVA 50,000 WATTS MAKE CASH REGISTERS SING!



**VIRGINIA'S ONLY  
50,000 WATT STATION  
GIVES YOU MANY  
MARKETS AT THE  
COST OF ONLY ONE!**

**IT PAYS**—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage **PLUS** the bare facts about this rich and responsive market.

---

**PAUL H. RAYMER COMPANY**  
*National Representative*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



## WRVA 50,000 WATTS

## VIRGINIA STATIONS—Continued

### WTAR, NORFOLK

**Operator:** WTAR Radio Corp., National Bank of Commerce Bldg. **Phone:** 25671. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue Network. **Opened:** Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

**General manager:** Campbell Arnoux. **Sales manager:** John W. New. **Program director:** Henry Cowles Whitehead. **Commercial traffic manager:** Shirley Enright. **Production manager:** Vaughn Bradshaw. **Chief engineer:** J. L. Grether. **Continuity director:** Lee Chadwick. **Sales promotion director:** Ralph S. Hatcher.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio seats 75-100 persons. **Merchandising:** Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. **Foreign language programs:** Will accept if complete contents are made clear and are acceptable to the standards of the station. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Beer and wine accepted; no hard liquors; patent medicines must meet station requirements. **E. T. library:** NAB. **News:** UP. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

### WPIV, PETERSBURG

**Operator:** Petersburg Newspaper Corp. **Power:** 250 and 100 watts on 1210 kc (to operate unlimited time except when WBBL operates).

**At press time this station had a construction permit only**

### WBBL, RICHMOND

**Operator:** Grace Covenant Presbyterian Church (M. A. Sitton, Agent). **Power:** 100 watts on 1210 kc (specified hours).

**This station is non-commercial; church-owned.**

### WMBG, RICHMOND

**Operator:** Havens and Martin, Inc., 3301 West Broad St. **Phone:** 5-8611. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** October, 1926.

**President and general manager:** Wilbur M. Havens. **Commercial manager:** Robert Mitchell. **Program and musical director:** T. Spencer Meyer. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

**Rep:** John Blair & Co. **Seating facilities:** New studio has an auditorium, capacity 150, as well as a reception room with a view of the studios, seating 60. **Merchandising:** Service available; diversified as to product exploited. **Foreign language programs:** No policy listed. **Artists bureau:** Yes; lists about 100 artists, teams, etc. **Base rate:** \$150.

**Copy restrictions:** Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-7:50 A.M., 9-9:15 A.M., 12:15-12:20 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 12:15-12:30 P.M., 9-9:15 P.M., 11-11:15 P.M., all Sunday only.

### WRNL, RICHMOND

**Operator:** Richmond Radio Corp., 323 E. Grace St. **Phone:** 3-4242. **Power:** 500 watts on 880 kc (operates to local sunset; station has construction permit for 1,000 watts unlimited time). **Affiliation:** Virginia Broadcasting System. **Opened:** 1927. (Note: This station is affiliated with the Richmond News Leader.)

**Manager:** E. S. Whitlock. **Program director:** William C. Hamilton. **Chief engineer:** Walter R. Selden. **Artists bureau head:** Marynelle Guthridge.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Studio seats 200 persons. **Merchandising:** Service available; rates on application. **Foreign language programs:** Accepted at same rates as other business. **Artists bureau:** Yes. **Stock:** 500 shares held by John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader; and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. **Base rate:** \$60.

**Copy restrictions:** Spot announcements limited to 100 words; no whiskey advertising; beer and wines accepted; patent medicines accepted if complying with Pure Food & Drug Act, and approved by the Virginia State Pharmaceutical Board. **E. T. library:** Associated; MacGregor; Lang-Worth. **News:** UP. **News periods:** 7:55 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday.

### WRTD, RICHMOND

**Operator:** The Times Dispatch Radio Corp., State Planters Bldg. **Phone:** 3-7471.

## VIRGINIA STATIONS—Continued

**Power:** 100 watts on 1500 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)

**Manager:** Ovelton Maxey. **Program director:** Grace E. Gatling. **Chief engineer:** David Bain. **Publicity director:** Robert W. Ehrman.

**Rep:** Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** \$105.

**Copy restrictions:** Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **News:** Christian Science Monitor; local.

### WRVA, RICHMOND

**Operator:** Larus and Brother Co., Inc., Hotel Richmond. **Phone:** 3-6633. **Power:** 50,000 watts on 1110 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** Nov. 2, 1925.

**General manager:** C. T. Lucy. **Business manager:** Barron Howard. **Public relations, publicity:** Walter R. Bishop. **Production manager:** Irvin G. Abeloff. **Traffic manager:** Burt T. Repine. **Chief engineer:** D. C. Woods. **Musical director:** Edward D. Naff.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studio D seats about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. **Merchandising:** No formal department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes. **Base rate:** \$300.

**Copy restrictions:** No beer, wines or hard liquors at any time; no laxatives after 6 P.M.; no reducing preparations under any conditions; in all other copy, rules of good taste are to be observed. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:55 A.M., 11:55 A.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

### WDBJ, ROANOKE

**Operator:** Times-World Corp., 124 West Kirk Ave. **Phone:** 8131. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** CBS. **Opened:** June 20, 1924. (Note: WDBJ is newspaper-owned by The Roanoke Times and The Roanoke World-News.)

**President:** Junius P. Fishburn, president, The Times-World Corp. **Station manager, program director:** Ray P. Jordan. **Com-**

**mercial manager:** Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Publicity director:** Jack Weldon.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio A, 100 persons; studio B, 25. **Merchandising:** Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of parent newspapers. **Foreign language programs:** No rule against acceptance; but not recommended, since population is only 2% foreign born. **Artists bureau:** Yes; have about 40 singers and musicians under contract. **Base rate:** \$100.

**Copy restrictions:** Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those of CBS. **E. T. library:** World. **News:** AP. **News periods:** 8:40-8:45 A.M., 1:50-2 P.M., 6:20-6:25 P.M., all Monday through Saturday; 10-10:05 P.M., Monday through Friday; 9:45-9:50 P.M., Saturday only; 5:45-5:55 P.M., Sunday only.

# WRNL

## RICHMOND, VA.

"The Friendly Station in  
the Middle of Your Dial"

## 880 K.C.

Serves Virginia's richest  
market with fine enter-  
taining, educational, dra-  
matic and news features.



# WASHINGTON

(443,300 radio homes, or 95% ownership among the State's total of 468,000 families. Urban ownership is 254,400, or 94% of urban families; rural ownership is 188,900, or 96% of rural families.)

## Radio Homes by Counties

Adams .....	1,950	Grays Harbor .....	16,380	Pierce .....	46,940
Asotin .....	2,320	Island .....	1,780	San Juan .....	1,040
Benton .....	3,120	Jefferson .....	2,390	Skagit .....	9,600
Chelan .....	8,730	King .....	134,090	Skamania .....	880
Callam .....	5,670	Kitsap .....	9,270	Snohomish .....	22,990
Clark .....	11,360	Kittitas .....	4,680	Spokane .....	42,220
Columbia .....	1,530	Klickitat .....	2,840	Stevens .....	5,310
Cowlitz .....	8,650	Lewis .....	11,150	Thurston .....	9,030
Douglas .....	2,230	Lincoln .....	3,280	Wahkiakum .....	1,060
Ferry .....	1,310	Mason .....	2,780	Walla Walla .....	7,460
Franklin .....	1,630	Okanogan .....	5,260	Whatcom .....	16,730
Garfield .....	970	Pacific .....	4,200	Whitman .....	7,500
Grant .....	1,610	Pend Oreille .....	2,040	Yakima .....	21,320

## KXRO, ABERDEEN

**Operator:** KXRO, Inc., 207 E. Market St. **Phone:** Aberdeen 4098. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 28, 1928.

**General and station manager:** Harry R. Spence. **Commercial manager:** Fred G. Goddard. **Program director, artists bureau head:** Ben K. Weatherwax. **Chief engineer:** W. M. McGoffin. **Musical director:** Arthur Lindsay. **Publicity director:** E. J. Alexander.

**Rep:** John Blair & Co. **Seating facilities:** Hall, seating 600 persons, available. **Merchandising:** Supply publicity and work out window displays. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** Setup nominal only. **Base rate:** \$35.

**Copy restrictions:** Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation. **News:** Transradio.

## KVOS, BELLINGHAM

**Operator:** KVOS, Inc., 1321 Commercial St. **Phone:** 4200. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927.

**Station director:** Rogan Jones.\*

**Rep:** John Blair & Co. **Seating facilities:** Small facilities at studios (no number given); have access to outside facilities. **Merchandising:** Subject to arrangement with each account. **Foreign language programs:** Accepted; station runs regular

Scandinavian program. **Artists bureau:** None. **Stock:** Principally held by Rogan Jones, Tom Shafer and Cole Wylie. **Base rate:** \$35.

**Copy restrictions:** Accept beer and wine; no hard liquor; rules of "good taste" prevail. **E. T. library:** Lang-Worth; MacGregor; Davis & Schwegler. **News:** INS. **News periods:** 7:30-7:45 A.M. (network news), 9:30-9:45 A.M., 12:15-12:45 P.M., 4:45-5:15 P.M. (network news), 7:15-7:30 P.M., 9:15-9:30 P.M. (network news) 10:10-10:15 P.M., all apparently daily.

## KELA, CENTRALIA-CHEHALIS

**Operator:** Central Broadcasting Corp., KELA Bldg., midway between Centralia and Chehalis. **Phone:** 721. **Power:** 1,000 watts on 1440 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1937.

**General manager:** J. Elroy McCaw. **Commercial manager:** Joe Chytil. **Program director:** Paul Corbin. **Chief engineer:** L. Samuel Norin. **Musical director:** Arnold Werner.

**Rep:** John Blair & Co. **Seating facilities:** Studio seats 60 persons; one auditorium available, seating 1,200; second auditorium, seating 550. **Merchandising:** Will set up various kinds of displays; use theatre slides and trailers. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and light wines accepted after 9:30 P.M.; all copy subject to approval by station. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 8:15 A.M., 12:15 P.M., 3:45 P.M., 7:15 P.M., 11 P.M., all 15 minutes, all Monday through

\* Also president of KPQ, Wenatchee, Wash.

## WASHINGTON STATIONS—Continued

Saturday; 7:30-7:35 A.M., 9-9:15 P.M., every day.

### KRKO, EVERETT

**Operator:** Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEEN). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

**Manager, commercial manager:** W. F. Knehr. **Production manager:** Cliffe Hansen. **Musical director:** Maynard Borden.

**Rep:** John Blair & Co. **Seating facilities:** Lobby seats 50 to 75 persons. **Merchandising:** Render any reasonable service; conduct surveys if desired. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$25.

**Copy restrictions:** No beer, wines or hard liquors accepted. **E. T. library:** None. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M. (network news), 9:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

### KWLK, LONGVIEW

**Operator:** Twin City Broadcasting Corp., 1262 Fourteenth Ave. **Phone:** Lv. 1-500. **Power:** 250 watts on 780 kc (daytime). **Af-**

**iliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 10, 1938. (Note: This station is affiliated with, but not owned by, the Longview Daily News.)

**General and station manager:** M. F. Woodling. **Commercial manager:** King Mitchell. **Program director:** Robert Ferris. **Chief engineer:** John Boren. **Publicity director:** D. Hamilton.

**Rep:** Cox and Tanz; Walter Biddick (Coast). **Seating facilities:** Two studios, seating 25 and 75 respectively. **Merchandising:** Work closely with clients in promotion of program and product; window placards, etc.; no charge for regular services. **Foreign language programs:** Accepted with copy subject to station revision; scripts must be in English and in the foreign language, and submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Held by A. C. Campbell (11%), A. L. Raught (8%), J. M. McClelland (25%), Ray McClung (34%), Hugh McClung (22%) **Base rate:** \$30.

**Copy restrictions:** Only "generally accepted" patent medicine accounts taken; beer and light wines accepted, but copy is subject to station approval and revision. **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7:45 A.M., 10:30

## for SEATTLE and western WASHINGTON

- \* a new standard in local programming
- \* a new concept of true public service
- \* a new force in resultful advertising
- \* THE new choice of informed advertisers

CBS  
Affiliate

# KIRO

710  
Kilocycles

"THE FRIENDLY STATION"

National Representatives: THE KATZ AGENCY, INC.

## WASHINGTON STATIONS—Continued

A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

### KGY, OLYMPIA

**Operator:** KGY, Inc., 11th and Capitol Way. **Phone:** 5000. **Power:** 100 watts on 1210 kc (unlimited except when KTW is operating; KGY is silent on Sundays; otherwise it operates to 11 P.M. except Thursdays when it signs off at 7:30 P.M.). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922 (experimentally); 1932 (commercially).

**President:** Louis Wasmer\*. **Station manager, publicity director:** W. R. Taft. **Commercial manager:** Tom Olsen. **Program director:** Dan Cubberly. **Chief engineer:** Jack Thatcher.

**Rep:** John Blair & Co. **Seating facilities:** Auditorium below studios seats 2,000 persons; standing room for 1,000 more. **Merchandising:** Pre-plug new programs; arrange newspaper publicity; place window cards and displays; no charge for regular services. **Foreign language programs:** None current; Scandinavian would be suitable. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquor; chain-breaks limited to 40 words; local breaks limited to 100 words; patent medicine acceptance determined by individual circumstances. **E. T. library:** None. **News:** Transradio; UP; local. **News periods:** 7:15 A.M., 8 A.M., 9:30 A.M., 11 A.M., 12:30 P.M., 2:30 P.M., 5 P.M., 6:30 P.M., 8 P.M., 9 P.M. (from Don Lee), 9:45 P.M., all Monday through Saturday. (Note: Due to sign-off at 7:30 P.M. on Thursdays, the late evening periods are not run that night, but there is a special period at 7:15 P.M.)

\*Also president of KGA and KHQ, Spokane.

### KWSC, PULLMAN

**Operator:** State College of Washington. **Phone:** 376 M. **Power:** 5,000 and 1,000 watts on 1220 kc (divides time with KTW). **Opened:** Dec. 11, 1922.

This station is non-commercial; college-owned.

### KEEN, SEATTLE

**Operator:** KVL, Inc., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

**Base rate:** \$25.

No further information available.

### KIRO, SEATTLE

**Operator:** Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **Power:** 1,000 watts on 710 kc. **Affiliation:** CBS. **Opened:** Oct. 15, 1935.

**President:** Louis K. Lear. **Station manager:** H. J. Quilliam. **Commercial manager:** Loren B. Stone. **Program director:** Tommy Thomas. **Chief engineer:** James Hatfield. **Publicity director:** Vera Jedlick.

**Rep:** The Katz Agency. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Accepted; currently broadcasting Scandinavian program. **Artists bureau:** None. **Base rate:** \$215.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally. **E. T. library:** World; Standard. **News:** Transradio. **News periods:** 7:30-7:45 A.M., Monday through Saturday; noon-12:15 P.M., 10:30-10:45 P.M., both Monday through Friday; 10:45 A.M., 2 P.M., 7:45 P.M., 10:45 P.M., all 15 minutes, all Sunday only.

### KJR, SEATTLE

**Operator:** Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher's Blend Station, Inc., also operates KOMO, same city.)

**General and station manager:** Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** Scandinavian only accepted. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., 9:30 A.M., 12:30 P.M., 6:15 P.M., 9 P.M. (8 P.M. and 10:30 P.M. instead on nights when night baseball is broadcast), all 15 minutes, all Monday through Saturday; 8-8:30 P.M. (dramatized news), 9-9:15 P.M., both Sunday.

### KOL, SEATTLE

**Operator:** Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

**Vice-president:** Archie Taft. **Station**

## WASHINGTON STATIONS—Continued

**manager, commercial manager:** Elmer D. Pederson. **Production manager:** Dudley E. Williamson. **Chief engineer:** A. L. Henderson. **Musical director:** Don Isham. **Publicity director:** Margaret Emahiser.

**Rep:** John Blair & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Archie Taft and Louis Wasmer. **Base rate:** \$150.

**Copy restrictions:** Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste. **News:** Transradio.

### KOMO, SEATTLE

**Operator:** Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1925. (Note: KJR, same city, is also under control of Fisher's Blend Station, Inc.)

**General and station manager:** Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$240.

**Copy restrictions:** Spirituous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** None.

### KRSC, SEATTLE

**Operator:** Radio Sales Corp., 819 Fairview Place. **Phone:** Main 0110. **Power:** 250 watts on 1120 kc. **Affiliation:** None. **Opened:** November, 1926.

**President:** P. K. Leberman. **Manager:** Robt. E. Priebe. **Commercial manager:** Romig C. Fuller. **Program director:** Ted Bell. **Chief engineer:** George Freeman. **Musical director:** Jack Meues. **Publicity director:** Eddie Rivers.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Support advertisers with ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principal holders are P. K. Leberman and R. E. Priebe. **Base rate:** \$30 ( $\frac{1}{2}$  hr.).

**Copy restrictions:** No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words. **E. T. library:**

Lang-Worth; Standard; Associated; Davis & Schwegler. **News:** Transradio; also gather own. **News periods:** 7-7:05 A.M., 8-8:10 A.M., 9-9:05 A.M., 10-10:10 A.M., 11-11:05 A.M., noon-12:10 P.M., 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:10 P.M., 5-5:05 P.M., 6-6:10 P.M., 8-8:10 P.M., all Monday through Saturday; 4-4:10 P.M., 9-9:10 P.M., both Sunday.

### KTW, SEATTLE

**Operator:** The First Presbyterian Church of Seattle, Washington. **Power:** 1,000 watts on 1220 kc (shares time with KWSC).

**This station is non-commercial.**

### KXA, SEATTLE

**Operator:** American Radio Telephone Co., 312 Bigelow Bldg. **Phone:** Seneca 1000. **Power:** 500 and 250 watts on 760 kc (limited evening time with WJZ, New York; have construction permit for 1,000 watts). **Affiliation:** None. **Opened:** May 1, 1928.

**President, general manager:** R. F. Meggee. **Station manager:** Florence Wallace. **Commercial manager:** Frank S. Powers. **Program director:** Jackson Latham. **Chief engineer:** Maurice M. McMullen.

**Rep:** Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; translation must accompany copy. **Artists bureau:** None. **Base rate:** \$48.

**Copy restrictions:** Accept beer; no wine, liquor or patent medicine advertising. **E. T. library:** None listed. **News:** INS. **News periods:** 8:30 A.M., 12:30 P.M., 5:30 P.M., 9:30 P.M., 11 P.M., all 10 minutes all Monday through Saturday.

### KFIO, SPOKANE

**Operator:** Spokane Broadcasting Corp., 526 Riverside Ave. **Phone:** Main 3400. **Power:** 100 watts on 1120 kc (to local sunset). **Affiliation:** None. **Opened:** 1922.

**President, station manager:** A. L. Smith. **Program director chief engineer:** C. T. Strong. **Musical director:** G. Longmeier.

**Rep:** None. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Owned by Arthur L. Smith. **Base rate:** \$25.

**Copy restrictions:** Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts. **E. T. library:** MacGregor. **News:** Local. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

## WASHINGTON STATIONS—Continued

### KFPY, SPOKANE

**Operator:** Symons Broadcasting Co., Symons Bldg. **Phone:** Main 1218. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

**President:** T. W. Symons, Jr.\* **Vice-president:** Arthur L. Bright. **Program director:** Stuart L. Hannon. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

**Rep:** The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 500. **Merchandising:** Complete services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100 (½ hr.).

**Copy restrictions:** Beer and wine accepted; no hard liquors; patent medicine accounts not invited. **E. T. library:** Lang-Worth; NAB. **News:** UP; local. **News periods:** 8 A.M., 11:45 A.M., 4:30 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 P.M., midnight-12:05 A.M., both every day.

\* Also president of KXL, Portland, Ore.

### KGA, SPOKANE

**Operator:** Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 watts on 1470 kc. **Affiliation:** NBC Pacific Coast Blue; Northwest Triangle Network. **Opened:** 1926. (Note: Same owner also controls KHQ, Spokane.)

**President:** Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Program director:** Roy Grandey. **Chief engineer:** Alger Sparling. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Broadcast advance plugs on new programs gratis; other services rendered at actual cost. **Foreign language programs:** Accepted, but foreign population is very small. **Artists bureau:** Yes; lists about 50 artists. **Base rate:** \$90 (½ hr.).

**Copy restrictions:** No beer, wine or hard liquor advertising accepted; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45-8 A.M., 4:30-4:45 P.M., both Monday through Saturday; 10-10:15 P.M., Sunday through Friday; 11-11:15 P.M., Sunday only.

### KHQ, SPOKANE

**Operator:** Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Net-

work. **Opened:** 1920. (Note: Same owner controls KGA, Spokane.)

**President:** Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Chief engineer:** A. G. Sparling. **Program director:** Roy Grandey. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. **Foreign language programs:** Accepted, but foreign population is small. **Artists bureau:** Yes; lists several dozen artists, musicians and writers. **Base rate:** \$115 (½ hr.).

**Copy restrictions:** No beer, wine or liquor advertising accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 3:30-3:45 P.M., Monday through Saturday; 9:15-9:30 A.M., Sunday.

### KMO, TACOMA

**Operator:** KMO, Inc., 914½ Broadway. **Phone:** Main 4144. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Aug. 26, 1926.

**General manager, station manager:** Carl E. Haymond. **Assistant general and commercial manager:** Jack Buchanan. **Program director:** Larry Huseby. **Chief engineer:** Joe Kolesar. **Musical director:** Arnold Leverenz. **News editor and publicity director:** Roscoe Smith.

**Rep:** John Blair & Co. **Seating facilities:** None. **Merchandising:** Yes; limited policy. **Foreign language programs:** Accepted; must be accompanied by strict English translation. **Artists bureau:** None. **Stock:** 99% held by Carl E. Haymond. **Base rate:** \$75.

**Copy restrictions:** No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 7:30 A.M., 9:30 A.M., 12:15 P.M., 4:15 P.M., 6:30 P.M., 8 P.M., all 15 minutes, all daily; 7:15-7:30 P.M. (sports news), Monday, Wednesday, Friday.

### KVI, TACOMA

**Operator:** Puget Sound Broadcasting Co., Inc., Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studios). **Phones:** Broadway 4211 (Tacoma); Main 1171 (Seattle). **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** February, 1929.

**President, general manager:** Mrs. Vernice

## WASHINGTON STATIONS—Continued

**Irwin.** Assistant manager, publicity director: Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Program director:** Wade Thompson. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studios in both Seattle and Tacoma seat 100 persons; auditorium available in Seattle seating 1,600. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125 (½ hr.).

**Copy restrictions:** Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies. **E. T. library:** None. **News:** AP (not for sponsorship); local.

### KVAN, VANCOUVER

**Operator:** Vancouver Radio Corp. **Power:** 250 watts on 880 kc (daytime). **Affiliation:** None. **Opened:** During July, 1939. (Note: This station is newspaper-affiliated with the Coos Bay Times, Eugene News and Salem Statesman.)

**General manager:** Walter L. Read. **Technical supervisor:** Paul W. Spargo.

**Seating facilities:** None. **Merchandising:** Service available through regular sales department. **Base rate:** \$40.

**Copy restrictions:** All copy must meet approval of the station, as well as comply with all state and federal regulations. **E. T. library:** Standard.

**At press time this station had a construction permit only.**

### KUJ, WALLA WALLA

**Operator:** KUJ, Inc., Marcus Whitman Hotel Bldg., Second & Rose Sts. **Phone:** 1230. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1928.

**President, general manager:** H. E. Studebaker.\* **Advertising director:** M. F. Jensen. **Assistant advertising director:** Norval Armes. **Program director:** Al Amundsen. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty.

**Rep:** Walter Biddick; Sears & Ayer; Cox and Tanz. **Seating facilities:** Studio, small number. **Merchandising:** Surveys; contacts; letters to trade; other services at cost. **Foreign language programs:** Accepted if sufficient residents of that tongue are in station area. **Artists bureau:** None. **Stock:** Entirely owned by H. E. Studebaker. **Base rate:** \$15 (¼ hr.).

\* Also owner of KRLC, Lewiston, Idaho.

**Copy restrictions:** No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB Code of Ethics and station standards. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10:30-10:45 A.M., 12:15-12:30 P.M., 5-5:15 P.M., 6-6:15 P.M. (sports news), 7-7:15 P.M., 9-9:15 P.M., 10-10:05 P.M.

### KPQ, WENATCHEE

**Operator:** Wescoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

**President:** Rogan Jones.\* **Station manager:** Cole E. Wylie. **Commercial manager:** John C. Jessup. **Program director:** Dorothy Lee. **Chief engineer:** Ellwood Lippencott. **Musical director:** Gordon Capps.

**Rep:** John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Accepted if programs comply with FCC rules. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and wines accepted; no hard liquors; patent medicines accepted subject to FTC regulations. **E. T. library:** Davis & Schwegler. **News:** INS. **News periods:** 9-9:15 A.M., 12:30-12:55 P.M., 6:30-6:45 P.M., all Monday through Saturday.

\* Also president of KVOS, Inc.

### KIT, YAKIMA

**Operator:** Carl E. Haymond, 412 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 and 500 watts on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929.

**General manager:** Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** Arthur Q. Moore. **Program director:** David L. Lindberg. **Chief engineer:** H. B. Murphy. **Musical director:** Harrison Miller. **Publicity director:** P. N. Wick.

**Rep:** John Blair & Co. **Seating facilities:** Studio. Accommodates about 150 persons. **Merchandising:** Service rendered gratis within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. **Foreign language programs:** Swedish, Norwegian and

## WASHINGTON STATIONS—Continued

French accepted. Artists bureau: None. Base rate: \$50.

**Copy restrictions:** Beer and wine copy accepted no hard liquor; all copy and program subject to station approval. **E. T. library:** Davis & Schwegler; Lang-Worth.

**News:** UP. **News periods:** 7:30-7:45 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 2:35-2:40 P.M., 6:30-6:45 P.M., 9-9:15 P.M., 10-10:15 P.M., all Monday through Saturday; 12:30-12:45 P.M., 8-8:15 P.M., Sunday only.

## WEST VIRGINIA

*(348,300 radio homes, or 84% ownership among the State's total of 417,000 families. Urban ownership is 111,800, or 86% of urban families; rural ownership is 236,500, or 82% of rural families.)*

### Radio Homes by Counties

Barbour .....	3,920	Kanawha .....	32,280	Preston .....	5,740
Berkeley .....	5,840	Lewis .....	4,350	Putnam .....	3,190
Boone .....	4,530	Lincoln .....	3,240	Raleigh .....	12,440
Braxton .....	4,060	Logan .....	10,870	Randolph .....	4,720
Brooke .....	5,300	McDowell .....	16,380	Ritchie .....	3,290
Cabell .....	20,680	Marion .....	14,530	Roane .....	3,470
Calhoun .....	1,900	Marshall .....	8,290	Summers .....	3,780
Clay .....	2,280	Mason .....	4,190	Taylor .....	4,060
Doddridge .....	2,130	Mercer .....	11,830	Tucker .....	2,520
Fayette .....	13,660	Mineral .....	4,170	Tyler .....	2,820
Gilmer .....	2,010	Mingo .....	6,960	Upshur .....	3,680
Grant .....	1,610	Monongalia .....	10,960	Wayne .....	5,640
Greenbrier .....	6,790	Monroe .....	2,300	Webster .....	2,480
Hampshire .....	2,420	Morgan .....	1,790	Wetzel .....	4,520
Hancock .....	5,790	Nicholas .....	3,540	Wirt .....	1,270
Hardy .....	1,850	Ohio .....	17,760	Wood .....	13,470
Harrison .....	16,850	Pendleton .....	1,700	Wyoming .....	3,800
Jackson .....	3,190	Pleasants .....	1,410		
Jefferson .....	3,400	Pocahontas .....	2,650		

### WJLS, BECKLEY

**Operator:** Joe L. Smith, Jr., WJLS Bldg. **Phone:** 2700. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** March 5, 1939.

**Manager:** Joe L. Smith. **Commercial manager:** C. H. Murphey, Jr. **Program director:** Barnes H. Nash. **Chief engineer:** Marion McDowell. **Publicity director:** V. Z. Neal.

**Rep:** Howland & Howland. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Hungarian, Polish and Italian programs accepted. **Artists bureau:** None. **Base rate:** \$66.25.

**Copy restrictions:** Beer and light wine advertising accepted; no hard liquor; all copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday; five five-minute periods, time not listed, Sunday only.

### WHIS, BLUEFIELD

**Operator:** Daily Telegraph Printing Co., Bodell Bldg. **Phones:** 2618, 2400. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** May, 1928. (Note: This station is newspaper-owned by the Telegraph and Sunset News.)

**President:** H. I. Shott. **Station manager, commercial manager:** J. Lindsey Alley. **Program director:** Melvin Barnett. **Musical director:** Gibson Morrissey. **Chief engineer:** P. T. Flanagan.

**Rep:** The Katz Agency. **Seating facilities:** None. **Merchandising:** Plug programs in columns of the Telegraph and Sunset News. **Foreign language programs:** Have a 30-minute Hungarian program. **Artists bureau:** Complete setup. **Stock:** All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. **Base rate:** \$70.

**Copy restrictions:** Beer accepted; no wines or whiskeys. **E. T. library:** World; Lang-Worth. **News:** AP; Christian Science Monitor. **News periods:** 9:25 A.M., 11:25 A.M., 1:25 P.M., 3:25 P.M., 5:25 P.M., 7:25

## WEST VIRGINIA STATIONS—Continued

P.M., all five minutes, all Monday through Saturday; 6:15-6:25 P.M. (Monitor news), Tuesday through Saturday.

### WCHS, CHARLESTON

**Operator:** Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 1,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

**President, general manager:** John A. Kennedy. **Assistant general manager:** Howard Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson. **Publicity director:** James L. Cox.

**Rep:** The Branham Co. **Seating facilities:** WCHS Auditorium seats 3,000 persons; admission varies with performances. **Merchandising:** Complete service available, rendered at actual cost. **Foreign language programs:** Accepted, but restrictions are such they are rarely carried. **Artists bureau:** None listed. **Base rate:** \$150.

**Copy restrictions:** Advertising of alcoholic beverages accepted; patent medicines accepted with restrictions. **News:** UP.

### WGKV, CHARLESTON

**Operator:** Kanawha Valley Broadcasting Co. **Power:** 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

### WBLK, CLARKSBURG

**Operator:** The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** West Virginia Network. **Opened:** April 12, 1937. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

**President, general and station manager:** John A. Kennedy. **Commercial manager:** Mike Layman. **Chief engineer:** Russell W. Banks. **Musical director:** Don McWhorter.

**Rep:** The Branham Co. **Seating facilities:** None. **Merchandising:** Tie-ups of various kinds arranged for the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base Rate** \$45.

**Copy restrictions:** Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News UP.** **News periods:** 8-8:05 A.M., 1:30-1:35 P.M., 3-3:05 P.M., 6:15-6:30 P.M., 10:30-10:45 P.M., 11-11:05 P.M., all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 12:55-1 P.M., 6-6:15 P.M., 11-11:05 P.M., Sunday only.

### WMMN, FAIRMONT

**Operator:** Monongahela Valley Broadcasting Co., 208 Main St. **Phone:** 3100. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Dec. 22, 1928.

**Managing director, commercial manager:** O. J. Kelchner. **Program director, artists bureau head:** Howard Wolfe. **Chief engineer:** James R. Heck. **Musical director:** Frank Knutti. **Continuity director:** Wade Swiger. **Publicity director:** Kay Balfe.

**Rep:** John Blair & Co. **Seating facilities:** Accommodations for 2,000 at "Sagebrush Roundup" on Saturday night in Fairmont; also accommodations for 3,000 in Clarksburg. **Merchandising:** Full cooperation at no extra cost. **Foreign language programs:** Accepted, providing literal English translation is furnished in advance to Fred Shaffmaster, foreign program director. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** \$75.

**Copy restrictions:** No disparagement of competitors or their products; no words such as "poisonous," or designations of actual or imaginary bodily disorders offensive to good taste; no fortune telling, etc.; beer accepted, but no other alcoholic beverages. **E. T. library:** Standard. **News:** INS. **News periods:** 10-10:05 A.M., noon-12:05 P.M., 4-4:15 P.M., 6-6:10 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; 6:30-6:45 P.M., 10-10:15 P.M., Sunday.

### WSAZ, HUNTINGTON

**Operator:** WSAZ, Inc., Keith-Albee Theatre Bldg. **Phone:** 4106. **Power:** 1,000 watts on 1190 kc (operates to 8 P.M.) **Affiliation:** None. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald-Dispatch.)

**President, station manager:** W. C. McKellar. **Commercial manager:** J. L. Henry. **Program director:** Fred Burns. **Chief engineer:** Glenn E. Chase. **Artists bureau head:** Lillian Swann. **Musical director:** Bill McKinney. **Publicity director:** Vernon Bailey.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Services to suit advertiser furnished at cost. **Foreign language programs:** Accepted when accompanied by English translation. **Artists bureau:** Yes. **Base rate:** \$100.

**Copy restrictions:** Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if meeting FTC requirements. **E. T. library:** Standard; Lang-



## WEST VIRGINIA STATIONS—Continued

Worth; MacGregor. **News:** Local. **News periods:** 6:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

### WPAR, PARKERSBURG

**Operator:** Ohio Valley Broadcasting Corp., Grinter Bldg. **Phone:** 2530. **Power:** 100 watts on 1420 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** July 11, 1935. (Note: WPAR is under the same ownership as WBLK, Clarksburg, and WCHS, Charleston, q.v.)

**President, general manager:** John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Ken D. Given. **Chief engineer:** Wm. A. Sodaro. **Musical director:** Sarah Louise Heermans. **Publicity director:** Audrey Archer.

**Rep:** The Branham Co. **Seating facilities:** Small audience can be accommodated in the studio. **Merchandising:** Render complete service gratis, except mailings for which the sponsor is billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** NAB Code of Ethics. **E. T. library:** World. **News:** UP. **News periods:** Not listed.

**CBS. Opened:** Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WALR, Zanesville, O.).

**President:** George B. Storer.\* **Vice-president, general manager:** J. H. Ryan. **Station manager, commercial manager:** George W. Smith. **Production manager, publicity director:** Paul J. Miller. **Program director, artists bureau head, musical director:** Wayne Sanders. **Chief engineer:** Glenn Boundy.

**Rep:** John Blair & Co. **Seating facilities:** Wheeling Municipal Auditorium, capacity 2,000; admission 25c. **Merchandising:** No regular department; co-operation given as desired. **Foreign language programs:** Accepted; English translation must be submitted in advance. **Artists bureau:** Nominally maintained; feature acts booked for personal appearances. **Base rate:** \$150.

**Copy restrictions:** Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Tresaurus. **News:** INS. **News periods:** 8-8:15 A.M., 1:20-1:25 P.M., 6:05-6:10 P.M., Monday through Saturday; 8-8:05 P.M., Tuesday and Thursday; 8:15-8:20 P.M., Monday and Wednesday.

\* Also president of WSPD, Toledo.

### WWVA, WHEELING

**Operator:** West Virginia Broadcasting Corp., Hawley Bldg. **Phone:** Wheeling 5383. **Power:** 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:**

### WBTH, WILLIAMSON

**Operator:** Williamson Broadcasting Corp. **Power:** 100 watts on 1370 kc (daytime).

**At press time this station had a construction permit only.**

## WISCONSIN

(612,700 radio homes, or 83% ownership among the State's total of 735,000 families. Urban ownership is 377,000, or 93% of urban families; rural ownership is 235,700, or 71% of rural families.)

### Radio Homes by Counties

Adams .....	1,470	Eau Claire .....	8,950	Lincoln .....	4,140
Ashland .....	4,010	Florence .....	670	Manitowoc .....	12,000
Barron .....	6,100	Fond du Lac .....	12,690	Marathon .....	12,580
Bayfield .....	2,660	Forest .....	1,790	Marinette .....	6,260
Brown .....	14,030	Grant .....	7,720	Marquette .....	1,820
Buffalo .....	2,730	Green .....	4,680	Milwaukee .....	170,490
Burnett .....	1,820	Green Lake .....	3,010	Monroe .....	5,370
Calumet .....	2,940	Iowa .....	3,860	Oconto .....	4,460
Chippewa .....	6,460	Iron .....	1,750	Oneida .....	3,200
Clark .....	5,700	Jackson .....	2,830	Outagamie .....	12,630
Columbia .....	6,540	Jefferson .....	8,270	Ozaukee .....	3,440
Crawford .....	3,080	Juneau .....	3,320	Pepin .....	1,390
Dane .....	24,700	Kenosha .....	14,040	Pierce .....	3,940
Dodge .....	10,490	Kewaunee .....	2,880	Polk .....	4,560
Door .....	3,360	La Crosse .....	11,970	Portage .....	5,950
Douglas .....	10,120	Lafayette .....	3,500	Price .....	2,990
Dunn .....	5,000	Langlade .....	3,940	Racine .....	20,470

## WISCONSIN STATIONS—Continued

Richland .....	3,610	Sheboygan .....	15,920	Washington .....	5,140
Rock .....	17,340	Taylor .....	2,800	Waukesha .....	10,630
Rush .....	2,760	Trempealeau .....	4,140	Waupaca .....	6,600
St. Croix .....	4,660	Vernon .....	5,050	Waushara .....	2,690
Sauk .....	6,610	Vilas .....	1,360	Winnebago .....	17,220
Sawyer .....	1,570	Walworth .....	6,980	Wood .....	7,290
Shawano .....	5,580	Washburn .....	1,980		

### WEAU, EAU CLAIRE

**Operator:** Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149. **Power:** 1,000 watts on 1050 kc (daytime) (has construction permit for 5,000 and 1,000 watts). **Affiliation:** None. **Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Surperior Telegram.)

**General, station and commercial manager:** John J. Stack. **Engineer:** T. Jorgenson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None at present, but would accept with same restrictions as other advertising. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7-7:10 A.M., 8:45-8:55 A.M., 12:25-12:30 P. M., 2:30-2:45 P.M., 3:30-3:35 P.M., 6:15-6:30 P.M., Monday through Saturday; 10-10:05 A.M., Tuesday through Saturday; 9-9:15 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., Sunday only.

### KFIZ, FOND DU LAC

**Operator** Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

**President:** A. H. Lange. **Station manager:** Lynn N. Fairbanks. **Program director:** Lucille Fairbanks. **Chief engineer:** Wendell S. Meyers.

**Rep:** None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer, wine and liquor advertising accepted; outside advertising competitive to local merchants not accepted; all copy must conform to station policies and government regulations. **E. T. library:** None. **News:** UP. **News periods:** 9-9:15 A. M., 10-10:05 A.M., 11-11:05 A.M., 12:30-12:45 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:10 P.M. (local news), 6-6:10

P.M., 7-7:05 P.M., 8-8:05 P.M., all Monday through Saturday.

### WHBY, GREEN BAY

**Operator:** WHBY, Inc., Bellin Bldg. **Power:** 250 and 100 watts on 1200 kc.

**Base rate:** \$70.

No other information available after repeated requests.

### WTAQ, GREEN BAY

**Operator:** WHBY, Inc., Bellin Bldg. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** CBS.

**Base rate:** \$140.

No other information available after repeated requests.

### WCLO, JANESVILLE

**Operator:** Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette.)

**General and station manager:** James F. Kyler. **Commercial manager:** Earl Sheridan. **Program and musical director:** Hester Kyler. **Chief engineer:** Charles Brannen. **Publicity director:** Paul Ruhle.

**Rep:** None. **Seating facilities:** Studios A and B seat 30 persons each; observation-reception room seats 150. **Merchandising:** Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. **Foreign language programs:** No rules; foreign population very small, and no requests for such programs have been received to date. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** Beer accepted; no hard liquors; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A. M., noon,

## WISCONSIN STATIONS—Continued

3:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

### WKBH, LA CROSSE

**Operator:** WKBH, Inc., Radio Building. **Phone:** 450. **Power:** 1,000 watts on 1380 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is affiliated with, but not owned by, the La Crosse Tribune and Leader-Press.)

**President, station manager:** Otto M. Schlabach. **Commercial manager:** Charles F. Callaway. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Not listed. **Merchandising:** Salesmen call on the trade locally, while letters are written to dealers outside the city. **Foreign language programs:** Accepted under regular commercial regulations. **Artists bureau:** None. **Base rate:** \$95.

**Copy restrictions:** None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP. **News periods:** 6:30-6:35 A.M., 8-8:15 A.M., 9:30-9:35 A.M., 11-11:05 A.M., 12:05-12:10 P.M., 12:45-1 P.M., 2:30-2:35 P.M., 4-4:05 P.M., 6:45-7 P.M., 10-10:10 P.M., 11:25-11:30 P.M., all Monday through Saturday.

### WHA, MADISON

**Operator:** University of Wisconsin, State of Wisconsin, at Radio Hall. **Phone:** University 779. **Power:** 5,000 watts on 940 kc (to local sunset). **Opened:** March-April, 1917.

This station is non-commercial; state-university owned.

### WIBA, MADISON

**Operator:** Badger Broadcasting Co., Inc., 111 King St. **Phone:** Fairchild 8800. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** NBC Basic Supplementary with Red and Blue Networks. **Opened:** 1924. (Note: This station is newspaper-owned by the Madison Capital-Times and Wisconsin State Journal.)

**President:** William T. Evjue. **Station and commercial manager:** W. E. Walker. **Program and publicity director:** K. F. Schmitt. **Chief engineer:** M. F. Chapin.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 35 persons. **Merchandising:** Service arranged according to individual application. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Beer and wine accepted; no hard liquors; continuity must be furnished 24 hours in advance for po-

litical and controversial talks; other copy restrictions upon application. **E. T. library:** NBC Thesaurus; World. **News:** UP. **News periods:** 7:30-7:50 A.M., 12:30-12:50 P.M., 5:30-5:45 P.M., 10-10:15 P.M., Monday through Saturday; 8:45-9 A.M., 12:30-12:40 P.M., 10-10:15 P.M., Sunday.

### WOMT, MANITOWOC

**Operator:** Francis M. Kadow, 1110 Washington St. **Phones:** 400 W; 167. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1926.

**General and commercial manager:** Francis M. Kadow. **Studio and program manager:** Fred Hessler. **Director of women's features:** Marguerite Meyer. **Chief engineer:** W. C. Dubin.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** None listed. **E. T. library:** World. **News:** UP; local. **News periods:** 15 minutes every hour on the hour, daily.

### WEMP, MILWAUKEE

**Operator:** Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** October 15, 1935.

**General and station manager:** C. J. Lanphier. **Commercial manager:** Gene T. Dyer\*. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Arnold Kreuger. **Publicity director:** Bert Mulroy.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Special division maintained; no specific services listed. **Foreign language programs:** German and Polish programs daily; Croatian, Hungarian, Italian, Jewish, Yugoslav, and Czecho-Slovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

**Copy restrictions:** All copy subject to station approval and government regulations. **E. T. library:** None. **News:** UP; local. **News periods:** 6:55 A.M., 10 A.M., noon, 1 P.M., 4 P.M., 6 P.M., 7:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

\*Gene T. Dyer also operates WCBD, WGES and WSBC, Chicago.

### WISN, MILWAUKEE

**Operator:** Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:**

## WISCONSIN STATIONS—Continued

1,000 and 250 watts on 1120 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).

**General manager:** G. W. Grignon. **Commercial manager:** Fred E. Zindler. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists bureau head, musical director:** Elmer Krebs. **Publicity director:** Evelyn Williams.

**Rep:** International Radio Sales. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Publicity and promotion in newspaper; blotters introducing new long-term programs. **Foreign language programs:** One Polish and two German participation programs produced by station. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$200.

**Copy restrictions:** Beer and wine accepted any time; liquor advertising accepted after 10:30 P.M. if live talent show. **E. T. library:** World. **News:** INS. **News periods:** 10:15-10:30 A.M., 1-1:15 P.M., Monday through Saturday; 5:10 P.M., 10-10:05 P.M., every day.

### WTMJ, MILWAUKEE

**Operator:** The Journal Co., 333 W. State St. **Phone:** Marquette 6000. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** NBC Basic Red. **Opened:** July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

**Station head:** Walter J. Damm (public relations manager of The Milwaukee Journal). **Station manager:** D. B. Abert. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Sales promotion manager:** Russ W. Tolg. **Continuity director:** Harry Eldred.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Audiences are limited to 25 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** No announcements; no others as a rule, "only when the content is of genuine public interest." **Artists bureau:** None. **Base rate:** \$320.

**Copy restrictions:** Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10 minutes, 225 words; 15 minutes, 300 words; 30 min-

utes, 500 words; 60 minutes, 750 words. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:02 A.M., 7:30-7:35 A.M., 7:58-8 A.M., 8:25-8:30 A.M., 9:28-9:30 A.M., 11:30-11:32 A.M., 1:05-1:10 P.M., 5:25-5:30 P.M., 10:15-10:30 P.M., all Monday through Saturday; 9-9:15 A.M., noon-12:15 P.M., 10-10:05 P.M., Sunday only.

### WIBU, POYNETTE

**Operator:** William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Hal Woods.)

**Owner, station and commercial manager:** William C. Forrest. **Program director:** Sarah Forrest. **Chief engineer:** Leonard Doese.

**Rep:** None. **Seating facilities:** No special facilities, though all studios could accommodate a certain number of program-viewers. **Merchandising:** Distribute window cards and tieup posters in five cities (see list of studios above) without cost; other services at cost on application. **Foreign language programs:** No set policy indicated; such programs not needed in this area. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** "Good taste" and station approval are the only restrictions mentioned. **E. T. library:** Standard. **News:** UP through Baraboo News-Republic. **News periods:** 12:15-12:35 P.M. Monday through Saturday.

### WRJN, RACINE

**Operator:** Racine Broadcasting Corp., American Bank Bldg. **Phone:** Jackson 290. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is newspaper-affiliated with the Racine Journal-Times; also maintains studios in West Allis and Burlington, Wis.)

**General manager:** Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 150 persons. **Merchandising:**

## WISCONSIN STATIONS—Continued

Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. **Foreign language programs:** Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine is sometimes called the Danish Capital of America, and program in that language has been aired weekly since 1927. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Beer and wine accepted any time; liquor advertising after 9 P.M.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. **E. T. library:** MacGregor; Lang-Worth. **News:** Transradio. **News periods:** 9-9:15 A.M., 12:20-12:30 P.M., 3:30-3:45 P.M., 6:45-7 P.M., 10:15-10:30 P.M., all daily.

### WJMC, RICE LAKE

**Operator:** Walter H. McGenty. **Power:** 250 watts on 1210 kc (daytime).

**At press time this station had a construction permit only.**

### WHL, SHEBOYGAN

**Operator:** The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** None. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press.)

**Station director:** Ed. Cuniff. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service, operating in conjunction with Sheboygan Press. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** \$60.

**Copy restrictions:** Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 8-

8:05 A. M., 12:40-12:45 P.M., every day; 12:15-12:20 P.M., Monday through Saturday.

### WLBL, STEVENS POINT

**Operator:** Board of Regents, University of Wisconsin. **Power:** 5,000 watts on 900 kc (daytime).

**This station is non-commercial; state-owned.**

### WDSM, SUPERIOR

**Operator:** WDSM, Inc. **Power:** 100 watts on 1200 kc.

**At press time this station had a construction permit only.**

### WSAU, WAUSAU

**Operator:** Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

**Station and commercial manager:** W. W. Cribb. **Program director:** Donald R. Burt. **Chief engineer:** R. W. Richard.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats 35; for "special occasions" studio in another building seats nearly 400. **Merchandising:** Complete service offered to all advertisers. **Foreign language programs:** Accepted; copy must have written approval of station management. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management. **E. T. library:** World. **News:** UP. **News periods:** 8:45 A.M., noon, 3 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 12:30 P.M., 3:30 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Sunday.

## WYOMING

(49,800 radio homes, or 80% ownership among the State's total of 62,000 families. Urban ownership is 18,100, or 90% of urban families; rural ownership is 31,700, or 75% of rural families.)

### Radio Homes by Counties

Albany .....	2,950	Johnson .....	1,010	Sweetwater .....	4,350
Big Horn .....	2,180	Laramie .....	5,950	Teton .....	390
Campbell .....	1,350	Lincoln .....	2,180	Uinta .....	1,290
Carbon .....	2,620	Natrona .....	6,380	Washakie .....	790
Converse .....	1,500	Niobrara .....	1,010	Weston .....	990
Crook .....	1,020	Park .....	1,800	Yellowstone National	
Fremont .....	2,310	Platte .....	1,890	Park .....	60
Goshen .....	2,180	Sheridan .....	3,850		
Hot Springs .....	1,370	Sublette .....	380		

### KDFN, CASPER

**Operator:** Donald L. Hathaway, First & Lennox. **Phone:** 407. **Power:** 500 watts on 1440 kc. **Affiliation:** None. **Opened:** Jan. 2, 1930.

**Owner-manager:** Donald L. Hathaway. **Rep:** Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago and New York). **Seating facilities:** Studio seats 50 persons; auditorium seating 1,800 available. **Merchandising:** "Equipped to carry advertising programs through the dealer"; but no consumer merchandising. **Foreign language programs:** Can be handled; population, however, is less than 1% foreign. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern restriction of copy; price mentions permitted. **E. T. library:** Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 9:40-9:45 A.M., 10-10:05 A.M., 11-11:05 A.M., 12:25-12:35 P.M., 4-4:05 P.M., 5:30-5:35 P.M., 6:45-7 P.M., 8:30-8:40 P.M., all Monday through Saturday.

### KVRS, ROCK SPRINGS

**Operator:** Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** June 21, 1938.

**President:** R. R. West. **Station manager:** H. L. McCracken. **Program director:** Michael Reid. **Chief engineer:** C. R. Miller. **Artists bureau head:** Lottie Peach.

**Rep:** None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Have a daily program (15 minutes) devoted to promoting clients' program and products; no charge for inclusion in this "Shopping Service" broadcast. **For-**

**eign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** Beer accounts accepted; station has no written rules governing copy, but decides each case individually. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M., 10 A.M. (women's news), 12:15 P.M., 2 P.M., 4 P.M. (Monitor news), 6:30 P.M., all 15 minutes, all Monday through Saturday.

### KWYO, SHERIDAN

**Operator:** Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

**Manager:** Herbert Siebert. **Treasurer:** Bill Anthony. **Program director:** Kay Wadick. **Engineers:** Bob Crosswaite; Carl McGee.

**Rep:** Sears & Ayer; Homer Griffith. **Seating facilities:** Two studios, plus an auditorium seating 200. **Merchandising:** Supply publicity, work out window displays, etc.; all services rendered gratis. **Foreign language programs:** Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians. **Artists bureau:** Setup nominal only. **Base rate:** \$16.20 (quarter-hour once-weekly for one month).

**Copy restrictions:** Accept beer; no other alcoholic beverages; all copy subject to station approval or revision. **E. T. library:** Standard; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 4:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 12:45-1 P.M., 4:45-5 P.M., Sunday only.

# ALASKA

## KFQD, ANCHORAGE

**Operator:** Anchorage Radio Club, Inc., Anchorage. **Phone:** 143 Y; 226 R. **Power:** 250 watts on 780 kc (operates nighttime only). **Affiliation:** None. **Opened:** May 27, 1924.

**General and station manager, publicity director:** R. E. McDonald. **Program and musical director:** Ken Laughlin. **Chief engineer:** W. J. Wagner.

**Rep:** Walter Biddick Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principally held by R. E. McDonald. **Base rate:** \$35.

**Copy restrictions:** Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 7 P.M. and 9 P.M. (duration not listed), Monday through Saturday; 8 P.M. ("News Magazine of the Air"), Monday, Wednesday, Friday.

## KFAR, FAIRBANKS

**Operator:** Midnight Sun Broadcasting Co. **Power:** 1,000 watts on 610 kc.

**At press time this station had a construction permit only.**

## KINY, JUNEAU

**Operator:** Edwin A. Kraft, Juneau, Alaska. **Power:** 1,000 watts on 1430 kc. **Affiliation:** None; occasional tie-up with NBC Red via shortwave. **Opened:** June 1, 1935.

**Owner:** Edwin A. Kraft. **Station manager:** C. B. Arnold. **Chief operator:** Fred Heister.

**Rep:** Northwest Radio Advertising Co., Inc. (Seattle); Joseph Hershey McGillvra, (New York). **Seating facilities:** Studio accommodates about 150; auditorium seating 500 available. **Merchandising:** Complete service; call on trade, assist in distribution, arrange for display cards, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No information given. **Base rate:** \$25 (½ hr.).

**Copy restrictions:** No liquor advertising accepted. **News:** AP; Transradio.

## KGBU, KETCHIKAN

**Operator:** Alaska Radio & Service Co., Inc. **Power:** 500 watts on 900 kc.

**Base rate:** \$60.

**No other information available after repeated requests.**

# HAWAII

## KHBC, HILO

**Operator:** Honolulu Broadcasting Co., Ltd. 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 250 watts on 1400 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin.)

**General manager:** J. Howard Worrall. **Station manager:** Earl A. Nielsen. **Chief engineer:** Eugene Goldrup.

**Rep:** John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Contact dealers by phone and personal calls; render follow-up work and co-operation in complete merchandising program. **Foreign lan-**

**guage programs:** Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. **Artists bureau:** None, as such, but have local clearing house for talent. **Base rate:** \$32; with KGMB: \$80.

**Copy restrictions:** Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. **E. T. library:** World; MacGregor. **News:** UP. **News periods:** 5:45-6 P.M., daily.

## HAWAIIAN STATIONS—Continued

### KGMB, HONOLULU

**Operator:** Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 5,000 and 1,000 on 590 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: KHBC, Hilo, is sold in combination with this station; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin).

**General manager:** J. Howard Worrall. **Station manager:** Webley Edwards. **Program director:** Leo Rumsey. **Chief engineer:** Eugene Goldrup. **Production manager:** Bob Stanley. **Publicity director:** Henry C. Putnam.

**Rep:** John Blair & Co. **Seating facilities:** Main studio seats 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). **Merchandising:** Dealer contacts by personal call or phone; render follow-up work and co-operation in complete merchandising program. **Foreign language programs:** Accept limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** Operate a clearing house for local talent. **Base rate:** \$72; with KHBC, \$80.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations. **E. T. Library:** World; Associated; MacGregor; NAB. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., 6:45-7 P.M., all daily except Sunday.

### KGU, HONOLULU

**Operator:** Advertiser Publishing Co., Ltd. Kapiolani Blvd. and South Street. **Phone:** 2311. **Power:** 2,500 watts on 750 kc. **Affiliation:** Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. **Opened:** May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

**Station head and manager, chief engineer:** M. A. Mulroney. **Assistant manager:** Donald O. Crozier. **Program manager:** Edward Jansen. **Musical director:** Verne W. Thompson.

**Rep:** The Katz Agency; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Studio 1 seats 50 persons; Studio 2 seats 100; Auditorium seats 500. **Merchandising:** Complete news and merchandising service rendered in cooperation with the Honolulu Advertiser. **Foreign language programs:** Accepted at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Accept beer and wine accounts; all copy subject to station approval and FCC rules and regulations. **News:** Transradio.

### KTOH, LIHUE

**Operator:** Garden Island Publishing Co., Ltd. **Power:** 250 and 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

V  
RD



# Forceful

## DEFEND RADIO!

Reprinted from *Variety*, April 14, 1937

RADIO

SCREEN

STAGE

# VARIETY

Published Every Wednesday in New York City

## RADIO NEEDS SMART ANSWERS

Isn't it that these ceaseless propaganda has made converts. Make no mistake about but they form the rooting section behind the pickaxe brigade that would like to tear down commercial radio to build, in its place, what they naively believe would be a superior type of radio.

Typical of many of the attacks made upon radio broadcasting is the just-published Vanguard volume, 'Not To Be Broadcast,' by Ruth Brindze. It's a sample of protest literature and radio may as well start getting smart with some answers. Witness the experience of the drug and food boys and the advertising biz itself.

New book depicts the radio situation as being in the hands of three chains who supervise 93% of the wattage. Chains in turn are in the hands of bankers and big advertisers, atop of which the newspapers are crowding in. And astride the whole heap is the F.C.C., which is accused of political tinkering as well as exercising a law both forbidding and demanding censorship. In short, the F.C.C. can't censor; but it can revoke licenses because of public interest, convenience and necessity. These propositions are depicted as mutually contradictory.

Cited are some 35 cases of alleged censorship. And some proffered solutions. One is a government network paralleling the commercial system. Others: (1) free discussion periods for controversial topics without liability to stations; (2) checking domination of the air by small groups; (3) periodically announcing ownership of stations and propaganda groups; and (4) abolition of the president's emergency take-over powers of radio.

Just as the government web, and at the same time, Radio admittedly is willy-nilly out being contradictory, especially with the F.C.C., isn't clear. It also raises the question of what part of the sample, because no indication

efforts at improvement. But what you can't call a guy a sensitive to this boys were trying to take where to jump.

In short, radio is pretty sensitive to pressure of any kind. And this is the date of no tomfoolery. Checks of various kinds more or less cancel each other out.

It's easy to poke up reform, but the question is: what kind? How about the various screw-ball movements advocating this or that, and then selling out lock, stock and barrel to the boys with the money? In finding banker connections, it might be interesting to investigate a few of the protest crowd.

\$10 a year

154 West 46 St.  
New York City

The Weekly  
Newspaper of  
Broadcasting

# Useful

## Why and How Advertising Agencies Use

# VARIETY

Some of the many and varied uses to which Variety has been put by leading agencies is briefly suggested in the following list:

**Batten, Barton, Durstine & Osborn**—Uses VARIETY to check relative values of stellar personalities and for general data.

**Benton & Bowles**—Uses VARIETY compilations on radio showmanship and allied subjects as supplementary to its own research.

**Knox Reeves**—Carefully consulted VARIETY'S exclusive data on parental reaction to children's programs in revising and re-editing its "Jack Armstrong" series.

**Lennen & Mitchell**—Checked through VARIETY for corroboration on popularity and box-office ranking of film stars.

**Lord & Thomas**—Uses VARIETY as checking source for popular music on its programs. (This is one of the commonest uses by advertising agencies of VARIETY news service.)

**McCann-Erickson**—In 1935, David Brown, then of this agency, declared that "VARIETY has become the bible of the advertising agencies so far as radio is concerned."

**J. Walter Thompson**—Clips and files VARIETY reviews of talent, and box-office report on stars, plays, films, etc. Used VARIETY clippings as evidence in recent presentation to Standard Brands.

**Young & Rubicam**—VARIETY showmanship ratings of local stations supplemented agency judgment in spot broadcast expenditures. Agency has featured VARIETY reviews of its showmanship efforts in its own advertising.

**“WHY WE (Air Advertisers) Read**

***VARIETY*”**

## ***A Sponsor's Comment:***

[In introducing Robert J. Landry of Variety, who had been invited to address the convention of the Association of National Advertisers in Hot Springs, Va., Dr. D. P. Smelser of Procter & Gamble said:—\*]

“Tuesday to some people is the day the Saturday Evening Post comes in. Friday to others is the day Time arrives. To a great many people Wednesday, or out in the sticks Thursday, is the day Variety arrives . . . Why do radio advertisers read Variety? Some of them read it to find out what the program critics of Variety have to say about their programs. But most of them read it to find out what we are going to do next.”

*\*(Stenographic Transcript Quoted)*

# Critical

## FRED ALLEN

With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Maes, Lynn Murray Choir, Minerva Pious, Eileen Douglas, Johnny Brown, Charlie Cantor.

Variety

60 Mins.

BRISTOL-MYERS

Wed., 9 p.m.

WEAF-NBC, New York

(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he had left off last June with but a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town, to usher in.

RUDY VALLEE HOUR

With Rae Samuels, Freddy Bartholomew, Helen Claire, Wally Brown, George Givot

Variety

60 Mins.

STANDARD BRANDS

Thurs., 8 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

Standard Brands' Thursday evening event seems to have entrenched itself in a humdrum bog. Zest for novelty is largely gone, the air about the whole thing suggests a chore that had been given a quick and routine

WARDEN LA

30 Mins.

SLOAN'S LINE

Friday, 8 p.m.

WJZ-NBC, New York

(Warwick)

This is becoming a stand-by. Off on prison melodrama. It remains good, but also a plausible way to ment being aimed

'PEOPLE'S RALL

30 Mins.

MENNEN'S

Sunday, 3:30 p.m.

WOR-Mutual, New York

(Kieser)

Here's a common radio idea for the forum. Pretty received on both an should collect its share of listeners. Time of day is fairly good, and the presence of the New York Philharmonic

SOUZA MEMORIAL

With B. A. Rolfe, William A. Brad, Mrs. Souza, Robert Ripley, Arthur Pryor, Concert Band, University Glee Club of N. Y., Combined High Schools Band

30 Mins.

Sustaining

Saturday, 7 p.m.

WABC-CBS, New York

An inspirational program, the first of the series in a campaign to raise funds memorializing John Philip Sousa the 'march king.' Clicked SIR CEDRIC HARDWICKE

'Merchand of Venice'

With Charles Warburton, Elizabeth Sifton, Ivor Lewis, William Strange, George Patton, Allen King, Rupert Caplan, Gordon Forsythe, A. J. Roslance, Betty Boylan, Robert Elliot; Reginald Stewart and Orch.

Dramatic

60 Mins.

Sustaining

Sunday, 9 p. m.

CBM, Montreal

This is one of the shows that Canadian money and American commercials built. And if the tre-

KATE SMITH, Commentator

With Ted Collins

15 Mins.

DIAMOND CRYSTAL SALT

Tu.-Th.-Sa.; 12 Noon

WABC-CBS, New York

(Benton & Bowles)

Among ranking radio names, the duo of Rudy Vallee and Kate Smith can be set down as a pair with a real head full of sense. Vallee realized long ago that tooting a saxophone or singing through the nose

JACK HALEY

With Virginia Verrill, Lucille Ball, Artie Auerbach Ted Flo-Rito Orchestra

30 Mins.

WONDER BREAD

Friday, 7:30 p.m.

WABC-CBS, New York

(Benton & Bowles)

Jack Haley presides over a hokey-pokey half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a rival of the best in radio comedy, nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important inter-mediate time, the catered

BING CROSBY

With Bob Burns, John Scott Trotter, Ken Carpenter, Walter Connolly, Joan Bennett, Johnny Mercer

Variety

60 Mins.

KRAFT CHEESE

Thurs., 10 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

With the return of Bing Crosby last Thursday (20) this choice radio dish again became complete. But only for one installment. Crosby

TOSCANINI NBC SYMPHONY

With Samuel Chotzinoff, commentator

90 Mins.

Sustaining

Sat., 10 p.m.

WJZ-NBC, New York

Toscanini is back on NBC. He starts at 10 p.m. and so does W. C. Fields on WABC. Most of the symph-maniacs won't know about that or much care, but it may be a predicament for those borderline

AL PEARCE

With A. Carl Hoff

## Reviews That Command Respect

Morris has been in the East doing personal appearances between pictures. His stage turn consists of a skit and a bit of magic, but television hasn't arrived yet and radio can't project rabbit producing bits into the

HOBBY LOBBY

With Dave Elman, Harry Salter orch.

30 Mins.

FELS & CO.

Wed., 8:30 P.M.

WJZ-NBC, New York

(Young & Rubicam)

Program picked up new (its third) sponsor a week and a half after fading from the Jello spot it occupied as a summer replacement. New goal is to convince the housewife that Fels-Naptha Chips do a better job

WILLIAM A. BRADY

With Elliott Reed, Janet Gilbert

Drama

15 Mins.

SWEETHEART SOAP

Friday, 7:45 p.m.

WEAF, New York

(Peck)

A review of this stanza must presuppose one major inconsistency in the whole setup: the sponsor wants drama; he has gone to the expense of getting Wolf Associates to produce the show and William A. Brady, a w.k. legit producer, to m.c. it; he has hired okay actors and scripters;

which is usually identified with straight music, booming auctioneers and frequent commercials (but don't forget Jack Pearl as one comedy association), has stuck W. C. Fields into its Saturday frolic on CBS. Thereby sending that show

TEXACO STAR THEATRE

With Bette Davis, Adolphe Menjou, Una Merkel, Jane Froman, Kenny Baker, David Broekman orchestra, Charles Ruggles, Ned Sparks, Max Reinhardt

60 Mins.

TEXAS CO.

Thursday, 9:30 p. m.

WABC-CBS, New York

(Buchanan)

Although the Max Reinhardt insert starring Bette Davis was a flaming dramatic plum pudding, the Texaco banquet was otherwise a ho-hum hodge-podge. It stands in need of plenty of fixing. Most of all there's too much variety and too little co-

BENNY GOODMAN Orchestra

With Bert Parks

30 Mins.

CAMEL

Saturday, 10 p. m.

WEAF-NBC, New York

(Esty)

Shifted to a Saturday night groove on the Camel program—the ciggie account now has three slots a week. Benny Goodman's new live show (picked up this time from 'the Golden Gate International Exposition) essays a swine-instruction pattern.

# Media and Agencies

## SHOP TALK AT THIRTY



By MARLEN PEW  
CHICAGO, ILL. NEWS

By EUGENE STINSON  
I telephoned Mary Chorden last night to tell her, inquiringly enough, that Verity carries on its front page. She was the announcement that she was to quit the Chicago City Opera and head for Hollywood.

NEWS-WEEK  
Finally Verity grew to the one of the

All In A Day  
By Mark Hellingner

Registered, Copyright, 1932, Daily Mirror, Inc.

Show Shops  
The matter rests to date. So far it has produced only one publication.

THE AMERICAN MERCURY  
NUMBER 16  
achieved its distinction for fearlessness. Verity

VARIETY  
BY HUGH KENT  
American newspaper man in Paris was sued for divorce. A blond

News of the Radio Stations  
BY LARRY WOLTERS  
A poll taken by Variety, theoretical

Our booking agent says we're through!

BY ALTON COOK  
World-Telegram Radio Editor.  
Just a few hours ago, the theatrical weekly, pointed out another

By ALTON COOK  
World-Telegram Radio Editor.  
Just a few hours ago, the theatrical weekly, pointed out another

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The test of the New York Times... The test of the New York Times... The test of the New York Times...

The Center Aisle  
By ALFRED L. S. WOOD  
But the outstanding ability of "Variety's" mission to estimate the technical value of a new offering...

By ALTON COOK  
World-Telegram Radio Editor.  
Just a few hours ago, the theatrical weekly, pointed out another

Advertising News  
Campbell Promotes Radio Debut in Newspapers of 88 Cities—Shredded What Changes.

Bethell Marie Davidson.  
Principal reason why Verity but... Principal reason why Verity but...

VARIETY PATTS THRU  
Considering the readers list... Considering the readers list...

THIS GALA WORLD  
VARIETY PATTS THRU  
Considering the readers list... Considering the readers list...

YOUNG & RUBICAM, INC.  
advertising  
NEW YORK PHILADELPHIA  
CHICAGO DETROIT

MUSICAL LEADER  
One painter who has exhibited successfully in Europe came to Hollywood with a portfolio of paintings of picture-shows...

THE AMERICAN MERCURY  
NUMBER 16  
achieved its distinction for fearlessness. Verity

News of the Radio Stations  
BY LARRY WOLTERS  
A poll taken by Variety, theoretical

Our booking agent says we're through!



# Circulation

## CROSSLEY SURVEY

OF

*VARIETY*

— FACTS —

**72** Leading Advertising Agency  
Offices Spent \$38,762,089 for  
radio time . . .

**148** Leading Radio Executives of  
These Leading Agencies (in  
New York and Chicago) did  
the spending . . . ALL BUT 10  
READ VARIETY, RECEIVING IT BY SUB-  
SCRIPTION IN THEIR OWN NAMES OR  
ON OFFICE ROUTE LISTS.

# CANADA

## SET OWNERSHIP: 1938

Province.	Population.	Families.	Sets.
Prince Edward Island, New Brunswick, Nova Scotia .....	1,087,000	258,100	125,130
Quebec .....	3,172,000	721,100	381,280
Ontario .....	3,731,000	873,544	868,126
Manitoba .....	720,000	171,000	170,421
Saskatchewan, Alberta .....	1,724,000	403,000	278,123
British Columbia .....	761,000	180,000	177,409
<b>TOTAL CANADA.....</b>	<b>11,209,000</b>	<b>2,606,744</b>	<b>2,000,489</b>

The above figures on set ownership in Canada were obtained through the courtesy of "Radio Trade Builder," and first appeared in that publication's issue of March, 1939 (Vol. 16, No. 3). These figures are estimates, and are, of course, much higher than figures on tax collections (there is a set tax of \$2.50 per annum in Canada; as of March 31, 1937, some 1,038,000 taxes were paid). Nor do the totals include auto radios, which are estimated to number 97,736. In the population by Provinces, the Yukon and Northwest Territory are not included. The number of families was computed by assuming that the average Canadian family (except in Quebec) has 4.3 persons (slightly higher in Quebec).

## ALBERTA

*(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

### CFAC, CALGARY

**Operator:** Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. **Phone:** R 1036. **Power:** 1,000 watts on 930 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

**General manager:** H. R. Carson. **Station manager:** Gordon S. Henry. **Program director:** Pat Freeman. **Chief engineer:** Earle C. Connor. **Musical director:** Cecil B. Kappey. **Publicity director:** Frank E. Fleming.

**Rep:** All-Canada Radio Facilities, Ltd., (Toronto); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered gratis. **Foreign language pro-**

**grams:** No rules; requests for commercial programs have never been made, though sustaining features have been presented. **Artists bureau:** None, as such, but a talent register is maintained; no charge made for registration; talent charged to accounts at cost. **Base rate:** \$80.

**Copy restrictions:** No beer, wine or liquor advertising accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 P.M. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local. **News periods:** 8-8:15 A.M., 12:15-12:30 P.M., Monday through Saturday.

### CFCN, CALGARY

**Operator:** The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. **Phone:**



## ALBERTA STATIONS—Continued

M-1161. **Power:** 10,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp.; Alberta Educational Network. **Opened:** 1922. (Note: Same operator also owns short-wave CFVP using 100 watts on 6030 kc.)

**President:** H. G. Love. **Commercial manager:** E. H. McGuire. **Program director:** W. H. Ross. **Chief engineer:** P. B. McCaffery. **Musical director:** Jerry Fuller.

**Rep:** Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto). **Seating facilities:** Studio seats 120 persons. **Merchandising:** Services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** All copy subject to station approval and regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard; Lang-Worth; Davis & Schwegler. **News:** Transradio; British UP. **News periods:** 8:15-8:30 A.M., 12:45-1 P.M., 10:10-15 P.M., all daily.

### CJCJ, CALGARY

**Operator:** Albertan Publishing Co., Ltd., Ninth Ave., W. **Phone:** M 5858. **Power:** 100 watts on 690 kc. **Affiliation:** None. **Opened:** No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

**President:** Gordon Bell. **Station manager:** H. A. Webster. **Commercial manager:** F. Shaw. **Chief engineer:** R. Henderson.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** Services being developed; no more specific data available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Rules and regulations of Canadian Broadcasting Corp. **News:** Canadian Press.

### CFRN, EDMONTON

**Operator:** Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. **Phone:** 22101. **Power:** 100 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 1, 1934.

**Station manager:** G. R. A. Rice. **Business manager:** H. F. Nielsen. **Program director:** S. Lancaster. **Chief engineer:** F. C. Makepeace. **Musical director:** R. Wright. **Publicity director:** Winifred Sutton.

**Rep:** Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto); Inland Broadcasting Service (Winnipeg). **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Mailings to dealers; contacts, etc.; services at cost. **Foreign language programs:** Accepted; must be accompanied by certified English translation. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** All patent medicine

copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 P.M. **E. T. library:** Lang-Worth. **News:** British UP; local news. **News periods:** 8 A.M., 1 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

### CJCA, EDMONTON

**Operator:** Taylor & Pearson Broadcasting Co., Ltd., Birk's Bldg. **Phone:** 26131. **Power:** 1,000 watts on 730 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 1, 1922. (Note: This station is owned by the Edmonton Journal, but operated by Taylor & Pearson.)

**Station manager:** F. H. Elphicke. **Production manager, artists bureau head:** N. Botterill. **Chief engineer:** H. McMahon. **Publicity director:** W. Dales.

**Rep:** Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Observation room accommodates about 100. **Merchandising:** Direct mail, personal contact work, window and outdoor displays, and publicity to 15 newspapers on contracts of 26 or more programs. **Foreign language programs:** Station carries two such programs. **Artists bureau:** Yes; lists 30 artists, script writers, orchestras, producers and announcers. **Base rate:** \$90.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; World. **News:** Canadian Press; local news. **News periods:** 7:50 A.M., 1 P.M., 5:30 P.M., 8 P.M., 10:45 P.M., all 15 minutes all Monday through Saturday. (Note: Spots sold before and after, but not during, the newscasts.)

### CKUA, EDMONTON

**Operator:** University of Alberta. **Power:** 500 watts on 580 kc.

**This station is non-commercial; university-owned.**

### CFGP, GRANDE PRAIRIE

**Operator:** Northern Broadcasting Corp., Ltd., Donald Hotel. **Phone:** 153. **Power:** 100 watts on 1200 kc. **Affiliation:** Foothills Network. **Opened:** Nov. 2, 1937.

**President, station and commercial manager, publicity director:** C. L. Berry. **Program director:** Paul Guy. **Chief engineer:** George Sinclair. **Musical director:** Bert Churchill.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating**



## ALBERTA STATIONS—Continued

**facilities:** Studio seats 35. **Merchandising:** Distribute window cards; exhibit sponsor's products in station display window; obtain newspaper publicity; all services rendered gratis. **Foreign language programs:** French accepted. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** Transcriptions obtained from All-Canada Radio Facilities (make not stated). **News:** Transradio. **News periods:** 8-8:10 A.M., 1-1:15 P.M., 7-7:15 P.M., all Monday through Saturday.

### CJOC, LETHBRIDGE

**Operator:** Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. **Phone:** 3872. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 28, 1928.

**Acting manager:** Arthur H. Nicholl. **Program director:** Robert Buss. **Chief engi-**

**neer:** Robert Reagh. **Publicity director:** Cameron Perry.

**Rep:** All-Canadian Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 15 persons. **Merchandising:** Limited service offered by sales department. **Foreign language programs:** Accepted if transcribed and authorized by the Canadian Broadcasting Corp. **Artists bureau:** None. **Stock:** Principally held by H. R. Carson, Ltd. **Base rate:** \$50.

**Copy restrictions:** Beer, wine or liquor advertising not permitted by Provincial Government; all copy must conform to station standards and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** British UP; local news from Lethbridge Herald. **News periods:** 8:15 A.M., 11:45 A.M., 5:11 P.M., all 10 minutes, all Monday through Saturday; 4:45-4:55 P.M., Sunday only; local news broadcast, 5:20-5:30 P.M., Monday through Saturday.

## BRITISH COLUMBIA

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

### CHWK, CHILLIWACK

**Operator:** Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. **Phone:** 6106. **Power:** 100 watts on 780 kc. **Affiliation:** Canadian Broadcasting Co. **Opened:** July, 1927.

**Managing director, station and commercial manager, publicity director:** C. Casey Wells. **Program director:** Ronald G. Wells. **Chief engineer:** Jack Pilling. **Artist bureau head, musical director:** Bertram Turvey.

**Rep:** Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** "Full co-operation" offered. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$20.

**Copy restrictions:** No beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision. **E. T.**

**library:** None. **News:** Canadian Press; local; Christian Science Monitor. **News periods:** 11-11:15 A.M. (Monitor News), 12:10-12:20 P.M., 6-6:05 P.M. (local news), 7-7:15 P.M. (Canadian Press via network), all Monday through Saturday.

### CFJC, KAMLOOPS

**Operator:** Kamloops Sentinel, Ltd., 209 Victoria St. **Phones:** 1018; 1000; 1001. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1926. (Note: This station is newspaper-owned by the Kamloops Sentinel.)

**Managing director:** R. E. White. **Station and commercial manager:** D. Homersham. **Program director:** Wm. McLeod. **Chief engineer:** G. Henderson. **Musical director:** Frank Brown, Jr. **Publicity director:** L. Irvine.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Arrangements furnished on request. **Foreign lan-**

## BRITISH COLUMBIA STATIONS—Continued

**guage programs:** Subject to Canadian Broadcasting Corp. approval. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 7:50 A.M., 12:30 P.M., 6 P.M., all 10 minutes, all Monday through Saturday. (Note: Spots are sold before and after, but not during, the newscasts.)

### CKOV, KELOWNA

**Operator:** Okanagan Broadcasters, Ltd., Mill Ave. **Phone:** 200. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 4, 1931.

**Managing director, program and commercial manager:** J. W. B. Browne. **Chief engineer:** J. H. B. Browne. **Continuity director:** Bernard A. Heeney. **Publicity director:** Mary E. Royle.

**Rep:** Joseph Hershey McGillvra (U. S. and Quebec); Dominion Broadcasting Co. (Toronto); Inland Broadcasting Co. (Winnipeg); J. E. Baldwin (Vancouver). **Seating facilities:** None listed. **Merchandising:** Full service rendered at actual cost. **Foreign language programs:** Accepted subject to CBC regulations; full literal translation must be submitted; special announcers are billed extra. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** CBC regulations observed; no beer, wine, or liquor advertising permitted. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15 A.M., 12:15 P.M., 5:45 P.M. all 15 minutes, all Monday through Saturday.

### CFPR, PRINCE RUPERT

**Operator:** Felix E. Batt. **Power:** 50 watts on 580 kc.

No other information available.

### CJAT, TRAIL

**Operator:** Kootenay Broadcasting Co., Ltd., 815 Victoria St. **Phone:** 737. **Power:** 1,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** January, 1933.

**General and station manager:** T. G. Robinson. **Commercial manager:** W. W. Baggs. **Promotion director:** F. McDowell. **Chief engineer:** Thomas Smally. **Continuity director:** Kay Parkin. **Promotion director:** F. McDowell.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Accept Italian programs only. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

### CBR, VANCOUVER

**Operator:** Canadian Broadcasting Corp., Hotel Vancouver. **Power:** 5,000 watts on 1100 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

**Base rate:** \$110.

No other information available.

### CJOR, VANCOUVER

**Operator:** G. C. Chandler, 846 Howe St. **Phone:** Trinity 5321. **Power:** 500 watts on 600 kc. **Affiliation:** None. **Opened:** July, 1926.

**Owner, station manager:** G. C. Chandler. **Commercial manager:** D. E. Laws. **Program director:** Dick Diespecker. **Chief engineer:** W. B. Seabrook. **Musical director:** Wally Peters. **Publicity director:** D. R. Baird.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 100 in the studio; theatre and auditorium available by direct wire, seating 1,000. **Merchandising:** Station issues a monthly publication, containing data on nationally advertised products on station, which is sent to dealers; publicity releases sent to 25 papers; window displays, mailings, and special events broadcasts tied in with client's programs; no charge for service, but client or agency is to supply the window cards. **Foreign language programs:** Accepted, if full literal translation is submitted; if a special announcer is required, an added fee is charged. **Artists bureau:** Yes; lists about 10 musicians, actors, orchestras, script writers and announcers. **Base rate:** \$75.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8-8:15 A.M., 11-11:15 A.M., 12:30-12:40 P.M., 7-7:15 P.M., 8-8:15 P.M., 10:30-10:35 P.M., all Monday through Saturday; 7 P.M., 9 P.M., both 15 minutes, both Sunday.

### CKCD, VANCOUVER

**Operator:** Pacific Broadcasting Co., Ltd., 198 W. Hastings St. **Phone:** Seymour 2750. **Power:** 100 watts on 1010 kc (shares time with CKWX). **Affiliation:** None. **Opened:** No date given. (Note: This station is owned by the Vancouver Daily Province).

**Station and commercial manager:** W. G. Hassell. **Program director:** L. F. Hassell. **Chief engineer:** T. Derbyshire. **Musical director:** Geneva Calangis. **Publicity director:** L. F. Hassell.

## BRITISH COLUMBIA STATIONS—Continued

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** CBC regulations. **E. T. library:** None. **News:** From parent paper **News periods:** 8-8:15 P.M., Monday through Saturday.

### CKFC-CKFX, VANCOUVER

**Operator:** Standard Broadcasting System, Ltd., **Power:** 50 watts on 1410 kc (divides time with CKMO). (Short wave CKFX has 10 watts on 6080 kc. This station is controlled by the Vancouver Sun).

**Base rate:** \$30.

No further information after repeated requests.

### CKMO, VANCOUVER

**Operator:** British Columbia Broadcasting System, Ltd., 812 Robson St. **Phone:** SEY. 8778. **Power:** 100 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923.

**President:** R. J. Sprott. **Vice-president:** B. A. Arundel. **Station and commercial manager:** H. M. Cooke. **Program and musical director:** R. E. Misener. **Chief engineer:** E. Rose.

**Rep:** None. **Seating facilities:** Can accommodate 65 persons. **Merchandising:** Complete publicity and merchandising service rendered free. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp.; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted. **E. T. library:** None listed. **News:** Vancouver Sun; Canadian Press. **News periods:** 10:15 A.M., 10 P.M., both 15 minutes, both Monday through Saturday; 9:15-9:30 P.M., Sunday only.

### CKWX, VANCOUVER

**Operator:** Western Broadcasting Co., Ltd., 801 W. Georgia St. **Phone:** Seymour

2288. **Power:** 100 watts on 1010 kc (shares time with CKCD). **Affiliation:** None. **Opened:** 1923.

**General and station manager:** A. Holstead. **Commercial manager:** Reginald M. Dagg. **Program and musical director:** Fred C. Bass. **Chief engineer:** E. Ross McIntyre. **Publicity director:** Jack Emerson.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window tie-in material; sales staff cooperates in contacting merchants and creating and carrying out any plans of sponsors; regular publicity items are sent out each week concerning programs and happenings at station, to nine publications. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision. **E. T. library:** World; Davis & Schwegler. **News:** Local news (from Vancouver Sun). **News periods:** 7:30-7:40 A.M., 12:05-12:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 8:30-8:45 P.M., 10-10:15 P.M., both Sunday. (Note: Spots sold before and after, but not during, the newscasts.)

### CFCT, VICTORIA

**Operator:** Victoria Broadcasting Association, Radio Center. **Phones:** G 2014; E 2442. **Power:** 500 watts on 1450 kc. **Affiliation:** None. **Opened:** March 24, 1924.

**General and commercial manager:** G. W. Deaville. **Station manager:** Cliff Deaville. **Program and publicity director, artists bureau head:** Clarence Carville. **Chief engineer:** Cliff Deaville. **Musical director:** Wm. Fletcher.

**Rep:** Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp. **News:** Transradio.

# MANITOBA

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

## CKX, BRANDON

**Operator:** Manitoba Telephone System, City Hall Square. **Phone:** 4532. **Power:** 1,000 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1928.

**Station manager:** W. F. Seller. **Chief engineer:** C. E. R. Collins. **Publicity director:** D. R. P. Coats.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window cards and build-up announcements offered. **Foreign language programs:** None running commercially; have Ukrainian, Polish and French sustainers. **Artists bureau:** Yes: lists orchestras, continuity writers, commentators, announcers, vocalists, etc. **Base rate:** \$50.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

## CFAR, FLIN FLON

**Operator:** Arctic Radio Corp., 120 Main St. **Phone:** 290. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 7, 1938.

**President:** George W. Bridgman. **Vice-president:** Monty Bridgman. **Business and commercial manager:** Geo. W. Bridgman. **Chief engineer:** R. V. Durie. **Musical director:** L. Thorsteinson.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Window cards, theatre lobby and window displays, broadsides, billboards; service rendered gratis except for actual cost of materials used. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** Held by George W. and Monty Bridgman. **Base rate:** \$25.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** World; transcriptions obtained from All-Canada Radio Facilities. **News:** Transradio; Christian Science Monitor. **News periods:** 7:15 A.M., 12:35 P.M., 6:10 P.M., 7:55 P.M., 8:55 P.M., 9:55 P.M., all five minutes, all Monday through Saturday; Monitor news, 5:30-5:45 P.M., daily.

## CJRC-CJRO-CJRX, WINNIPEG

**Operator:** James Richardson & Sons, Ltd., Royal Alexandra Hotel. **Phone:** 92-266.

**Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February 16, 1934. (Note: This station also operates shortwave CJRO, 2,000 watts on 6150 kc; also shortwave CJRX, 2,000 watts on 11,720 kc.)

**General and station manager:** H. R. McLaughlin. **Assistant and commercial manager:** J. D. Kemp. **Program and promotion manager:** E. H. Houston. **Chief engineer:** Ken Cameron. **Publicity director:** E. V. Dutton. **Merchandising:** Rusty Young.

**Rep:** Joseph Hershey McGillvra (U.S.); J. Slatter (Eastern Canada); Inland Broadcasting Service (Western Canada). **Seating facilities:** None. **Merchandising:** Supply newspaper publicity, market and coverage data; contact dealers; mail announcements; window displays, etc. **Foreign language programs:** Accepted: translation must be furnished in advance and is strictly censored. **Artists bureau:** Yes. **Base rate:** \$80.

**Copy restrictions:** All copy subject to rules of the Canadian Broadcasting Corp. **E. T. library:** World; Lang-Worth; Standard. **News:** Transradio. **News periods:** 7:55-8 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 7-7:05 P.M., 8-8:05 P.M., 9-9:05 P.M., 9:45-10 P.M., 11-11:05 P.M., all Monday through Saturday; 9-9:15 P.M., Sunday only.

## CKY, WINNIPEG

**Operator:** Manitoba Telephone System, Telephone Bldg. **Phone:** 9291. **Power:** 15,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 13, 1923. (Note: Owners of CKY also control CKX, Brandon.)

**General and station manager:** W. H. Backhouse. **Commercial manager:** P. H. Gayner. **Program director:** R. H. Roberts. **Chief engineer:** G. H. Mills. **Musical director:** P. H. Richardson. **Publicity and public relations director:** D. R. P. Coats.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Maintain a "travel sign" on one of city's principal streets to advertise selected programs; sign is changed weekly;

## MANITOBA STATIONS—Continued

offer full cooperation to the extent of facilities. **Foreign language programs:** Will accept, but no requests received to date. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** No liquor advertising; no price quoting. **E. T. library:** NBC Thesaurus; World. **News:** British UP; Cana-

dian Press. **News periods:** 8 A.M., 12:45 P.M., 4:45 P.M., 10 P.M. (Canadian Press), 11:45 P.M., all 15 minutes, all Monday through Saturday; 12:25 P.M., 10 P.M. (Canadian Press), 11:45 P.M. (Canadian Press), all 15 minutes, all Sunday only. (Note: Canadian Press news may not be sponsored.)

## NEW BRUNSWICK

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CFNB, FREDERICTON

**Operator:** James S. Neill & Sons, Ltd., Queen St. **Phone:** 209. **Power:** 1,000 watts on 550 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 1, 1923.

**Secretary-treasurer, station and commercial manager:** J. Stewart Neill. **Program director:** (Miss) V. True. **Chief engineer:** T. B. Young.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Traveling representative, using a truck carrying advertising for station clients, calls on every retail outlet in primary area. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8:15 A.M., 1:30 P.M., 6:15 P.M., all 10 minutes, all Monday through Saturday.

### CKCW, MONCTON

**Operator:** Moncton Broadcasting Co., Ltd., K. of P. Bldg. **Phone:** 1302. **Power:** 100 watts on 1370 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Dec. 17, 1934. (Note: This station is affiliated with the Moncton Times and Moncton Transcript.)

**President:** J. L. Black. **Station manager:** F. A. Lynds. **Commercial manager:** B. A. Cooke. **Program and publicity director:** Earl McCarron. **Musical director:** S. B. Haines. **Chief engineer:** James White.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 600 persons. **Merchandising:** Complete service; window displays, theatre and school tie-ins, posters, etc. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None; station

can supply talent, however. **Base rate:** \$30.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press. **News periods:** 8:30 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

### CHSJ, SAINT JOHN

**Operator:** New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. **Phone:** 3-2307. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February, 1934. (Note: This station is owned by the St. John Telegraph-Journal and Times-Globe.)

**Station manager, secretary-treasurer:** L. W. Bewick. **Commercial manager:** George A. Cromwell. **Program director, artists bureau head:** deB. Holly. **Chief engineer:** J. G. Bishop. **Publicity director:** Christine Fewings.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 20 persons; can arrange for 200 if necessary. **Merchandising:** Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$40.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp.; spot announcements are limited to 100 words and are not accepted after 7:30 P.M. nor on Sunday; no price quoting permitted; all copy subject to station approval. **E. T. library:** World; Titan; Standard. **News:** Canadian Press; local news from parent papers. **News periods:** 8:15-8:27 A.M., 1:15-1:25 P.M., 6:30-6:40 P.M., all Monday through Saturday; 5-5:10 P.M., Monday through Friday.

## NOVA SCOTIA

(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

### CHNS-CHNX, HALIFAX

**Operator:** Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. **Phone:** B-8319. **Power:** CHNS: 1,000 watts on 930 kc; short-wave CHNX: 500 watts on 6130 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** May 12, 1926. (Note: This station is owned by the Halifax Herald and Halifax Mail.)

**Director:** William C. Borrett. **Office and commercial manager:** John F. Clare. **Program, sales and publicity director:** Fletcher Coates. **Chief control operator:** Cecil A. Landry. **Chief transmitter operator:** Wm. C. L. Bauld. **Musical director:** Richard L. Fry. **Engineer:** Arthur Greig.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged; other locations admission free. **Merchandising:** Supply information for sponsors; send out a house organ; newspaper schedules printed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abide by Canadian Broadcasting Corp. rules and regulations. **E. T. library:** NBC Thesaurus; Lang-Worth; Standard. **News:** Transradio; Canadian Press. **News periods:** 9-9:15 A.M., noon-12:08 P.M., 1-1:15 P.M., 7:30-7:45 P.M., midnight-12:15 A.M., all Monday through Saturday.

### CJCB-CJCX, SYDNEY

**Operator:** Eastern Broadcasters, Ltd., Radio Bldg. **Phones:** 170-209. **Power:** CJCB: 1,000 watts on 1240 kc; shortwave CJCX: 1,000 watts on 6010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February 14, 1929.

**Station manager:** N. Nathanson. **Program and musical directors:** T. C. Robertson; C. J. MacDougall. **Chief engineer:** Charles Atkinson. **Publicity director:** C. Nunn.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Limited; no figure given. **Merchandising:** Services, rendered gratis, include publicity, window displays, etc. **Foreign language programs:** Accepted between 2 and 4 P.M. weekdays. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** No alcoholic beverages accepted; all copy subject to station approval and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8:15 A.M., 10:30 A.M., 1 P.M., 6 P.M., 7:15 P.M., midnight, all 15 minutes, all Monday through Saturday.

### CKIC, WOLFVILLE

**Operator:** Acadia University. **Power:** 50 watts on 1010 kc.

**This station is non-commercial; university-owned.**

### CJLS, YARMOUTH

**Operator:** Laurie L. Smith, Radio Bldg., Main St. **Phone:** 500. **Power:** 100 watts on 1310 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April 6, 1934.

**Station supervisor, chief engineer:** Laurie L. Smith. **Commercial manager:** Fin Hollinger. **Program director (women's programs):** Kaye Colburne. **Publicity director:** Elsie Allen.

**Rep:** All-Canada Radio Facilities, Ltd. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity and program listings in local Nova Scotia and New Brunswick papers; air plugs publicizing Yarmouth shopping section and Yarmouth as a vacation-land. **Foreign language programs:** Continuity and copy subject to approval of the Canadian Broadcasting Corp. and the station. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10 A.M., 12:30 P.M., 5 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

## ONTARIO

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CKPC, BRANTFORD

**Operator:** Telephone City Broadcast, Ltd. **Power:** 100 watts on 930 kc.

**Base rate:** \$40.

No further information available after repeated requests.

### CFCO, CHATHAM

**Operator:** John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). **Phone:** 2626. **Power:** 100 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

**Station head, general manager:** John Beardall. **Commercial director:** Peter A. Kirkey. **Program director:** Ross Wright. **Chief engineer:** Gordon Brooks.

**Rep:** Joseph Hershey McGillivra. **Seating facilities:** None in studios; have permanent remote wires to 24 points. **Merchandising:** Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. **Foreign language programs:** Accepted, subject to regulations of the Canadian Broadcasting Corp. **Artists bureau:** Yes; handles only local non-pro talent. **Base rate:** \$30.

**Copy restrictions:** No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to government regulations. **E. T. library:** None. **News:** Transradio; own local news. **News periods:** 8 A.M. (Transradio and local news), 12:10 P.M. (Transradio and local news), 7:15-7:30 P.M. (Transradio), 7:45 P.M. (local news), 10:15 P.M. (Transradio and local news), all Monday through Saturday.

### CKMC, COBALT

**Operator:** R. L. MacAdam. **Power:** 50 watts on 1210 kc.

No further information available.

### CKPR, FORT WILLIAM & PORT ARTHUR

**Operator:** Dougall Motor Car Co., Ltd., Radio Hall. **Phone:** S. 315. **Power:** 1,000 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1931.

**Station manager:** H. F. Dougall. **Program director:** I. Jones. **Chief engineer:** R. H. Parker. **Advertising director:** J. M. Hughes.

**Rep:** Weed & Co. (U. S.); Jack Slatter (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Yes; details not listed. **Foreign language programs:** Finnish and Ukrainian would be useful; will accept. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 P.M. **E. T. Library:** NBC Thesaurus. **News:** Transradio; Canadian Press; own local news. **News periods:** 8:20-8:30 A.M., 1-1:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

### CHML, HAMILTON

**Operators:** Maple Leaf Radio Co., Ltd., Pigott Bldg. **Phone:** 7-1539. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1927.

**President:** A. C. Hardy. **Station and commercial manager:** Ken Soble. **Chief engineer:** C. R. Snelgrove. **Musical director:** Ilene Baker.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Pre-plug programs; window cards, special publicity, etc., supplied at cost; newspaper space furnished on request. **Foreign language programs:** Accepted at card rates. **Artists bureau:** Set-up nominal only. **Stock:** Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. **Base rate:** \$40.

**Copy restrictions:** Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxicating beverages; Canadian Broadcasting

## ONTARIO STATIONS—Continued

Corp. regulations. **E. T. library:** Standard. **News:** Transradio; own local news. **News periods:** 8-8:15 A.M. (local and Transradio), 10-10:05 A.M. (Transradio), 12:30-12:45 P.M. (local and Transradio), 3-3:05 P.M. (Transradio), 5-5:05 P.M. (Transradio), 6-6:15 P.M. (local and Transradio), 10-10:15 P.M. (local and Transradio), all Monday through Saturday; 12:30 P.M., 6:30 P.M., 10 P.M., all 15 minutes, all local and Transradio news, all Sunday only.

### CKOC, HAMILTON

**Operator:** Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. **Power:** 1,000 and 500 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1922.

**Station manager:** M. V. Chesnut. **Commercial manager:** W. T. Cranston. **Program director:** William Guild. **Chief engineer:** Leslie Horton. **Musical director:** Todd Russell. **Artists bureau head:** Werner Bartmann. **Publicity director:** Dave Robbins.

**Rep:** None. **Seating facilities:** Studio A, 10 persons; Studio C, 25 persons; concert studio, 150; Royal Connaught Hotel, 500; Capitol Theatre, 3,000. **Merchandising:** Arrange for program listings in newspapers, and advertise feature programs and sponsors in daily papers; maintain 18 billboards advertising sponsored programs; market surveys, sales checks, window displays, gift offerings and commercial tie-ins planned; all services gratis. **Foreign language programs:** Accepted; station reserves the right to limit daily quota. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$80.

**Copy restrictions:** No beer, wine or liquor copy accepted; no price quotations; no spot announcements between 7:30 and 11 P.M. or Sundays. **E. T. library:** World. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:45 P.M., 10:45 P.M., all 10 minutes, all Monday through Saturday; 10:50 A.M., 2:30 P.M., 8 P.M., 11 P.M., all 10 minutes, all Sunday.

### CKCA, KENORA

**Operator:** Kenora Broadcasting Co., Ltd., Kenora, Ont. **Phone:** 717 Blue. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 18, 1939.

**President:** R. W. Starratt. **Station manager, publicity director:** Gerald F. Bourke. **Program and musical director:** Horace Smith. **Chief engineer:** E. Y. Tomkins.

**Rep:** All-Canada Radio Facilities, Ltd. **Seating facilities:** None. **Merchandising:** Station institutional advertising provides publicity for sponsors and the sale of their

products in local retail outlets. **Foreign language programs:** Accepted; must comply with Canadian Broadcasting Corp. regulations; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; network news. **News periods:** 8:15 A.M., 12:15 P.M., 5:15 P.M., 9 P.M. (network news), all 10 minutes, all Monday through Saturday. (Note: Station is on CST.)

### CFRC, KINGSTON

**Operator:** Queen's University, Whig Standard Bldg. **Phone:** 616. **Power:** 100 watts on 1510 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 29, 1936. (Note: This station is operated on a partnership basis with the Kingston Whig-Standard.)

**Station head, program and advertising director:** James Annand. **Chief engineer:** H. Stewart.

**Rep:** Weed & Co. (U. S.); Joseph Hershey McGillvra (Canada). **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No alcoholic beverage or patent medicine advertising accepted. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

### CKJL, KIRKLAND LAKE

**Operator:** Northern Broadcasting Co., Sky Arcade. **Phone:** 27. **Power:** 100 watts on 1310 kc. (Has construction permit for 1,000 watts on 560 kc.) **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1933. (Note: This station is under the same operator as CFCH and CKGB; affiliated with the Timmins Press).

**President:** Roy H. Thomson. **Station manager:** Brian Shellon. **Commercial manager:** Jerry Tonkin. **Program director:** Dick Irvine. **Chief engineer:** Lorne Macdonald. **Publicity director:** D. L. Bassett.

**Rep:** Jack Cooke (Toronto), All-Canada Radio Facilities (Montreal); Weed & Co. (U.S.). **Seating facilities:** Arrangements with various halls and theatres for such facilities. **Merchandising:** Arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc. **Foreign language programs:** French accepted; extra charge is made for services of a French announcer. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No alcoholic beverage



## ONTARIO STATIONS—Continued

age copy accepted; rules of the Canadian Broadcasting Corp. observed. News: Transradio; Canadian Press.

### CKCR, KITCHENER-WATERLOO

**Operator:** Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. **Phone:** 4360. **Power:** 100 watts on 1510 kc. **Affiliation:** None. **Opened:** 1929.

**Station manager:** W. C. Mitchell. **Commercial manager:** G. Liddle. **Program director:** Karl Monk. **Chief engineer:** Ion Hartman. **Musical director:** Prof. C. F. Thiele.

**Rep:** Dominion Broadcasting Co. **Seating facilities:** Medium-sized studio; capacity not listed. **Merchandising:** Cooperate with advertisers to "fullest extent." **Foreign language programs:** No requests have ever been received, but German programs would be acceptable in territory. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Rules of Canadian Broadcasting Corp.; accept patent medicines; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45 A.M., 12:30 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

### CFPL, LONDON

**Operator:** London Free Press & Printing Co., Ltd., 442 Richmond St. **Phone:** Metcalfe 5200. **Power:** 100 watts on 730 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 26, 1933 (as successor to CJGC, which opened in 1922). (Note: This station is newspaper-owned by the London Free Press.)

**Station manager:** Philip Morris. **Chief engineer:** Lloyd Yorke.

**Rep:** Dominion Broadcasting Co. (Toronto); Joseph Hershey McGillvra (Montreal and U. S.). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** None. **Foreign language programs:** Accepted at stated times. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 9-9:15 A.M., 6:15-6:30 P.M., Monday through Saturday.

### CFCH, NORTH BAY

**Operator:** Northern Broadcasting Co., Capitol Theatre Bldg. **Phone:** 2400. **Power:** 100 watts on 930 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1931. (Note: This station is under the same ownership as CJKL, Kirkland Lake, and CKGB, Timmins; affiliated with the Timmins Press.)

**President:** Roy H. Thomson. **Station and commercial manager:** Tom Darling. **Chief engineer:** Allan K. Taylor. **Publicity director:** D. L. Bassett.

**Rep:** Jack Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal); Weed & Co. (U. S.). **Seating facilities:** Arrangements with various halls and theatres for such facilities. **Merchandising:** Complete department; arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc.; service rendered gratis. **Foreign language programs:** French accepted; extra charge is made for services of a French announcer. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Rules of Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio; Canadian Press. **News periods:** 8:30-8:40 A.M., 11-11:05 A.M., 12:08-12:15 P.M., 1-1:07 P.M., 5-5:07 P.M., 6-6:07 P.M., 7-7:15 P.M. (sports news), all Monday through Saturday.

### CBO, OTTAWA

**Operator:** Canadian Broadcasting Corporation, Chateau Laurier Hotel. **Phone:** 2-1151. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1924.

**Station and commercial manager:** Walter C. Anderson.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Governed by regulations of Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8:15 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

### CJCU, OTTAWA

**Operator:** Department of Mines and Resources, Lands, Parks and Forests Branch (Bureau of Northwest Territories and Yukon Affairs). **Power:** 50 watts on 1210 kc.

### CKCO, OTTAWA

**Operator:** G. M. Geldert, M. D., 272 Somerset St., W. **Phones:** 2-3611 and 2-7782. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 20, 1924.

**Director, station manager:** G. M. Geldert, M. D. **Program director:** R. Marier. **Chief engineer:** I. R. Henderson.

## ONTARIO STATIONS—Continued

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Through Radiad Service. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp.; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 75 words and are not accepted between 7:30 and 11 P.M.; all copy subject to station approval. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10:30-10:45 P.M., every day; 12:55-1 P.M., Monday through Saturday; news flashes broadcast on the quarter-hour between 8 A.M. and 1 P.M.

### CFLC, PRESCOTT

**Operator:** The Radio Association of Prescott, George St. **Phone:** 302. **Power:** 100 watts on 930 kc. **Affiliation:** None. **Opened:** 1925.

**Manager:** A. G. Halliday. **Program director, artists bureau head:** A. M. Halliday. **Chief engineer:** L. F. Knight. **Musical director:** Harold Johnston.

**Rep:** J. P. McKinney & Son. **Seating facilities:** Studio seats 40; two church auditoriums, seating 400 each, 25c admission. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Advertising of any alcoholic beverages and price mentions prohibited by Government; all copy subject to station approval. **News:** Canadian Press.

### CKTB, ST. CATHARINES

**Operator:** The Silver Spire Broadcasting Station, Ltd., 10 King St. **Phone:** 3900. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 7, 1933.

**President:** E. T. Sandell. **Station manager:** Pauline Smyth. **Program director:** Bernard Mitchell. **Chief engineer:** W. H. Allen. **Musical director:** W. G. Adamson.

**Rep:** Dominion Broadcasting Co. (Toronto). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Will make surveys, etc. **Foreign language programs:** Accepted; no announcements accepted. **Artists bureau:** None. **Stock:** Held by E. T. Sandell. **Base rate:** \$35.

**Copy restrictions:** All copy subject to approval of the Canadian Broadcasting Corp.; no alcoholic beverages of any type whatsoever accepted; patent medicine continuity subject to approval of the Department of Health. **E. T. library:** None. **News:**

Transradio. **News periods:** 8-9 A.M. (music and news), 1:15-1:25 P.M., 3:45-3:55 P.M., 6:15-6:25 P.M., 11-11:10 P.M., all Monday through Saturday; 12:15-12:25 P.M., 6-6:10 P.M., 11-11:10 P.M., Sunday.

### CJIC, SAULT STE. MARIE

**Operator:** The Hyland Broadcasting Co., Windsor Hotel. **Phone:** 360. **Power:** 100 watts on 1500 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 15, 1934.

**Commercial manager:** J. G. Hyland. **Program director:** J. C. Whitby. **Chief engineer:** S. C. Cusack.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. **Foreign language programs:** Finnish accepted; foreign announcements of 100 words must be paralleled in English. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** Not listed.

### CJCS, STRATFORD

**Operator:** Central Broadcasting Company, Windsor Hotel. **Phone:** 1675. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1922.

**General and commercial manager:** F. M. Squires. **Chief engineer:** W. J. Stauffer. **Musical director:** Chas. Trethewey.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$25.

**Copy restriction:** Canadian Broadcasting Corp. regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12:30-12:45 P.M., 4:30-4:45 P.M., 6:15-6:30 P.M., 8:30-8:35 P.M., all Monday through Saturday; 4:30-4:45 P.M., 6:15-6:30 P.M., both Sunday.

### CKSO, SUDBURY

**Operator:** Sudbury Star, Ltd., 21 Elgin St. **Phone:** 280. **Power:** 1,000 watts on 780 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** August, 1935. (Note: This station is newspaper-owned by The Sudbury Star.)

**President:** W. E. Mason. **Station manager, commercial manager:** W. J. Woodhill. **Program director:** Howard Clark. **Chief engineer:** Jim McCrae.

## ONTARIO STATIONS—Continued

**Rep:** None. **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Medicinal copy accepted; no liquors or wines. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local from parent paper. **News periods:** 8 A.M., 10:30 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday. (Note: News is not for sale, but spots are accepted before and after.)

### CKGB, TIMMINS

**Operator:** Northern Broadcasting Co., Ltd., Daily Press Bldg. **Phone:** 500. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Daily Press, and is under the same ownership as CJKL, Kirkland Lake, and CFCH, North Bay.)

**President:** R. H. Thomson. **Station manager:** William Wren. **Program director:** Stardee Jurvis. **Chief engineer:** Edgar Ryan. **Publicity director:** Don Bassett.

**Rep:** Weed & Co. (U. S.); Jay Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Seating facilities:** None. **Merchandising:** Complete merchandising service. **Foreign language programs:** French newscast daily. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No liquor advertising permitted in this province; patent medicines must be approved by the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Canadian Press; Transradio. **News periods:** 8:30 A.M., 9:30 A.M., 11 A.M., 12:10 P.M., 1 P.M., 4 P.M., 5:10 P.M., 6:15 P.M., 6:25 P.M. (French newscast), all 7 minutes, all Monday through Saturday.

### CBL, TORONTO

**Operator:** Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 50,000 watts on 840 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Group; Mutual. **Opened:** Dec. 25, 1937.

**Station manager, program director:** J. R. Radford. **Commercial manager, supervisor of press and information:** E. A. Weir. **Chief engineer:** W. C. Little. **Press representative:** H. M. Ball.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** Limited facilities in present,

temporary quarters. **Merchandising:** None as yet developed. **Foreign language programs:** Governed by regulations of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; BBC Transcription. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

### CBY, TORONTO

**Operator:** Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1935.

For personnel, see CBL, Toronto.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** Very limited; no figure given. **Merchandising:** No service developed as yet. **Foreign language program:** Canadian Broadcasting Corp. regulations observed. **Artists bureau:** None. **Base rate:** No rate card sent.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

### CFRB, TORONTO

**Operator:** Rogers Radio Broadcasting Co., Ltd., 37 Bloor St., W. **Phone:** Midway 3515. **Power:** 10,000 watts on 690 kc. **Affiliation:** CBS. **Opened:** No date given. (Note: This station also operates shortwave CFRX operating on 1,000 watts on 6070 kc.)

**Managing director:** Harry Sedgwick. **Commercial manager:** Lloyd Moore. **Program director:** Roy Locksley. **Chief engineer:** John Sharpe.

**Rep:** Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$110 (½ hr.).

**Copy restrictions:** No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health. **E. T. library:** Standard. **News:** Local. **News periods:** Not listed.

### CKCL, TORONTO

**Operator:** Dominion Battery Co., Ltd., 444 University Ave. **Phone:** Adelaide 1014. **Power:** 100 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

**President:** Henry S. Gooderham. **Station and commercial manager:** A. E. Leary. **Program and musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest O. Swan.

## ONTARIO STATIONS—Continued

**Rep:** None. **Seating facilities:** Studio seats 60; Century Theatre provides facilities for 1,500. **Merchandising:** Arrange window displays; newspaper tieups; public address system tie-ups (station owned). **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$60.

**Copy restrictions:** No alcoholic beverage advertising of any type; abide by rules of Canadian Broadcasting Corp.; spot announcements limited to 75 words and not accepted between 7:30 and 11 P.M. **E. T. library:** Lang-Worth; World; Davis & Schwegler; Standard. **News:** Transradio; Canadian Press. **News periods:** 7:45-8:45 A.M., Monday through Saturday; 6-6:15 P.M., every day.

### CKLW, WINDSOR

See Detroit, Michigan.

### CKNX, WINGHAM

**Operator:** Wingham Radio Club, Wingham, Ont. **Phones:** 158-W; 158-J. **Power:**

100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

**Proprietor, station manager, chief engineer:** W. T. Cruickshank. **Commercial manager, publicity director:** B. Howard Bedford. **Musical director:** C. N. Merkeley.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Main studio, 100; Community Hall, 500; Wingham Armories, 2,000. **Merchandising:** Pre-plug programs and send out newspaper publicity; contact dealers for displays and counter-cards in Huron, Bruce, Grey, Perth and Wellington counties; distribution arranged as feasible; all service gratis, and in charge of Harry J. Boyle, merchandising manager. **Foreign language programs:** German only accepted. **Artists bureau:** Yes; lists several musical units and singers. **Stock:** Owned by W. T. Cruickshank and B. Howard Bedford. **Base rate:** \$30.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Via own correspondents. **News periods:** 11-11:05 A.M., 12:30-12:35 P.M., 6:10-6:20 P.M., 7:15-7:30 P.M., all Monday through Saturday.

## PRINCE EDWARD ISLAND

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CFCY, CHARLOTTETOWN

**Operator:** Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. **Phones:** 741; 1303. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Aug. 15, 1924.

**Managing director:** Lt. Col. Keith S. Rogers. **Commercial manager, program director, artists bureau head, publicity:** L. A. McDonald. **Chief engineer:** M. H. F. Young. **Musical director:** Mrs. K. S. Rogers.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements;

service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. **Foreign language programs:** Accepted; if programs are not recorded, there is a special announcer's fee. **Artists bureau:** Yes; talent not listed. **Base rate:** \$60.

**Copy restrictions:** No beer, wines or whiskey; no announcements after 7:30 P.M.; patent medicine copy accepted if continuity is approved by Dominion authorities; spot announcements limited to 75 words; commercials limited to 250 words per quarter-hour; station reserves the right to reject any continuity. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **News periods:** 9:15 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 7:30-7:45 P.M., Sunday.

## PRINCE EDWARD ISLAND STATIONS—Continued

### CHCK, CHARLOTTETOWN

**Operator:** CHCK Radio Broadcasting Co., Ltd. **Power:** 50 watts on 1310 kc. No other information available.

### CHGS, SUMMERSIDE

**Operator:** R. T. Holman, Ltd., 190 Water Street. **Phone:** 134. **Power:** 50 watts on 1450 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

**President:** H. T. Holman. **Station and commercial manager:** R. L. Mollison. **Program director:** J. E. Millman. **Chief engineer:** W. R. Cannon.

**Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:**

Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. **Foreign language programs:** No rules; audience composed entirely of English-speaking people. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations. **E. T. library:** None. **News:** Canadian Press; Christian Science Monitor. **News periods:** 12:15-12:30 P.M., 5-5:15 P.M. (Monitor News), 6:15-6:30 P.M., all Monday through Saturday.

## QUEBEC

*(Holidays: New Year's Day, January 1; Epiphany, January 6; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Ascension Day, 40 days after Easter; Victoria Day, May 24; King's Birthday, June 9; Jean Baptiste Day, June 24; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; All Saints' Day, November 1; Remembrance (or Armistice) Day, November 11; Assumption Day, December 8; Christmas Day, December 25.)*

### CBJ, CHICOUTIMI

**Operator:** Canadian Broadcasting Corp., Chicoutimi, Que. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 20, 1933.

**In charge of all departments:** V. Fortin. **Chief engineer:** J. E. Roberts.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Station uses French almost entirely; English population in this area is only about 2%. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Accept patent medicine advertising, but refuse beer, wines and alcoholic beverages; regulations of the Canadian Broadcasting Corp. observed. **E. T. library:** None. **News:** From the newspaper Le Progres du Saguenay. **News periods:** 6:20-6:30 P.M., Monday through Saturday.

### CKCH, HULL

**Operator:** Hull Broadcasting Co., Ltd., 85 Champlain Ave. **Phone:** 2-1701. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 30, 1932.

**Director:** Alexander Dupont. **Chief engineer:** J. F. Champagne. **Musical director:** Aurele Groulx. **Publicity director:** B. English.

**Rep:** None. **Seating facilities:** Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. **Merchandising:** No service listed. **Foreign language programs:** Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). **Artists bureau:** Has complete roster of artists; latter are not under contract to station, however. **Stock:** Principally held by Josaphat Pharand. **Base rate:** \$50.

**Copy restrictions:** Accept advertising for beer, wines and patent medicines; no announcements between 7 and 11 P.M. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15-8:25 A.M. (English), 9:30-9:40 A.M. (French), 12:10-12:20 P.M. (English), 12:45-12:55 P.M. (French), 5:30-5:50 P.M. (bi-lingual), all Monday through Saturday.

### CBF, MONTREAL

**Operator:** Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Mar-

## QUEBEC STATIONS--Continued

quette 5211. **Power:** 50,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Groups. **Opened:** Dec. 11, 1937.

**Regional program director for the Province of Quebec:** Jean Marie Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. A. Dupont. **Chief operator:** E. D. Roberts. **Musical director:** J. J. Gagnier. **Publicity director:** Leopold Houle.

**Rep:** Canadian Broadcasting Corp. **News:** Canadian Press. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Regulations of the CBC. **E. T. library:** RCA Northern Electric. **News:** Canadian Press. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:40 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

### CBM, MONTREAL

**Operator:** Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Marquette 5211. **Power:** 5,000 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red Canadian Group. **Opened:** November, 1933.

**Regional program director for the Province of Quebec:** J. M. Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. Arthur Dupont. **Chief Operator:** E. D. Roberts. **Musical director:** Dr. J. J. Gagnier. **Publicity director:** Leopold Houle.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** No beer, wines or alcoholic beverage accounts accepted; patent medicines accepted subject to approval of Dominion Health Board; regulations of the CBC apply at all times. **E. T. library:** RCA Northern Electric. **News:** Canadian Press. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

### CFCF-CFCX, MONTREAL

**Operator:** Canadian Marconi Co., Ltd., Mount Royal Hotel. **Phone:** Marquette 7086. **Power:** CFCF: 500 watts on 600 kc;

CFCX: 75 watts on 6005 kc. **Affiliation:** NBC Blue Canadian Group. **Opened:** September, 1918.

**General sales manager:** M. M. Elliott. **Station manager:** V. F. Nielsen. **Program director:** James Shaw. **Chief engineer:** K. R. Paul. **Publicity director:** E. H. Smith.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Tudor Hall, 250; Knights of Columbus Hall, 1,200; Salle D'Oree in Mount Royal Hotel, 400; York Room in Windsor Hotel, 200. **Merchandising:** Pre-plug programs over the air, release publicity to metropolitan newspapers, and (within certain limits) will contact dealers and distributors on request; window cards are not distributed in this service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted, but not with time signals, and other services, and copy must not tend to promote the further use of such beverages; no hard liquor; spot announcements limited to 75 words and chain breaks to 20 words; observe regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8-8:10 A.M., 9-9:05 A.M., 6:20-6:30 P.M., all Monday through Saturday; noon-12:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

### CHLP, MONTREAL

**Operator:** La Patrie Publishing Co., Ltd., Sun Life Bldg. **Phone:** Plateau 5225. **Power:** 100 watts on 1120 kc. **Affiliation:** None. **Opened:** Jan. 1, 1933. (Note: This station is newspaper-owned by La Patrie.)

**Managing director:** Marcel Lefebvre. **Chief engineer:** F. F. Tambling. **Publicity director:** Armand Goulet.

**Rep:** None. **Seating facilities:** Studio A seats 200; studio B seats 75. **Merchandising:** None. **Foreign language programs:** French and English programs only accepted. **Artists bureau:** None. **Base rate:** \$65.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard. **News periods:** 1:15 P.M., 6:15 P.M., Monday through Friday.

### CKAC, MONTREAL

**Operator:** La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. **Phone:** Marquette 3611. **Power:** 5,000 watts on 730 kc. **Affiliation:** CBS. **Opened:** June, 1922. (Note: This station is newspaper-owned by La Presse.)

**Managing director:** Phil Lalonde. **Assistant manager:** Claire Oliver. **Program**

## QUEBEC STATIONS—Continued

**director:** Yves Bourassa. **Technical director:** Leonard Spencer. **Chief transmitter engineer:** Percy Smith. **Musical director:** Henri Letondal. **Artists bureau head:** Ferdinand Biondi. **Local sales manager:** Paul Ouellet. **Promotion manager:** Andre Daveluy. **Traffic manager:** Flavius Daniel. **Continuity editor:** Marcel Baulu. **Public relations director:** Louis Leprohon. **Publicity director:** Louis Morisset.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Three theatres, 800, 1,100 and 1,500. **Merchandising:** Complete listings in La Presse and all papers through publicity department. **Foreign language programs:** Station is bilingual; most announcements are given in French as well as English. **Artists bureau:** No information given. **Base rate:** \$165.

**Copy restrictions:** Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words maximum. **E. T. library:** World; Lang-Worth. **News:** British UP. **News periods:** 8:45-9 A.M., 1:15-1:25 P.M., both Monday through Saturday; 6:45-7 P.M., 10:45-11 P.M., both every day; 11:10 P.M. (sports news), every day.

### CHNC, NEW CARLISLE

**Operator:** Gaspesia Radio Broadcasting Co., Ltd., new Carlisle. **Phone:** 38. **Power:** 1,000 watts on 610 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 23, 1933.

**President:** Dr. Charles Dumont. **Station and commercial manager:** Dr. Charles Houde. **Program director:** C. S. Chapman. **Chief engineer:** J. R. McGough. **Musical director:** Paul Graham. **Publicity director:** V. Bernard.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Publicity and listings in various newspapers. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted; no hard liquor; patent medicine copy must be approved by station; all continuities and commercials must conform to station standards and Canadian Broadcasting Corp. rules. **E. T. library:** Lang-Worth. **News:** British UP; Canadian Press. **British UP news periods:** 10:30-10:45 A.M., 12:20-12:35 P.M., 7:45-8 P.M., all Monday through Saturday. **Canadian Press news periods:** 8:30 A.M., 8:45 A.M. (French), 12:50 P.M., 1:15 P.M. (French), 5:40 P.M. (French), 5:50 P.M., all approximately 8 minutes, all Monday through Saturday. (Note: Canadian Press news is non-commercial.)

### CBV, QUEBEC

**Operator:** Canadian Broadcasting Corp., Chateau Frontenac. **Phone:** 5658. **Power:** 1,000 watts on 950 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 28, 1934.

**Station and commercial manager, program director:** A. H. Houde. **Chief engineer:** Charles Frenette. **Musical director:** J. M. Beaudet. **Publicity director:** L. Houle.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** Following facilities in the various public halls of the Chateau Frontenac: Convention Hall, 800; Jacques Cartier Room, 150; Riverview, 300; Dining Room, 175. **Merchandising:** Program schedules and special publicity sent to all newspapers in the area gratis. **Foreign language programs:** Coverage area of station is 96.3% French; see CBC rules. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

### CHRC, QUEBEC

**Operator:** CHRC, Limited, Victoria Hotel. **Phone:** 2-8178. **Power:** 100 watts on 580 kc. **Affiliation:** None. **Opened:** April 1, 1926.

**Director, manager, commercial manager:** J. N. Thivierge. **Program director:** T. H. Burham. **Chief engineer:** Arsene Nadeau. **Artists bureau head:** A. Pelletier. **Musical director:** J. Croteau. **Publicity director:** S. Berton.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Accommodations for 600; admission free; sponsor pays so much rental per show. **Merchandising:** Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. **Foreign language programs:** Territory is bilingual; programs taken in French or English; no other languages. **Artists bureau:** Yes; handle over 100 artists per week. **Stock:** Principal holders are the Hon. Senator L. Moraud, Maj. Ed Flynn, Emile Fontaine, Capt. J. H. Baribeau, J. N. Thivierge, Gaston Pratte and Henri Le-page. **Base rate:** \$45.

**Copy restrictions:** Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor. **E. T. library:** Lang-Worth. **News:** Own local news. **News periods:** 8-8:15 A.M., 1-1:15 P.M., both Monday through Saturday; 11:55-noon, Sunday only; 4:32-4:37 P.M., 6-6:05 P.M., 11-11:15 P.M., every day.

### CKCV, QUEBEC

**Operator:** CKCV, Ltd., 142 St. John St. **Phone:** 2-1585. **Power:** 100 watts on 1310

## QUEBEC STATIONS—Continued

kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** September, 1925.

**President:** H. Baribeau. **Station and commercial manager, publicity director:** Paul Lepage. **Program director:** Jean Nel. **Chief engineer:** Charles Frenette. **Musical director:** Edwin Belanger.

**Rep:** None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** 90% of programs are given in French. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press. **News periods:** 8-8:15 A.M., 11-11:05 A.M., 1-1:15 P.M., 6-6:05 P.M., 7:30-7:45 P.M., 10:30-10:45 P.M., all Monday through Saturday.

### CJBR, RIMOUSKI

**Operator:** J. A. Brilliant, Power Bldg. **Phone:** 396. **Power:** 1,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 15, 1937. (Note: This station is owned and operated by the Lower St. Lawrence Power Co.)

**President:** J. A. Brilliant (also president of the Lower St. Lawrence Power Co.). **Station and commercial manager:** G. A. Lavoie. **Program and musical director, artists bureau head:** P. E. Corbeil. **Chief engineer:** L. Bernier. **Publicity director:** L. Lamontagne.

**Rep:** Joseph Hershey McGillvra (U. S. and Toronto). **Base rate:** \$60.

**E. T. library:** None. **News:** Canadian Press; Nouvelle Laurentiennes. **News periods:** 12:30 P.M., 5:45 P.M., 6:15 P.M., 11 P.M. (duration and days not listed).

### CKRN, ROUYN

**Operator:** La Cie de Radiodiffusion Rouyn-Noranda Ltee., Reilly Bldg. **Phone:** 1400. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Feb. 10, 1939.

**General and station manager, publicity director:** J. O. Tardiff. **Commercial manager, musical director:** Omer Roy. **Program director:** F. Bruneau. **Chief engineer:** A. E. Crump.

**Rep:** None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** None. **Foreign language programs:** Acceptance guided by rules of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** None.

(Note: Station policies and services are not yet completely set due to the short time of operation.)

### CHLT, SHERBROOKE

**Operator:** La Tribune, Ltd., 3 Marquette St. **Phone:** 2071. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 27, 1937. (Note: This station is owned by the French-language newspaper La Tribune.)

**President:** J. Nicol. **Station and commercial manager, program and publicity director:** A. Gauthier. **Chief engineer:** C. Charlebois.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No rules have been formulated by station. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8-8:10 A.M., 8:45-8:55 A.M. (French), 12:15-12:25 P.M., 12:45-12:55 P.M. (French), 1-1:15 P.M. (bi-lingual; farm news), 5-5:10 P.M., 6-6:10 P.M. (French), 6:10-6:15 P.M. (sports news; French), 10:15-10:30 P.M. (Christian Science Monitor News), all Monday through Saturday.

### CHGB, St. ANNE de la POCATIERE

**Operator:** Le Poste CHGB Enrg. **Phones:** 20; 47. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 5, 1938.

**Station manager, chief engineer:** G. T. Desjardins. **Commercial manager, program and publicity director:** George H. Bouchard.

**Rep:** None. **Seating facilities:** Agricultural high school auditorium available, seating 1,500. **Merchandising:** None. **Foreign language programs:** French language used almost entirely on this station. **Artists bureau:** No formal setup; station can, however, supply all necessary talent. **Base rate:** \$25.

**Copy restrictions:** All copy subject to station approval and government regulations. **E. T. library:** None. **News:** Furnished by the newspaper Action Catholique. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

### CHLN, THREE RIVERS

**Operator:** Le Nouvelliste, Ltd., Chateau de Blois. **Phone:** 3000. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** October, 1937. (Note: This station is newspaper-owned by the French-language daily Le Nouvelliste.)

**Station director:** Emile Jean. **Station manager, program and publicity director:** George Bourassa. **Chief engineer:** Leon Trepanier.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language**



## QUEBEC STATIONS—Continued

**programs:** Accept French and English programs only. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** From parent newspaper. **News periods:** 10-10:15 P.M., every day.

## SASKATCHEWAN

*(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CHAB, MOOSE JAW

**Operator:** CHAB, Ltd., Grant Hall Hotel. **Phone:** 2377. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 1, 1933.

**Station manager:** H. C. Buchanan. **Commercial manager:** L. A. Bourgeois. **Program director:** J. S. Boyling. **Chief engineer:** A. E. Jacobson. **Publicity director:** G. E. Walker.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accepted; population is overwhelmingly English-speaking, however. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No beer, wine or alcoholic beverages of any type accepted; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp. **E. T. Library:** Lang-Worth. **News:** British UP. **News periods:** 7:45 A.M., 12:30 P.M., 5:30 P.M., 9 P.M., (from CBC), 10:45 P.M., all 10 minutes, all Monday through Saturday; 2:45-3 P.M., Sunday only.

### CKBL, PRINCE ALBERT

**Operator:** L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. **Phone:** 3133. **Power:** 100 watts on 1210 kc (application for 1,000 watts pending). **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 1, 1934 (as a commercial station; previously dates back to 1924).

**Station and commercial manager:** R. E. Price. **Program director:** W. R. Hart. **Chief engineer:** L. E. Moffat. **Musical director:** I. Barrie. **Publicity director:** G. Prest.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** Handle newspaper publicity, advertising space, and arrange and install window displays for national advertisers. **Foreign language programs:** Commercials in foreign languages not accepted, though station runs Ukrainian and Norwegian programs. **Artists bureau:** None; talent is largely non-professional. **Base rate:** \$30.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 7:45 A. M., 12:45 P.M., 6:45 P.M., 9:45 P.M., all 10 minutes, all Monday through Saturday.

### CJRM, REGINA

**Operator:** James Richardson & Sons, Ltd., Saskatchewan Life Bldg. **Phone:** 8424. **Power:** 1,000 watts on 540 kc. **Opened:** 1926.

**Station director:** H. R. McLaughlin (manager, James Richardson radio division). **Station and commercial manager:** F. V. Scanlan. **Program and publicity director:** D. E. Wright. **Chief engineer:** A. W. Hooper. **Musical director:** S. H. Hillier.

**Rep:** Joseph Hershey McGillvra (U. S. and Canada). **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Supply window cards, posters, blotters, slides, etc.; service carries a charge. **Foreign language programs:** Accepted; all speeches in a foreign language must also be rendered in English by the station announcer. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** No beer, wines or alcoholic beverages; all copy subject to regulations of the Canadian Broadcasting Corp. **News:** Transradio.

## SASKATCHEWAN STATIONS—Continued

### CKCK, REGINA

**Operator:** Leader-Post, Ltd., Leader-Post Bldg. **Phone:** 8525. **Power:** 1,000 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April, 1922. (Note: This station is newspaper owned by the Regina Leader-Post.)

**General manager:** G. Gaetz. **Commercial manager:** A. J. Balfour. **Program director, artists bureau head:** W. A. Speers. **Musical director:** A. R. Smith.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Supply listings and publicity through Leader-Post and weeklies throughout province; dealer contacts; co-operate in placing window displays, etc.; all services rendered gratis. **Foreign language programs:** No set rules, as no requests have been received to date. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

**Copy restrictions:** Conform to rules and regulations of Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus. **News:** British UP, also local news from parent paper. **News periods:** Not listed.

### CFQC, SASKATOON

**Operator:** A. A. Murphy & Sons Ltd., 216 First Avenue, N. **Phones:** 7282; 5374. **Power:** 1,000 watts on 600 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July, 1923.

**Owner, general and station manager:** A. A. Murphy. **Commercial manager:** Vernon Dallin. **Program and musical director:** C. Cairns. **Chief engineer:** S. Clifton.

**Rep:** Joseph Hershey McGillvra; Jack Slatter (Toronto, Montreal). **Seating**

**facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus; Standard. **News:** British UP. **News periods:** 7:45 A.M., 11:45 A.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 4:30-4:45 P.M., Sunday only.

### CJGX, YORKTON

**Operator:** Dawson Richardson Publications, Ltd., 171 McDermot Ave., Winnipeg, Man. **Phone:** 92-531. **Power:** 1,000 watts on 1430 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** August, 1927. (Note: This station is operated by remote control over leased lines from Winnipeg, Manitoba.)

**Manager:** A. L. Garside. **Program director:** Clinton Godwin. **Chief engineer:** Arthur Mills. **Publicity director:** Cyril F. Greene.

**Rep:** Inland Broadcasting Service (Winnipeg); Jack Slatter (Toronto); Joseph Hershey McGillvra (U. S.). **Seating facilities:** Local theatre, 850; main dining room of the Yorkton hotel, 250. **Merchandising:** Contact local merchants; distribute cards, etc. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 8:15-8:25 A.M., 1-1:10 P.M., 7:30-7:40 P.M., 9:30-9:40 P.M., 10-10:15 P.M., all Monday through Saturday; 5-5:10 P.M., 10-10:15 P.M., Sunday.

## CANADIAN BROADCASTING CORPORATION OFFICERS:

General Manager—W. E. Gladstone Murray.....Ottawa, Ontario  
Asst. General Manager—Augustine Frigon.....Keefer Building, Montreal, P. Q.  
Chief Executive Asst.—Donald Manson.....Ottawa, Ontario  
Asst. to the General Manager—E. A. Pickering...Ottawa, Ontario  
General Supervisor of Programs—E. L. Bushnell..341 Church St., Toronto, Ontario  
Chief Engineer—G. W. Olive.....Keefer Building, Montreal, P. Q.  
Secretary—R. P. Landry.....Ottawa, Ontario  
Treasurer—Harry Baldwin.....Ottawa, Ontario  
Commercial Manager—E. A. Weir.....1 Hayter Street, Toronto, Ontario  
Sup'vr Press and Information Service—E. A. Weir..1 Hayter Street, Toronto, Ontario  
Traffic Manager—E. W. Jackson.....1 Hayter Street, Toronto, Ontario  
Supervisor of Station Relations—H. N. Stovin.....1 Hayter Street, Toronto, Ontario

# NATIONAL ASSOCIATION OF BROADCASTERS

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## *Board of Directors*

**Paul W. Morency, General Manager**  
Radio Station WTIC  
Hartford, Conn.  
(District 1)

**Harry C. Wilder, President**  
Radio Station WSYR  
Syracuse, N. Y.  
(District 2)

**Clifford M. Chafey, General Manager**  
Radio Station WEEU  
Reading, Pa.  
(District 3)

**John A. Kennedy, President**  
Radio Station WBLK  
Clarksburg, W. Va.  
(District 4)

**W. Walter Tison, Director**  
Radio Station WFLA  
Tampa, Fla.  
(District 5)

**Edwin W. Craig, Vice-President**  
Radio Station WSM  
Nashville, Tenn.  
(District 6)

**J. H. Ryan, Vice-President**  
Radio Station WSPD  
Toledo, Ohio  
(District 7)

**John E. Fetzer, President**  
Radio Station WKZO  
Kalamazoo, Mich.  
(District 8)

**Gene T. Dyer, President**  
Radio Station WGES  
Chicago, Ill.  
(District 9)

**John J. Gillin, Jr., Manager**  
Radio Station WOW  
Omaha, Nebr.  
(District 10)

**Earl H. Gammons, General Manager**  
Radio Station WCCO  
Minneapolis, Minn.  
(District 11)

**Herbert Hollister, General Manager**  
Radio Station KANS  
Wichita, Kans.  
(District 12)

**O. L. Taylor, General Manager**  
Radio Station KGNC  
Amarillo, Tex.  
(District 13)

**Eugene P. O'Fallon, President**  
Radio Station KFEL  
Denver, Colo.  
(District 14)

**Howard Lane, Manager**  
Radio Station KFBK  
Sacramento, Calif.  
(District 15)

**Donald W. Thornburgh, Vice-President**  
Radio Station KNX  
Los Angeles, Calif.  
(District 16)

**C. W. Myers, President**  
Radio Station KOIN  
Portland, Ore.  
(District 17)

## *Directors-at-Large\**

**Harold Hough, General Manager**  
Radio Station WBAP  
Fort Worth, Tex.  
(Clear Channel; District 13)

**Lambdin Kay, Director**  
Radio Station WSB  
Atlanta, Ga.  
(District 5)

**Frank M. Russell, Vice-President**  
Radio Station WRC  
Washington, D. C.  
(Regional Channel; District 4)

**Elliott Roosevelt, President**  
Hearst Radio, Inc.  
20 East 57th St.  
New York, N. Y.  
(District 13)

**John Elmer, President**  
Radio Station WCBM  
Baltimore, Md.  
(Local Channel; District 4)

**Edward A. Allen, President**  
Radio Station WLVA  
Lynchburg, Va.  
(District 4)

*\*Note: These directors-at-large were to be replaced by a new panel in July, 1939.*

## N. A. B. COMMITTEES—Continued

### *Accounting Committee*

**Harry C. Wilder (Committee Chairman)**  
Radio Station WSYR  
Syracuse, N. Y.

**L. A. Benson**  
Radio Station WIL  
St. Louis, Mo.

**E. E. Hill**  
Radio Station WORC  
Worcester, Mass.

**E. M. Stoer**  
Hearst Radio, Inc.  
New York, N. Y.

**Harold Wheelahan**  
Radio Station WSMB  
New Orleans, La.

**Frank White**  
Columbia Broadcasting System  
New York, N. Y.

**Mark Woods**  
National Broadcasting Company, Inc.  
New York, N. Y.

### *Committee to Consider Report of NAB Bureau of Copyrights, Inc.*

**John Elmer (Committee Chairman)**  
Radio Station WCBM  
Baltimore, Md.

**John J. Gillin, Jr.**  
Radio Station WOW  
Omaha, Nebr.

**Harold Hough**  
Radio Station WBAP  
Fort Worth, Tex.

### *Committee to Study Questions of Associate Memberships in NAB*

**John J. Gillin, Jr. (Committee Chairman)**  
Radio Station WOW  
Omaha, Nebr.

**Earl H. Gammons**  
Radio Station WCCO  
Minneapolis, Minn.

**Eugene P. O'Fallon**  
Radio Station KFEL  
Denver, Colo.

### *The Copyright Committee*

**Edwin W. Craig**  
Radio Station WSM  
Nashville, Tenn.

**Walter J. Damm**  
Radio Station WTMJ  
Milwaukee, Wis.

**John Elmer**  
Radio Station WCBM  
Baltimore, Md.

**I. R. Lounsberry**  
Radio Station WGR  
Buffalo, N. Y.

**Gregory Gentling**  
Radio Station KROC  
Rochester, Minn.

**Edward Klauber, Executive Vice-President**  
Columbia Broadcasting System  
New York, N. Y.

**Lenox Lohr, President**  
National Broadcasting Company  
New York, N. Y.

**Clair McCollough**  
Radio Station WGAL  
Lancaster, Pa.

**John Shepard, III, President**  
The Yankee Network  
Boston, Mass.

**Theodore C. Streibert, Vice-President**  
Mutual Broadcasting System  
New York, N. Y.

**Harold Wheelahan**  
Radio Station WSMB  
New Orleans, La.

### *Engineering Committee*

**John V. L. Hogan (Committee Chairman)**  
Radio Station WQXR  
New York, N. Y.

**E. K. Cohan**  
Columbia Broadcasting System  
New York, N. Y.

**J. H. DeWitt, Jr.**  
Radio Station WSM  
Nashville, Tenn.

**William G. Egerton**  
Radio Station KTSA  
San Antonio, Tex.

**John E. Fetzer**  
Radio Station WKZO  
Kalamazoo, Mich.

**O. B. Hanson**  
National Broadcasting Company, Inc.  
New York, N. Y.

## N. A. B. COMMITTEES—Continued

**Albert E. Heiser**  
Radio Station WLVA  
Lynchburg, Va.

**Herbert Hollister**  
Radio Station KANS  
Wichita, Kans.

**Porter Houston**  
Radio Station WCBM  
Baltimore, Md.

**Paul A. Loyet**  
Radio Station WHO  
Des Moines, Ia.

**Paul de Mars**  
Radio Station WNAC  
Boston, Mass.

**Carl J. Meyers**  
Radio Station WGN  
Chicago, Ill.

**J. R. Poppele**  
Radio Station WOR  
New York, N. Y.

**John T. Schilling**  
Radio Station WHB  
Kansas City, Mo.

**William H. West**  
Radio Station WTMV  
East St. Louis, Ill.

### *Executive Committee*

**Neville Miller**  
National Association of Broadcasters  
Washington, D. C.

**Edwin W. Craig**  
Radio Station WSM  
Nashville, Tenn.

**Walter J. Damm**  
Radio Station WTMJ  
Milwaukee, Wis.

**John Elmer**  
Radio Station WCBM  
Baltimore, Md.

**Mark Ethridge**  
Radio Station WHAS  
Louisville, Ky.

**Herbert Hollister**  
Radio Station KANS  
Wichita, Kans.

**Frank M. Russell**  
Radio Station WRC  
Washington, D. C.

### *Committee of Six of Federal Radio Education Committee*

**Levering Tyson (Committee Chairman)**  
National Advisory Council on Radio in  
Education, Inc.  
New York, N. Y.

**Hadley Cantril**  
Princeton University  
Princeton, N. J.

**Dr. W. W. Charters**  
Ohio State University  
Columbus, Ohio

**Neville Miller**  
National Association of Broadcasters  
Washington, D. C.

**John F. Royal**  
National Broadcasting Company, Inc.  
New York, N. Y.

**Frederick A. Willis**  
Columbia Broadcasting System  
New York, N. Y.

### *Finance Committee of the Board of Directors*

**Harold Hough (Committee Chairman)**  
Radio Station WBAP  
Fort Worth, Tex.

**Earl H. Gammons**  
Radio Station WCCO  
Minneapolis, Minn.

**John Shepard, III**  
Yankee Network  
Boston, Mass.

### *Labor Committee*

**Samuel R. Rosenbaum (Committee Chair-  
man)**  
Radio Station WFIL  
Philadelphia, Pa.

**Ralph R. Brunton**  
Radio Station KJBS  
San Francisco, Calif.

**Don S. Elias**  
Radio Station WWNC  
Asheville, N. C.

**Earl J. Glade**  
Radio Station KSL  
Salt Lake City, Utah

## N. A. B. COMMITTEES—Continued

**George W. Norton, Jr.**  
Radio Station WAVE  
Louisville, Ky.

**J. H. Ryan**  
Radio Station WSPD  
Toledo, Ohio

**Lloyd C. Thomas**  
Radio Station WROK  
Rockford, Ill.

### *Legislative Committee*

**John A. Kennedy (Committee Chairman)**  
Radio Station WBLK  
Clarksburg, W. Va.

**Harry C. Butcher**  
Radio Station WJSV  
Washington, D. C.

**Edwin W. Craig**  
Radio Station WSM  
Nashville, Tenn.

**William B. Dolph**  
Radio Station WOL  
Washington, D. C.

**John Elmer**  
Radio Station WCBM  
Baltimore, Md.

**Luther L. Hill**  
Radio Station KRNT  
Des Moines, Ia.

**Frank M. Russell**  
Radio Station WRC  
Washington, D. C.

**Theodore C. Streibert**  
Radio Station WOR  
New York, N. Y.

### *The Program Standards Committee*

**Neville Miller (Committee Chairman)**  
National Association of Broadcasters  
Washington, D. C.

**Edgar L. Bill**  
Radio Station WMBD  
Peoria, Ill.

**E. B. Craney**  
Radio Station KGIR  
Butte, Mont.

**Walter J. Damm**  
Radio Station WTMJ  
Milwaukee, Wis.

**Earl J. Glade**  
Radio Station KSL  
Salt Lake City, Utah

**Herbert Hollister**  
Radio Station KANS  
Wichita, Kans.

**Edward Klauber**  
Columbia Broadcasting System  
New York, N. Y.

**Lenox Lohr**  
National Broadcasting Company, Inc.  
New York, N. Y.

**Paul W. Morency**  
Radio Station WTIC  
Hartford, Conn.

**Samuel R. Rosenbaum**  
Radio Station WFIL  
Philadelphia, Pa.

**Theodore C. Streibert**  
Mutual Broadcasting System  
New York, N. Y.

**Karl O. Wyler**  
Radio Station KTSM  
El Paso, Tex.

### *Sales Managers Committee*

**Craig Lawrence (Committee Chairman)**  
Radio Station KSO  
Des Moines, Ia.

**Frank Bishop**  
Radio Station KFEL  
Denver, Colo.

**Charles C. Caley**  
Radio Station WMBD  
Peoria, Ill.

**K. W. Church**  
Radio Station KMOX  
St. Louis, Mo.

**William R. Cline**  
Radio Station WLS  
Chicago, Ill.

**E. Y. Flanigan**  
Radio Station WSPD  
Toledo, Ohio

**Purnell Gould**  
Radio Station WFBR  
Baltimore, Md.

**Herbert Hollister**  
Radio Station KANS  
Wichita, Kans.

**J. Buryl Lottridge**  
Radio Station KTUL  
Tulsa, Okla.

## N. A. B. COMMITTEES—Continued

### *Wage and Hour Act Committee*

**Joseph L. Miller (Acting Committee Chairman)**

National Association of Broadcasters  
Washington, D. C.

**H. W. Batchelder**

Radio Station WFBR  
Baltimore, Md.

**William B. Dolph**

Radio Station WOL  
Washington, D. C.

**John V. L. Hogan**

Radio Station WQXR  
New York, N. Y.

**C. T. Lucy**

Radio Station WRVA  
Richmond, Va.

### *NAB-RMA Committee*

#### *(NAB)*

**Neville Miller (Committee Chairman)**

National Association of Broadcasters  
Washington, D. C.

**Edward Klauber**

Columbia Broadcasting System  
New York, N. Y.

**I. R. Lounsberry**

Radio Stations WGR-WKBW  
Buffalo, N. Y.

**H. Bliss McNaughton**

Radio Station WTBO  
Cumberland, Md.

**Theodore Streibert**

Mutual Broadcasting System  
New York, N. Y.

**E. M. Kirby**

National Association of Broadcasters  
Washington, D. C.

#### *(RMA)*

**James M. Skinner (Committee Chairman)**

Philadelphia Storage Battery Company  
Philadelphia, Pa.

**Henry C. Bonfig**

RCA Manufacturing Company, Inc.  
Camden, N. J.

**Powel Crosley**

The Crosley Corporation  
Cincinnati, Ohio

**Com. E. F. McDonald, Jr.**

Zenith Radio Corporation  
Chicago, Ill.

**A. S. Wells (Ex-officio Member)**

Wells-Gardner Company  
Chicago, Ill.

### *Research Committee*

**\*Arthur B. Church (Committee Chairman)**

Radio Station KMBC  
Kansas City, Mo.

**H. K. Carpenter**

Radio Station WHK  
Cleveland, Ohio

**John V. L. Hogan**

Radio Station WQXR  
New York, N. Y.

**\*Paul Keston**

Columbia Broadcasting System  
New York, N. Y.

**\*J. O. Maland**

Radio Station WHO  
Des Moines, Ia.

**George Roeder**

Radio Station WCBM  
Baltimore, Md.

**\*Roy C. Witmer**

National Broadcasting Company, Inc.  
New York, N. Y.

**Paul F. Peter (Ex-officio)**

National Association of Broadcasters  
Washington, D. C.

**\*Neville Miller**

National Association of Broadcasters  
Washington, D. C.

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\*Committee of five representing NAB  
on the Joint Committee on Radio Research.  
Mr. Miller is chairman of this group.

### *NAB Committee of Cooperation Between Press, Radio and Bar*

**Harry C. Butcher**

Radio Station WJSV  
Washington, D. C.

**Louis G. Caldwell**

Washington, D. C.

**Philip G. Loucks**

Washington, D. C.

**Neville Miller**

National Association of Broadcasters  
Washington, D. C.

## N. A. B. COMMITTEES—Continued

**Frank M. Russell**  
Radio Station WRC  
Washington, D. C.

**Jack R. Howard**  
Radio Station WCPO  
Cincinnati, Ohio

### *Committee of Independent Broadcasters*

**Lloyd C. Thomas**  
Rockford, Ill.

**H. Bliss McNaughton**  
Radio Station WTBO  
Cumberland, Md.

**Harold A. LaFount**  
Radio Station WCOP  
Boston, Mass.

**Stanley Schultz**  
Radio Station WLAW  
Lawrence, Mass.

**C. Alden Baker**  
Radio Station WCHS  
Charleston, W. Va.

**Edgar Schutz**  
Radio Station WIL  
St. Louis, Mo.

**Gregory Gentling**  
Radio Station KROC  
Rochester, Minn.

**Frank R. Smith, Jr.**  
Radio Station WWSW  
Pittsburgh, Pa.

## N. A. B. PRESIDENTS SINCE 1923

Eugene F. McDonald, Jr. (WJAZ, Chicago, Ill.)	1923-1925
Frank W. Elliot (WHO, Des Moines, Ia.)	1925-1926
Earle C. Anthony (KFI, Los Angeles, Calif.)	1926-1928
William S. Hedges (WMAQ, Chicago, Ill.)	1928-1930
Walter J. Damm (WTMJ, Milwaukee, Wis.)	1930-1931
Harry Shaw (WMT, Cedar Rapids, Ia.)	1931-1932
J. Truman Ward (WLAC, Nashville, Tenn.)	1932-1933
Alfred J. McCosker (WOR, New York City)	1933-1935
Leo Fitzpatrick (WJR, Detroit)	1935-1936
Charles W. Myers (KOIN, Portland, Ore.)	1936-1937
John Elmer (WCBM, Baltimore, Md.)	1937-1938
Phillip G. Loucks (counsel)	1938
Mark Ethridge (WHAS, Louisville, Ky.)	1938
Neville Miller (ex-mayor, Louisville, Ky.)	1938

## N. A. B. CONVENTIONS, 1923-1939

First annual convention, 1923	Chicago, Ill.
Second annual convention, 1924	New York City
Third annual convention, 1925	New York City
Fourth annual convention, 1926	New York City
Fifth annual convention, Sept. 19-21, 1927	New York City
Sixth annual convention, Oct. 15-17, 1928	Washington, D. C.
Seventh annual convention, Nov. 3-6, 1929	West Baden, Ind.
Eighth annual convention, Nov. 17-19, 1930	Cleveland, O.
Ninth annual convention, Oct. 26-28, 1931	Detroit, Mich.
Tenth annual convention, Nov. 14-16, 1932	St. Louis, Mo.
Eleventh annual convention, Oct. 9-11, 1933	White Sulphur Springs, W. Va.
Twelfth annual convention, Sept. 17-19, 1934	Cincinnati, O.
Thirteenth annual convention, July 8-11, 1935	Colorado Springs, Colo.
Fourteenth annual convention, July 5-8, 1936	Chicago, Ill.
Fifteenth annual convention, June 20-23, 1937	Chicago, Ill.
Special convention, Oct. 12-13, 1937	New York City
Sixteenth annual convention, Feb. 14-15, 1938	Washington, D. C.
Seventeenth annual convention, July 10-13, 1939	Atlantic City, N. J.



# STATION REPRESENTATIVES

Information on the personnel and offices of the various U. S., Canadian, and foreign station representatives is given below.

Those firms whose names bear an asterisk (\*) also represent newspapers or other media as well as radio stations.

## **All-Canada Radio Facilities, Ltd. Officers:**

H. R. Carson, president, managing director; A. R. Gibson, secretary. **Winnipeg office:** c/o CKY, Manitoba Telephone System Bldg., Portage Ave., E.; P. H. Gaynor, representative (phone 92 191). **Calgary office:** Southam Bldg. (R 2021); F. W. Cannon, manager. **Montreal office:** Dominion Square Bldg. (LA 6400); Burt Hall, manager. **Toronto office:** 305 Victory Bldg. (Elgin 2464); G. F. Herbert, manager. **Vancouver office:** 541 W. Georgia St. (Trinity 1391); J. E. Baldwin, manager. (Note: This firm also serves as Canadian distributors for various American transcription producers, and is an amalgamation of the former All-Canada Broadcasting System and United Broadcast Sales, Ltd.)

**William H. Anderson & Co., Inc. New York office:** 25 Broadway (Digby 4-2478).

**Associated Broadcast Advertising Co. Officers:** Irving T. Porter, commercial manager and owner. **New York sales office for Station WFAS:** 152 W. 42nd St. (Wisconsin 7-2299). **Personnel:** Irving T. Porter; Gertrude Baron, Helen Gray.

**Associated Broadcasting Co., Ltd. Toronto office:** Hermant Bldg. (Elgin 3345); E. A. Byworth, president. **Montreal office:** Dominion Square Bldg. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer.

**Bertha Bannan. Boston office:** 15 Little Bldg. (Hancock 6178).

**I. Beck, Inc. New York office:** 331 Fourth Ave. (Gramercy 5-2947). **Personnel:** Irving Goldman. (Representative for KZIB, Manila, P. I.).

**Paul Belaire. Boston office:** 80 Federal St. (Liberty 0437).

**Walter Biddick Co. Officers:** Walter Bid-

dick, general manager. **Los Angeles office:** 568 Chamber of Commerce Bldg. (Richmond 6184). **Personnel:** James C. McCormick, manager; C. A. Burpee. **San Francisco office:** 1623 Russ Bldg. (Sutter 5415). **Personnel:** Don C. Robbins. **Seattle office:** 1038 Exchange Bldg. (Main 6440).

**\*R. J. Bidwell Co. San Francisco office:** 703 Market St. (Exbrook 7604). **Personnel:** R. J. Bidwell, president, treasurer. **Los Angeles office:** 1031 S. Broadway (Prospect 3746). **Personnel:** W. H. Grubbs in charge.

**John Blair & Co. Officers:** John Blair, president; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. **Chicago office:** 520 N. Michigan Ave. (Superior 8659). **Personnel:** John Blair, manager; Gale Blocki, Jr.; Charles F. Dilcher; W. Ward Dorrell. **New York office:** 341 Madison Ave. (Murray Hill 9-6084). **Personnel:** George W. Bolling, manager; Richard D. Buckley, William H. Weldon, H. Leach Laney. **Detroit office:** New Center Bldg. (Madison 7889). **Personnel:** R. H. Bolling, manager. **San Francisco office:** Russ Bldg. (Douglas 3188). **Personnel:** Lindsey Spight, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 3584). **Personnel:** Carleton Coveny, manager.

**Grover W. Boyd** (affiliated with DeLisser-Boyd, Inc., newspaper representatives). **Officers:** Grover W. Boyd, president; William F. Gallagher, treasurer. **New York office:** 30 Rockefeller Plaza (Circle 7-4324). **Personnel:** Grover W. Boyd in charge. **Philadelphia office:** 1471 Chestnut St. **Chicago office:** 612 N. Michigan Ave.

**\*The Branham Co. Officers:** John Petrie, president. **Chicago office:** 360 N. Michigan Ave. (Central 5726). **Personnel:**

# WEED

AND COMPANY

NEW YORK  
DETROIT  
CHICAGO  
SAN FRANCISCO



RADIO STATION  
REPRESENTATIVES



## STATION REPRESENTATIVES—Continued

- E. F. Corcoran, vice-president; L. S. Greenberg, secretary-treasurer, head of accounting department; H. C. Shomaker, J. B. Guenther, C. B. Peterson, Joseph F. Timlin, Carl Sundberg, in charge of research. **New York office:** 230 Park Ave. (Murray Hill 6-1860). **Personnel:** Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly, John E. Dean. **Detroit office:** General Motors Bldg. (Trinity 1-0440). **Personnel:** H. A. Anderson, Edwin Charney. **St. Louis office:** Arcade Bldg. (Chestnut 6192). **Personnel:** W. F. Patzlaff. **Kansas City office:** National Fidelity Life Bldg. (Harrison 1023). **Personnel:** George F. Dillon, Julian Kirk. **Los Angeles office:** 448 S. Hill St. (Michigan 1269). **Personnel:** W. L. Blythe. **Atlanta office:** Rhodes Haverly Bldg. (Walnut 4851). **Personnel:** J. B. Keough. **Dallas office:** Mercantile Bldg. (2-8569). **Personnel:** A. J. Putnam, J. P. Dobbs. **San Francisco office:** George D. Close, Inc., 5 S. Third St. (Garfield 6740). **Personnel:** G. D. Close, J. H. Hornung. **Seattle office:** George D. Close, Inc. 1004 Second Ave. (Melrose 9193). **Personnel:** Arthur G. Neitz. **Portland office:** George D. Close, Inc., 429 S.W. Fourth Ave. (Atwater 7484). **Personnel:** Fred Young. **Charlotte office:** 612 Commercial National Bank Bldg. (8839). **Personnel:** H. L. Ralls.
- \*Bryant-Griffith & Brunson, Inc. Officers:** Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. **New York office:** 9 E. 41st St. (Murray Hill 2-2174). **Personnel:** Harry C. Griffith, George Gundling, Bob Greene, Frank J. Coyle, John McDonald. **Chicago office:** 360 N. Michigan Ave. (Andover 1040). **Personnel:** Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. **Detroit office:** General Motors Bldg. (Madison 3534). **Personnel:** Harry W. Pollard, manager. **Atlanta office:** Walton Bldg. (Walnut 1231). **Personnel:** B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). **Boston office:** 201 Devonshire St. (Liberty 4259). **Personnel:** Joseph F. Walsh, manager; P. B. Silk. **Salt Lake City office:** 838 24th St. **Personnel:** J. Wayne Eldredge.
- Burn-Smith Co., Inc. Officers:** John A. Toothill, president; J. Byron Smith II, secretary, treasurer. **New York office:** 7 West 44th St. (Murray Hill 2-7462). **Chicago office:** 2001 Bell Bldg. (Central 4270). **Detroit office:** New Center Bldg. (Madison 3350).
- \*The Capper Publications, Inc. Officers:** Arthur Capper, president and publisher; Marco Morrow, vice-president and assistant publisher; H. S. Blake, vice-president and general manager. Ben Ludy, manager WIBW; W. A. Bailey, manager KCKN. **New York office:** 420 Lexington Ave. (Mohawk 4-3280). **Personnel:** W. L. McKee, Dean Bailey. **Chicago office:** 180 N. Michigan Ave. (Central 5977). **Personnel:** Felix Morris. **Detroit office:** General Motors Bldg. (Madison 2125). **Personnel:** Edward McKernon. **Cleveland office:** 1013 Rockwell Ave. (Cherry 5775). **Kansas City (Mo.) office:** 21 W. 10th St. (Harrison 4700). **Kansas City (Kans.) office:** Eighth and Armstrong. **Topeka office:** Eighth and Jackson Ave. **St. Louis office:** 2202 Pine St. (Central 3330). **San Francisco office:** Russ Bldg. (Douglas 5220). **Personnel:** W. B. Flowers.
- Conquest Alliance Co., Inc. Officers:** C. H. Venner, Jr., president; A. M. Martinez, vice-president; Henry S. Hendricks, secretary. **New York office:** 515 Madison Ave. (Plaza 3-5650). **Rio de Janeiro office:** Edificio Odeon, Sala 710. **Personnel:** Roberto Constantinesco, manager. **Havana office:** Edificio La Metropolitana. **Personnel:** Rene Canizares, manager.
- Cox and Tanz. New York office:** 535 Fifth Ave. (Murray Hill 2-8284). **Personnel:** E. R. Tanz, manager in charge. **Chicago office:** 228 N. LaSalle St. (Franklin 2095). **Personnel:** A. P. Cox, manager in charge. **Philadelphia office:** Drexel Bldg. (Lombard 1720). **Personnel:** Joseph Cox, manager in charge.
- \*Allan W. Creel. New York office:** 15 E. 40th St. (Lexington 2-4588).
- Harry E. Cummings. Jacksonville (Fla.) office:** 306 Florida National Bank Bldg. (3-0381).
- John G. Dale. New York office:** 551 Fifth Ave. (Murray Hill 2-8219). **Chicago office:** 360 N. Michigan Ave. (Dearborn 0351).
- James F. Fay. Officers:** James F. Fay, president and treasurer; Gertrude Saxe, office manager. **Boston office:** 1011 Statler Bldg. (Hubbard 1225).
- William M. Fleischman, Jr. New York office:** 247 Park Ave. (Eldorado 5-5183). (See also William D. Watson, Chicago associate.)
- Forjoe & Co. Officers:** Joseph Bloom,



**Y**EAR after year, more important spot advertisers buy more time through Radio Sales.

Radio Sales, unlike most station representatives, is part of the organization it represents—the stations *operated by* CBS. As a division of the Columbia Broadcasting System, Radio Sales makes available to all of its clients the most complete facilities in radio...Columbia's Market Research, Promotion, Publicity and Program Departments.

These services help make spot radio pay when added to...

### **LISTENING AUDIENCES FOR YOUR ADVERTISING**

In nine major markets, are nine major CBS stations represented by Radio Sales. With the heaviest big-time, big-name network structure in radio, these important stations provide big habitual audiences for your spot programs.

Radio Sales stations span the nation. They represent almost every known spot need...varying from stations with broad regional coverage to those concentrating their influence in a single trading area...from stations that serve rich farming areas to those whose appeal is solely to industrial regions...

But in one respect, these stations are all alike. Each is operated by CBS—offering advertisers and listeners the benefits of single-standard management and program policies...the policies established by Columbia, the world's largest network.

And—for advertisers—an integral part of this complete service is Radio Sales—likewise, a division of Columbia—to provide prompt, efficient, complete service regarding these stations and the markets which they cover.

Whether you plan a widespread spot radio campaign or seek to test radio in a limited way, consult Radio Sales—the spot radio *service* unit for Columbia's own stations.

## RADIO SALES

*A Division of the Columbia Broadcasting System. New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N.C., Los Angeles, San Francisco*

OPERATED BY COLUMBIA  
REPRESENTED BY RADIO SALES

WABC New York   WBBM Chicago   WEEL Boston  
WCCO Minneapolis-St. Paul   KMOX St. Louis  
KNX Los Angeles   WBT Charlotte, N. C.  
WKRC Cincinnati   WJSV Washington  
The Columbia Pacific Network;  
The Columbia New England Network;  
(also representing WAPI, Birmingham)

## STATION REPRESENTATIVES—Continued

president; Forrest U. Daughdrill, vice-president, general manager. **New York office:** 19 West 44th St. (Vanderbilt 6-3816).

**Free & Peters, Inc. Officers:** James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc. **Chicago office:** 180 N. Michigan Ave. (Franklin 6373). **Personnel:** James L. Free, manager; Hugh M. Feeley, sales manager; Hal W. Hoag, A. J. Barry, Jr., J. W. Knodel. **New York office:** 247 Park Ave. (Plaza 5-4131). **Personnel:** H. Preston Peters, manager; Russel Woodward, sales manager; C. T. Clyne, H. K. Boice, Jr., Robert G. Patt. **Detroit office:** New Center Bldg. (Trinity 2-8444). **Personnel:** Charles G. Burke, manager. **San Francisco office:** One Eleven Sutter (Sutter 4353). **Personnel:** A. Leo Bowman, manager. **Atlanta office:** Bona Allen Bldg. (Jackson 1678). **Personnel:** F. Lacelle Williams, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Richmond 6184). **Personnel:** Walter Biddick, manager; James C. McCormick.

**Gene Furgason & Co. (formerly Furgason & Aston, Inc.). Officers:** Gene Furgason, president; C. L. Sleininger, secretary-treasurer; Arch Kerr, vice-president. **New York office:** 551 Fifth Ave. (Murray Hill 2-3734). **Personnel:** Gene Furgason in charge; Harry Burdick. **Chicago office:** 360 N. Michigan Ave. (State 5262). **Personnel:** C. L. Sleininger in charge; Arch Kerr; Howard Dodge. **Kansas City office:** 1012 Baltimore St. (Grand 0810). **Personnel:** Joseph J. Farrell. **San Francisco office:** 681 Market St. (Douglas 4475). **Personnel:** Homer O. Griffith.

**Norman B. Furman, Inc. President:** Norman B. Furman. **New York office:** 117 West 46th St. (Longacre 3-0035).

**Arthur H. Hagg & Associates, Inc. Chicago office:** 360 N. Michigan Ave. (Central 7553). **New York office:** 366 Madison Ave. (Vanderbilt 3-1265). **Denver office:** 1863 Wazee St. (Keystone 2371). **Kansas City office:** 6810 Edgevale Rd. (Jackson 8308). **Omaha office:** 340 Electric Bldg. (JA 7319). **San Francisco office:** 564 Market St. (Garfield 7511).

**Hearst Radio. (See also International**

**Radio Sales.) Officers:** T. J. White, vice-president; Bradley Kelly, vice-president; O. J. Fernsten, assistant treasurer; R. F. McCauley, secretary; W. P. McGoldrick, assistant secretary; H. S. MacKay, Jr., resident assistant secretary, Los Angeles; Grove J. Fink, resident vice-president, San Francisco. **New York office:** International Radio Sales (division of Hearst Radio), 20 East 57th St. (Plaza 8-2600). **Personnel:** Loren L. Watson, general manager; Robert E. Howard, Allan W. Kerr. **Chicago office:** International Radio Sales (division of Hearst Radio), 326 W. Madison St. (Central 6124). **Personnel:** Ralph N. Weil, manager; J. Chris Hetherington, Robert M. Flanagan. **San Francisco office:** International Radio Sales (division of Hearst Radio), Third and Market Sts. (Douglas 2536). **Personnel:** John Livingston, manager. **Los Angeles office:** 141 N. Vermont Ave. (Exposition 1341). **Personnel:** John Livingston, manager.

**Harold C. Higgins. Chicago office:** Tribune Tower (Superior 5110).

**George P. Hollingbery Co. (formerly Craig & Hollingbery, Inc.). Chicago office:** 307 N. Michigan Ave. (State 2898). **Personnel:** George P. Hollingbery, president. **New York office:** 420 Lexington Ave. (Murray Hill 3-8078). **Personnel:** F. E. Spencer, Jr., manager. **Detroit office:** Park and Adams Sts. (Cherry 5200). **Personnel:** Fred F. Hague, manager. **San Francisco office:** 564 Market St. (Garfield 7511). **Personnel:** J. Leslie Meek, manager. **Atlanta office:** Walton Bldg. (Walnut 4039). **Personnel:** George Kohn, manager.

**Inland Broadcasting Service. Officers:** Dawson Richardson, president; A. L. Garside, manager. **Winnipeg office:** 171 McDermot Ave. (92 531). **Toronto office:** Affiliated with Jack Slatter, 4 Albert St. (Adelaide 3383).

**International Broadcasting Co., Ltd. Officers:** Capt. Leonard F. Plugge, chairman; G. Shanks, H. E. Needham, directors; Richard L. Meyer, general manager; Frank Lamping, assistant general manager; Jack Hargreaves, programme director. **London (England) office:** 37, Portland Place, London, W. 1 (Langham 2000). (European agents for Canadian Broadcasting Corp.; British Empire agents for Norwegian Radio Corp.)

**International Radio Sales. (See also Hearst Radio.) (Division of Hearst Radio.)**

## STATION REPRESENTATIVES—Continued

**New York office:** 20 East 57th St. (Plaza 8-2600). Personnel: Loren L. Watson, general manager; Robert E. Howard, Allan W. Kerr. **Chicago office:** 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; J. Chris Hetherington, Robert M. Flanigan. **San Francisco office:** Third and Market Sts. (Douglas 2536). Personnel: John Livingston, manager. **Los Angeles office:** 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

**\*The Katz Agency, Inc. Officers:** G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; Eugene Katz, secretary. **New York office:** 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris, N. Costello, M. Kellner, S. Rintoul, M. O'Mara. Promotion department: Eugene Katz, D. Denenholz, T. Kruglak, H. R. Goldberg. **Chicago office:** 307 N. Michigan Ave. (Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., O. R. Whitaker, Stanley Ruelman. **Detroit office:** General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. **Atlanta office:** 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. **Philadelphia office:** 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. **Kansas City office:** Bryant Bldg. (Victor 7095). Personnel: Gordon Gray, manager; Gilbert Berry. **San Francisco office:** Monadnock Bldg. (Sutter 7498). Personnel: R. S. Raiton, manager. **Dallas office:** Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.

**\*Kelly-Smith Co. Officers:** Frank W. Miller, president and treasurer; Fred D. Stahl, M. Charles Rogers, vice-presidents; James E. Mullins, secretary. **New York office:** Graybar Bldg. (Mohawk 4-2434). Personnel: F. M. Headley, manager; L. Blumenthal. **Chicago office:** 180 N. Michigan Ave. (Franklin 4687). Personnel: D. S. Reed, manager. **Detroit office:** New Center Bldg. (Madison 4675). Personnel: Robert B. Rains, manager.

**G. B. McDermott. Officers:** G. B. McDermott, J. M. Ward. **Chicago office:** 360 N. Michigan Ave. (State 9493). **New York office:** WMCA, 1657 Broadway (Circle 6-2200).

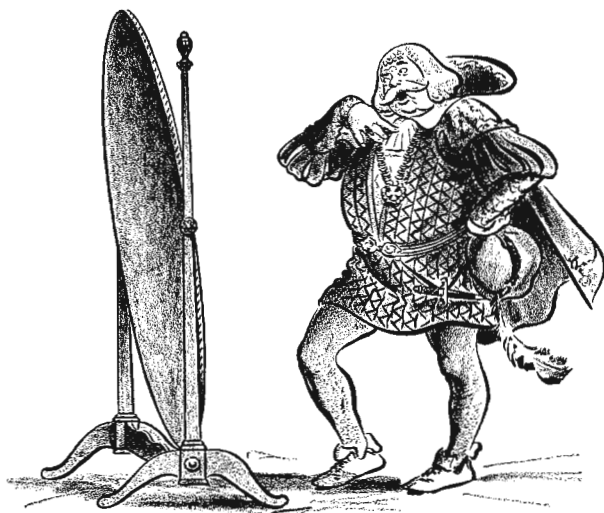
**Joseph Hershey McGillvra. New York office:** 366 Madison Ave. (Murray Hill 2-8755). Personnel: Joseph H. McGillvra,

manager; Adam J. Young, Jr. **Chicago office:** 919 N. Michigan Ave. (Superior 3444). Personnel: S. M. Aston, manager. **San Francisco office:** 627 Mills Bldg. Personnel: Duncan A. Scott, manager. **Los Angeles office:** 527 W. Seventh St. Personnel: William S. Wright, manager. **Toronto (Canada) office:** 1713 Metropolitan Bldg. (Adelaide 4429). Personnel: C. W. Wright, manager; J. L. Alexander. **Montreal office:** 510 Keefer Bldg. Personnel: Lovell Mjckles, Jr., manager.

**\*J. P. McKinney & Son. New York office:** 30 Rockefeller Plaza (Circle 7-1178). **Chicago office:** 400 N. Michigan Ave. (Superior 9866). **San Francisco office:** 557 Market St. (Sutter 5333).

**\*Mitchell & Ruddell, Inc. Kansas City office:** 1004 Baltimore (Victor 1421). **Chicago office:** 180 N. Michigan Ave. (Central 1160). **New York office:** 295 Madison Ave. (Ashland 4-6698). **St. Louis office:** Insurance Exchange Bldg. (Chestnut 1965).

**National Broadcasting Co., Inc. Headquarters:** 30 Rockefeller Plaza, New York, N. Y. **National spot and local sales manager:** J. V. McConnell. **National spot and local sales New York:** 30 Rockefeller Plaza (CI 7-8300); Maurice M. Boyd, sales manager. **Chicago:** Merchandise Mart (Superior 8300); Oliver Morton, sales manager. **Detroit:** Fisher Bldg. (Trinity 2-7900); Robert H. White (national spot). **Cleveland:** 815 Superior Ave., N. E. (Cherry 0942); Donald G. Stratton (national spot). **Pittsburgh:** Grant Bldg. (Grant 4200). **San Francisco:** 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager. **Hollywood:** Sunset and Vine (Hollywood 6161); Sydney Dixon, sales manager. **Local station sales:** **New York:** WEAJ and WJZ, 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. **Boston:** WBZ-WBZA, Hotel Bradford (Hancock 4261). **Schenectady:** WGY, 1 River Road (Schenectady 4-2211); Kolin Hager, sales manager. **Philadelphia:** KYW, 1619 Walnut St. (Locust 3760); G. B. Thompson, sales manager. **Washington:** WRC-WMAL, Trans Lux Bldg. (Republic 4000); John H. Dodge, sales manager. **Pittsburgh:** KDKA, Grant Bldg. (Grant 4200); William E. Jackson, sales manager. **Cleveland:** WTAM, 815 Superior Ave., N. E. (Cherry 0942); Howard A. Barton, sales manager. **Chicago:** WMAQ-WENR, Merchandise Mart (Superior 8300); Oliver Morton, sales manager. **Denver:** KOA, 1625 California St. (Main 6211); A. W. Crapsey, sales manager. **San Francisco:** KPO-KGO, 111 Sutter St.



## "To be or not to be..."

**T**O be or not to be a radio advertiser—that is a question which needn't be decided "by guess or by gosh" . . . After all, radio is now of sufficient age and background to permit any advertiser to make a seasoned, mature and well-founded decision.

*Helping you to make such a decision is a big part of our job.* The main part, of course, is to sell radio time. But these stations want *permanent* radio advertisers—not a graveyard of failures. To secure the first and preclude the latter, we are just as eager for *wise decisions* as you are yourself.

Our really tremendous files of data—our 165 cumulative years of experience—all our best thought is yours for the asking. We confidently believe that we can help you make a *wise decision* about radio. Won't you give us a ring?

### Exclusive Representatives:

WGR-WKBW	.....	Buffalo
WKCY	.....	Cincinnati
WOC	.....	Davenport
WHO	.....	Des Moines
WDAY	.....	Fargo
WOWO-WGL	.....	Ft. Wayne
KMBC	.....	Kansas City
WAVE	.....	Louisville
WTCN	.....	Minneapolis-St. Paul
WMBD	.....	Peoria
KSD	.....	St. Louis
WFBL	.....	Syracuse

### Southeast

WCSC	.....	Charleston
WIS	.....	Columbia
WPTF	.....	Raleigh
WDBJ	.....	Roanoke

### Southwest

KGKO	.....	Ft. Worth-Dallas
KTUL	.....	Tulsa

### Pacific Coast

KOIN-KALE	.....	Portland
KSFO	.....	San Francisco
KVI	.....	Seattle-Tacoma

# FREE & PETERS, INC.

(AND FREE, JOHNS & FIELD, INC.)

**CHICAGO**  
180 N. Michigan Ave.  
Franklin 6373

**SAN FRANCISCO**  
One Eleven Sutter  
Sutter 4353

**NEW YORK**  
247 Park Ave.  
Plaza 5-4131

**LOS ANGELES**  
C. of C. Bldg.  
Richmond 6184

**DETROIT**  
New Center Bldg.  
Trinity 2-8444

**ATLANTA**  
617 Walton Bldg.  
Jackson 1678



## STATION REPRESENTATIVES—Continued

(Sutter 1920); William B. Ryan, sales manager.

**\*Northern Broadcasting Co., Ltd. Officers:** Jack Cooke, manager; P. M. Seaborn, station relations. **Toronto office:** 305 Victory Bldg. (Elgin 2464). (Handle national sales for own Canadian radio stations and newspapers.)

**Northwest Radio Advertising Co., Inc.**  
**Seattle office:** American Bank Bldg.

**\*John H. Perry Associates.** **New York office:** 225 W. 39th St. (Bryant 9-3357). Personnel: Wm. K. Dorman, manager; W. T. Kelly, Hines Hatchette. **Chicago office:** 122 S. Michigan Ave. (Harrison 8085). Personnel: O. J. Ranft in charge. **Detroit office:** 7338 Woodward Ave. (Madison 0790). Personnel: J. J. Higgins in charge. **Atlanta office:** 406 Chamber of Commerce Bldg. (Walnut 3443). Personnel: R. S. Kendrick in charge. **San Francisco office:** R. J. Bidwell Co., 742 Market St. (Garfield 4917).

**Edward Petry & Co., Inc.** **New York office:** 17 E. 42nd St. (Murray Hill 2-4401). **Chicago office:** 400 N. Michigan Ave. (Delaware 8600). **Detroit office:** General Motors Bldg. (Madison 1035). **San Francisco office:** 111 Sutter St. (Garfield 4010). **Los Angeles office:** Edison Bldg., 601 W. Fifth St. (Michigan 8729). **St. Louis office:** Southwestern Bell Telephone Bldg. (Garfield 5194).

**Radio Advertising Corp. Officers:** Barnwell Elliott, president; Henri O. Molley, vice-president; Robert T. Williams, treasurer; Gladola Dilly, secretary. **New York office:** 341 Madison Ave. (Murray Hill 4-0212). **Chicago office:** 400 N. Michigan Ave. (Whitehall 4262). Personnel: George Roesler, manager (also Chicago manager of CKLW, Detroit). **Cleveland office:** Terminal Tower (Prospect 5800). Personnel: Charles A. Stevens. **San Francisco office:** Russ Bldg. (Exbrook 4860). **Los Angeles office:** Chamber of Commerce Bldg (Prospect 1643).

**Radio Sales, Inc. (Division of Columbia Broadcasting System).** **Officers:** M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager. **New York office:** 485 Madison Ave. (Wickersham 2-2000). Personnel: A. E. Joscelyn, eastern sales manager; Howard S. Meighan, account executive; Robert Somerville, account executive; Frank R. McDonnell, account executive; William Hylan, account executive. **Chicago of-**

**ice:** 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, western sales manager; E. H. Shomo, account executive; Wendell B. Campbell, account executive. **Detroit office:** Fisher Bldg. (Trinity 2-5500). Personnel: H. A. Carlborg, manager. **Los Angeles office:** Columbia Square (Hollywood 1212). Personnel: George L. Moskovics, manager; Roger K. Huston, account executive. **San Francisco office:** Palace Hotel (Yukon 1700). Personnel: Charles E. Morin. **Charlotte sub-office:** Wilder Bldg. (Charlotte 3-7107). Personnel: Royal Penny. **Boston sub-office:** 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. **Cincinnati sub-office:** Hotel Alms (Woodburn 0550). Personnel: William J. Williamson. **St. Louis sub-office:** Mart Bldg. (Central 8240). Personnel: John Bohn. **Washington sub-office:** Earle Bldg. (Metropolitan 3200). Personnel: William Murdock.

**Radio Time Agency.** **Chicago Office:** 360 N. Michigan Ave. (Dearborn 0351).

**William G. Rambeau Co. Chicago Office:** 360 N. Michigan Ave. (Andover 5566). Personnel: William G. Rambeau, in charge. **New York office:** Chanin Bldg. (Caledonia 5-4940). Personnel: Roy F. Shults, in charge. **Detroit office:** General Motors Bldg. (Madison 6828). **San Francisco office:** Russ Bldg. (Garfield 5533).

**Paul H. Raymer Co. Officers:** Paul H. Raymer, owner; Fred Brokaw, general manager. **New York office:** 366 Madison Ave. (Murray Hill 2-8690). Personnel: Fred Brokaw, in charge; Peirce Romaine, Paul Tiemer. **Chicago office:** Tribune Tower (Superior 4473). Personnel: Paul H. Raymer, manager; George Diefenderfer, Richard F. Kopf. **Detroit office:** General Motors Bldg. (Trinity 2-8060). Personnel: George W. Diefenderfer. **San Francisco office:** Russ Bldg. (Douglas 2373). Personnel: Edward S. Townsend, manager; Elmer B. Wynne.

**John H. Reagin.** **Atlanta office:** 125 1/2 Luckie St.

**Reiter-Spadea Co. Chicago office:** 410 N. Michigan Ave. (Superior 8260). Personnel: Virgil Reiter, Jr., in charge. **New York office:** At press time, this office was being organized, with Joseph R. Spadea in charge.

**\*Reynolds-Fitzgerald, Inc. Officers:** John T. Fitzgerald, vice-president (Chicago); Harry D. Reynolds, president (New

## STATION REPRESENTATIVES—Continued

York); Edwin C. Allen, in charge of radio (Chicago). **Chicago office:** 360 N. Michigan Ave. (State 4294-5-6). Personnel: John T. Fitzgerald. **New York office:** 515 Madison Ave. Personnel: Harry D. Reynolds, Edwin C. Allen. **Detroit office:** General Motors Bldg. Personnel: Richard T. Healy. **Philadelphia office:** 1734 Land Bank Bldg. Personnel: J. D. Cathcart. **Los Angeles office:** 117 West 9th St. Personnel: Charles E. Fisher. **San Francisco office:** 58 Sutter St. Personnel: Judson H. Carter.

**Harry Roberts.** **Pittsburgh office:** 7955 Tioga St. (Churchill 8843).

**Sears & Ayer.** Officers: A. T. Sears, B. H. Sears. **Chicago office:** 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. **New York office:** 565 Fifth Ave. (Murray Hill 2-2046), Paul F. Adler, manager.

**Jack Slatter.** **Toronto office:** 4 Albert St. (Adelaide 3383). (Also Canadian representative for Harry S. Goodman, New York, transcription manufacturers).

**William R. Stewart.** **Chicago office:** 9 S. Clinton St. (Franklin 1133).

**\*Tenney, Woodward & Conklin, Inc.** Officers: Walter I. Tenney, president and general manager. **New York office:** 285 Madison Ave. (Ashland 4-0996). **Chicago office:** 333 N. Michigan Ave. (Central 1743). **Detroit office:** New Center Bldg. (Trinity 1-0529). **Boston office:** Globe Bldg. (Capital 0864). **Kansas City office:** 1012 Baltimore Ave. (Victor 1713). **San Francisco office:** Russ Bldg. (Exbrook 4860). **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 1643).

**Texas State Network, Inc.** Officers: Elliott Roosevelt, president; John T. Adams, executive vice-president; Gerald T. Stanley, vice-president, treasurer; Frank S. Fenton, eastern manager, executive assistant to the president; George J. Podeyn, general sales manager. **Texas office:** Texas State Network, Fort Worth. **New York office:** 630 Fifth Ave. (Circle 5-8394). Personnel: Frank S. Fenton, George J. Podeyn. **Chicago office:** 466 Wrigley Bldg. (Delaware 5526). Personnel: William Joyce, manager.

**Edward S. Townsend.** **San Francisco office:** Russ Bldg. (Douglas 2373).

**Transamerican Broadcasting and Television Corp.** Officers: John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York). **New York office:** 1 East 54th St. (Plaza 5-9800). **Chicago office:** 333 N. Michigan Ave. (State 0366). Personnel: DeWitt C. Mower. **Hollywood office:** 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.

**\*Universal Publishers Representatives, Inc.** **New York office:** 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Karl Katz, manager; staff of four.

**J. Franklyn Viola & Co.** **New York office:** 152 West 42nd St. (Chickering 4-3254). (Represents stations for foreign language programs.)

**Wythe Walker & Co.** **Chicago office:** 360 N. Michigan Ave. (State 5037). Personnel: Wythe Walker, president. **New York office:** 22 West 48th St. (Pennsylvania 6-2409). Personnel: R. L. Ferguson, manager.

**J. M. Ward.** **Chicago office:** 360 N. Michigan Ave. (State 9493).

**William D. Watson.** **Chicago office:** 360 N. Michigan Ave. (State 4439). (See also William M. Fleischman, Jr., New York associate.)

**Weed & Co.** Officers: Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. **New York office:** 350 Madison Ave., (Vanderbilt 6-4542). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. **Chicago office:** 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly, William Flynn. **Detroit office:** Michigan Bldg. (Cadillac 3810). Personnel: Charles Adell, manager. **San Francisco office:** 111 Sutter St. (Douglas 6446). Personnel: Roy Frothingham, manager.

**Howard H. Wilson Co.** **Chicago office:** 75 East Wacker Drive (Central 8744). Personnel: Howard H. Wilson in charge; J. Frank Johns, Harlan Oakes. **New York office:** 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn in charge. **Kansas City (Mo.) office:** 1012 Baltimore (Grand 0810). Personnel: J. J. Farrell in charge. **San Francisco office:** 681 Market St. (Douglass 4475). Personnel: Homer O. Griffith in charge.

# SPORTS

## BASEBALL 1939: GENERAL MILLS AND CO-SPONSORS

Biggest of all baseball sponsors is General Mills (for Wheaties). Within the past several years this sponsor has adopted the policy of buying baseball rights largely in conjunction with other sponsors, costs and facilities being shared conjointly. (For the General Mills' 1938 baseball schedule, see VARIETY RADIO DIRECTORY, Vol. II, pages 1089-1091).

Herewith is the General Mills 1939 list. The major portion of this schedule was placed and supervised by Knox Reeves Advertising, Inc.

In certain Western cities the broadcasts were placed and supervised by the Westco Advertising Agency. These cities are marked with an asterisk (\*).

City	Station	Sponsor	Announcer
Akron, Ohio.....	WJW.....	{General Mills {Procter & Gamble	Bill Griffiths
Albany, N. Y.....	{WABY..... {WOKO	{General Mills {Atlantic Refining	{Gren Rand {Sherb Herrick
Atlanta, Ga.....	WAGA.....	{General Mills {B. F. Goodrich	Joe Hill
Baltimore, Md.....	WCBM.....	{General Mills {Atlantic Refining	Lee Davis
Beaumont, Tex.....	KFDM.....	General Mills	A. B. Carroll
*Bellingham, Wash.....	KVOS.....	{General Mills {B. F. Goodrich	Del Cody
Birmingham, Ala.....	WSGN.....	{General Mills {B. F. Goodrich	Bill Terry
*Boise, Idaho.....	KIDO.....	{General Mills {Sperry Products	Roy Civile
Bridgeport, Conn.....	WICC.....	Games synchronized with WABC, q.v.	
Buffalo, N. Y.....	{WGR..... {WKBW	{General Mills {B. F. Goodrich	Ralph Hubbell
Charleston, W. Va.....	WCHS.....	General Mills	George Gow
Charlotte, N. C.....	WBT.....	General Mills	Russ Hodges
Chattanooga, Tenn.....	WAPO.....	{General Mills {B. F. Goodrich	Tom Nobles
Chicago, Ill.....	WBBM.....	{General Mills {Socony-Vacuum	{Pat Flanagan {John Harrington
Cincinnati, O.....	WSAI.....	{General Mills {Socony-Vacuum	{Roger Baker {Dick Bray
Cincinnati, O.....	WCPO.....	{General Mills {Socony-Vacuum	Harry Hartman
Cleveland O.....	WCLE.....	{General Mills {Socony-Vacuum	{Jack Graney {Pinky Hunter
Columbus, Ga.....	WRBL.....	{General Mills {B. F. Goodrich	Jack Gibney

# WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Columbus, O.....	WBNS.....	{ General Mills Socony-Vacuum	Johnny Neblett
Dallas, Tex.....	WRR.....	{ General Mills Coca-Cola	Charlie Jordan
Dayton, O.....	WHIO.....	Games synchronized with WSAI, q.v.	
*Denver, Colo.....	KLZ.....	{ General Mills B. F. Goodrich	Jack Fitzpatrick
Des Moines, Ia.....	WHO.....	General Mills	Bill Brown
Detroit, Mich.....	WWJ.....	{ General Mills Socony-Vacuum	"Ty" Tyson
Detroit, Mich.....	WXYZ.....	{ General Mills Socony-Vacuum	Harry Heilmann
{ Battle Creek.....	WELL.....	{ General Mills Socony-Vacuum	Harry Heilmann
{ Bay City.....	WBCM.....	"	"
{ Flint.....	WFDF.....	"	"
{ Grand Rapids.....	WOOD-WASH	"	"
{ Jackson.....	WIBM.....	"	"
{ Kalamazoo.....	WKZO.....	"	"
{ Lansing.....	WJIM.....	"	"
Duluth, Minn.....	KDAL.....	{ General Mills B. F. Goodrich	Bill Harrington
Fort Worth, Tex.....	KFJZ.....	General Mills	Zack Hurt
Grand Forks, N. D.....	KFJM.....	{ General Mills Cities Service	Elmer Hanson
Indianapolis, Ind.....	WIRE.....	{ General Mills Socony-Vacuum	Vic Lund
Iowa- { Des Moines.....	KRNT.....	{ General Mills Socony-Vacuum	{ Harry Johnson & Gene Shumate
S. Dak.- { Lincoln.....	KFAB.....		
Neb.- { Shenandoah.....	KMA.....		
Network { Yankton.....	WNAX.....		
Jacksonville, Fla.....	WMBR.....	{ General Mills B. F. Goodrich	Jack Rathbun
Kansas City, Kans.....	KCKN.....	{ General Mills Socony Vacuum	Walt Lochman
Kansas City, Mo.....	KMBC.....	{ General Mills Socony-Vacuum	Walt Lochman
Knoxville, Tenn.....	WNOX.....	{ General Mills B. F. Goodrich	Lowell Blanchard
*Los Angeles, Calif.....	{ KFAC..... KNX	General Mills	Mike Frankovitch
Louisville, Ky.....	WAVE.....	{ General Mills Socony-Vacuum	Don Hill
Milwaukee, Wis.....	WISN.....	{ General Mills Socony-Vacuum	Alan Hale
Minneapolis, Minn.....	{ WCCO..... WMIN	{ General Mills Socony-Vacuum	Eddie Gallaher
{ Mankato.....	KYSM.....	{ General Mills Socony-Vacuum	Eddie Gallaher
{ Rochester.....	KROC.....	"	"
{ St. Cloud.....	KFAM.....	"	"
{ Winona.....	KWNO.....	"	"

# WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Mobile, Ala.....	WALA.....	{General Mills {B. F. Goodrich	Jack Bridges
Nashville, Tenn.....	WLAC.....	{General Mills {B. F. Goodrich	Herman Grizzard
New Orleans, La.....	WDSU.....	{General Mills {B. F. Goodrich	Roger Phillips
New York City.....	WABC.....	{General Mills {Socony-Vacuum {Procter & Gamble	{Arch McDonald {Garnett Marks
New York City.....	{WOR..... {WHN.....	{General Mills {Socony-Vacuum {Procter & Gamble	{Red Barber {Al Helfer
Newark, N. J.....	WNEW.....	{General Mills {Atlantic Refining	Earl Harper
Norfolk, Va.....	WTAR.....	{General Mills {Sears Roebuck	Blair Eubanks
*Oakland, Calif.....	KROW.....	{General Mills {B. F. Goodrich	Dean Maddox
*Ogden, Utah.....	KLO.....	{General Mills {B. F. Goodrich	Merrill Bunnell
Oklahoma City, Okla.....	KOCY.....	{General Mills {Procter & Gamble	Ted Andrews
Philadelphia, Pa.....	WCAU.....	{General Mills {Socony-Vacuum	{Bill Dyer {Taylor Grant
Pittsburgh, Pa.....	{KDKA..... {WWSW	{General Mills {Atlantic Refining	Rosey Rowsell
*Portland, Ore.....	KEX.....	{General Mills {B. F. Goodrich	Rollie Truitt
Quincy, Ill.....	WTAD.....	General Mills	Bob Lee
Rochester, N. Y.....	{WHAM..... {WSAY	{General Mills {Socony-Vacuum	Harry McTigue
Rock Island, Ill.....	WHBF.....	General Mills	Walt Gillespie
St. Louis, Mo.....	KMOX.....	{General Mills {Socony-Vacuum	{France Laux {Charles Casper
St. Paul, Minn.....	WTCN.....	{General Mills {Socony-Vacuum	George Higgins
{ Mankato .....	KYSM.....	{General Mills {Socony-Vacuum	George Higgins
{ Rochester .....	KROC.....	"	"
{ St. Cloud.....	KFAM.....	"	"
{ Winona.....	KWNO.....	"	"
*Salt Lake City, Utah.....	KUTA.....	{General Mills {B. F. Goodrich	Hal Parkes
San Antonio, Tex.....	KABC.....	{General Mills {B. F. Goodrich	Dave Young
*San Francisco, Calif.....	KGO.....	{General Mills {B. F. Goodrich	Ernie Smith
*Seattle, Wash.....	KJR.....	{General Mills {B. F. Goodrich	Leo Lassen
Shreveport, La.....	KWKH.....	General Mills	Jerry Bozeman
*Spokane, Wash.....	KGA.....	{General Mills {B. F. Goodrich	Pat Hayes

## WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Springfield, Mo.....	KGBX.....	General Mills	Tom Kelly
Syracuse, N. Y.....	WSYR.....	{General Mills {Atlantic Refining	Nick Stemmler
*Tacoma, Wash.....	KMO.....	{General Mills {B. F. Goodrich	Jerry Geehan
Toledo, Ohio.....	WSPD.....	{General Mills {Socony-Vacuum	Connie Desmond
Tulsa, Okla.....	KTUL.....	{General Mills {B. F. Goodrich	Vic Rugh
Washington, D. C.....	WJSV.....	General Mills	{Walter Johnson {Warren Sweeney
*Wenatchee, Wash.....	KPQ.....	{General Mills {B. F. Goodrich	Louis F. Gillette
Wichita, Kans.....	KFH.....	{General Mills {Socony-Vacuum	Larry Stanley
*Yakima, Wash.....	KIT.....	{General Mills {B. F. Goodrich	Art Cheyne

## BASEBALL 1939: ATLANTIC REFINING CO.

Another sponsor active in the field of sponsored baseball during 1939 is the Atlantic Refining Co., whose schedule appears below, as placed by N. W. Ayer & Son, Inc.

It should be noted that one column is marked "School." This refers to a merchandising program in which boys in certain cities where the broadcasts take place are enrolled in baseball schools, receiving instruction in the game. In 1938, according to the sponsor's dealer literature, some 66,000 boys were enrolled in these schools.

City	Team	Station	Announcer	School
*Albany, N. Y.....	Senators.....	{ WABY..... { WOKO.....	{ Gren Rand..... { Sherb Herrick	No
Augusta, Ga.....	Tigers.....	WRDW.....	Thurston Bennett.....	No
*Baltimore, Md.....	Orioles.....	WCBM.....	Lee Davis.....	Yes
Binghamton, N. Y....	Triplets.....	WNBF.....	Tom McMahon.....	Yes
Boston, Mass.....	Bees; Red Sox....	WAAB.....	Frank Frisch.....	No
Fall River, Mass....	Bees.....	WSAR.....	Frank Frisch.....	No
Greenfield, Mass....	Bees.....	WHAI.....	Frank Frisch.....	No
†Hartford, Conn....	Bees.....	WTHT.....	Frank Frisch.....	No
Laconia, N. H.....	Bees.....	WLNH.....	Frank Frisch.....	No
Lowell, Mass.....	Bees.....	WLLH.....	Frank Frisch.....	No
Manchester, N. H....	Bees.....	WFEA.....	Frank Frisch.....	No
New Bedford, Mass..	Bees.....	WNBH.....	Frank Frisch.....	No
New London, Conn..	Bees.....	WNLC.....	Frank Frisch.....	No
Providence, R. I....	Bees.....	WEAN.....	Frank Frisch.....	No
†Springfield, Mass..	Bees.....	WSPR.....	Frank Frisch.....	No
Waterbury, Conn....	Bees.....	WATR.....	Frank Frisch.....	No

\* In Albany, N. Y., Baltimore, Md., Newark, N. J., Pittsburgh, Pa., and Syracuse, N. Y., the games are broadcast under a co-sponsorship arrangement with General Mills (Wheaties) which account is handled by Knox Reeves Advertising, Inc.

† In Hartford, Conn., and Springfield, Mass., games of the Eastern League are broadcast in addition to the Boston major league fare. The Hartford team is the "Laurels," whose play-by-play is announced by Jack Lloyd. The Springfield team is the "Nationals," whose play-by-play is announced by Ed Kennedy.

## ATLANTIC'S 1939 BASEBALL—Continued

City	Team	Station	Announcer	School
Charlotte, N. C.....	Hornets.....	WSOC.....	Paul Norris.....	Yes
Elmira, N. Y.....	Pioneers.....	WESG.....	Bill Pope.....	Yes
*Newark, N. J.....	{Newark Bears... Jersey City Giants	WNEW.....	Earl Harper.....	No
Philadelphia, Pa....	Phillies; A's.....	WIP.....	Byrum Saam.....	Yes
Allentown, Pa....	Phillies.....	WSAN.....	Byrum Saam.....	Yes
Atlantic City, N. J.	Phillies.....	WPG.....	Byrum Saam.....	Yes
Easton, Pa.....	Phillies.....	WEST.....	Byrum Saam.....	Yes
Harrisburg, Pa....	Phillies.....	WKBO.....	Byrum Saam.....	Yes
Hazleton, Pa.....	Phillies.....	WAZL.....	Byrum Saam.....	Yes
Lancaster, Pa.....	Phillies.....	WGAL.....	Byrum Saam.....	Yes
Reading, Pa.....	Phillies.....	WEEU.....	Byrum Saam.....	Yes
Wilmington, Del..	Phillies.....	WILM.....	Byrum Saam.....	Yes
York, Pa.....	Phillies.....	WORK.....	Byrum Saam.....	Yes
*Pittsburgh, Pa....	Pirates.....	{KDKA..... WWSW	Rosey Rowswell.....	Yes
Richmond, Va.....	Colts.....	WRTD.....	Peco Gleason.....	Yes
Rochester, N. Y....	Red Wings.....	WHEC.....	Jack Barry.....	Yes
Savannah, Ga.....	Indians.....	WTOC.....	Windy Herrin.....	Yes
Scranton, Pa.....	Red Sox.....	WGBI.....	{Claude Haring..... Dave Griffiths	Yes
*Syracuse, N. Y....	Chiefs.....	WSYR.....	Nick Stemmler.....	Yes
Wilkes-Barre, Pa....	Barons.....	WBAX.....	Harry Thomas.....	Yes
Williamsport, Pa....	Grays.....	WRAK.....	Woody Wolf.....	Yes

## STATION RECORDS ON SPONSORED SPORTS: SUMMER 1938 TO SPRING 1939

Sports sponsored over individual stations or regional hookups (but not over national networks) are noted below. No sustaining sports are included. In the case of local sponsorship, the sponsor is described as "local sponsor"; national and regional sponsors are named.

This data was compiled via questionnaires to all U. S. and Canadian stations. In tabulating replies, it was assumed that the sports were sponsored only if a definite notation to that effect was made. **Names in bold face are sports announcers' names.**

In notations on the 1939 baseball broadcasts, some divergence occurs in a few instances from the baseball lists supplied by N. W. Ayer and Knox Reeves (advertising agencies for Atlantic Refining and General Mills, respectively) which lists are printed above. This divergence is mainly due to the fact that the stations received their questionnaires before the complete baseball schedule was set, and thus may have made tentative entries. The editors of the **DIRECTORY** have attempted to eradicate all discrepancies, but a few do not lend themselves to such treatment.

**KABC, SAN ANTONIO, TEX.** San Antonio team (Texas League) baseball for Kellogg (Wheaties and Goodrich in 1939) (**Sam Goldfarb**, in 1938; **Dave Young** in 1939). Southwest Conference football for Humble Oil (via network). Local

boxing for Southern Select Beer (**Dave Young**; **Jimmy McLain**).

**KABR, ABERDEEN, S. D.** Local baseball games and tourney for local sponsors (**Elmer Clark**; **Bernie Williamson**). High

## SPORTS BY STATIONS—Continued

- school and Northern Normal football games for local sponsors (**Elmer Clark**). Several local high school basketball games and Eastern South Dakota high school conference basketball for local sponsor (**Elmer Clark**).
- KADA, ADA, OKLA.** Five East Central State College of Ada and eight high school football games for various local sponsors, singly and cooperatively (**Jack Whitney**; **Bufford Howard**).
- KALB, ALEXANDRIA, LA.** Out-of-town baseball games of the Alexandria Aces (Evangeline League) for National Bakery (**Irv Welch**).
- KALE, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (**Frank Bull**; **Stan Church**). One 1939 basketball game (club not listed) for local sponsor (**Stan Church**).
- KAND, CORSICANA, TEX.** High school football for local sponsor (**Chick Whittier**).
- KANS, WICHITA, KANS.** Soap Box Derby for Chevrolet (**Herb Hollister**; **Don Evans**). Nine football games (one Wichita University, and eight apparently high school games) for various local sponsors (**Herb Hollister**; **Jack Todd**). Corn husking contest for Western Iron & Foundry and Standard Oil (**Herb Hollister**; **Don Evans**). Hockey games for local sponsor (**Herb Hollister**; **V. Cory**). Exhibition 1939 baseball for local sponsor (**Virgil Cory**; **C. Barnes**).
- KARK, LITTLE ROCK, ARK.** Entire schedule of University of Arkansas football games for Lion Oil (**Dale Alford**). Arkansas State vs. Fresno State for Colonial Baking (**Dale Alford**). Duck calling contest for Colonial Baking (**Doug Romine**). (Note: during 1939 Colonial Baking is sponsoring out-of-town baseball games of the Little Rock Travelers, announced by **Benny Craig**).
- KARM, FRESNO, CALIF.** Midget auto races, twilight baseball, and bicycle races for various local sponsors (**Bob Davies**). Horse races, San Joaquin Valley swimming championship, and San Joaquin Valley handball play-offs for various local sponsors (**Dick Wegener**). San Joaquin Valley League Sunday baseball games for local sponsor (**Bob Davies**).
- KASA, ELK CITY, OKLA.** Local semi-pro Sunday baseball for local cooperative sponsors (**Tiny Mayhew**).
- KAST, ASTORIA, ORE.** Nine Pacific Coast Conference football games and numerous basketball games (1939) for Associated Oil (no announcer given; evidently on a network).
- KAWM, GALLUP, N. M.** Six high school football games for local coal company (**Johnny D'Maris**).
- KBST, BIG SPRING, TEX.** One-third of West Texas-New Mexico League baseball games for cooperative sponsors (**C. M. Barnes**; **Jack Maynard**). Wrestling weekly for cooperative sponsors (**C. M. Barnes**; **Jack Maynard**). Local high school football for cooperative sponsors (**Jack Maynard**; **Jack Wallace**). Texas quarter-final, semi-final, and final high school football championships for Magnolia Petroleum (**Kern Tips**, via KPRC, Houston).
- KCKN, KANSAS CITY, KANS.** Kansas City (Kans.) semi-pro baseball, semi-pro baseball tourney, and soft ball for various local sponsors (**Ralph Nelson**). Interscholastic football for Martin Oil-Socony-Vacuum (**Dave Chapman**). College football via telegraph for Heathwood Oil-Skelly (**Dave Chapman**). Interscholastic 1939 basketball for Martin Oil (**Dave Chapman**; **Ralph Nelson**). American Legion 1938-39 weekly wrestling for local sponsor (**Dave Chapman**; **Ralph Nelson**). Golden Gloves boxing for local sponsor (**Dave Chapman**; **Ralph Nelson**). Kansas City Blues 1939 baseball games for Wheaties and Socony-Vacuum (**Walt Lochman**).
- KCRC, ENID, OKLA.** Baseball, basketball, boxing and football (contestants not listed) for various local sponsors (**Glen Williams**). Wrestling for local sponsors (**Ralph Rogers**).
- KDAL, DULUTH, MINN.** Northern League baseball (also in 1939) for Wheaties and Goodrich Rubber (**Wm. J. Harrington**). High school football for local sponsor (**Ellis Harris**).
- KDKA, PITTSBURGH, PA.** Away games of the Pittsburgh Pirates (except when playing New York or Brooklyn) for Wheaties and Socony-Vacuum (**Albert K. Rowswell**; **Jack Craddock**). (Note: in 1939 KDKA is carrying all the Pirates' baseball games for Wheaties and Atlantic Refining, with the same announcers as last year. KDKA will also carry football, schedule not yet completed, for Atlantic Refining in the fall with **Bill Sutherland**, **Claude Haring** and **Jack Barry** announcing).



## SPORTS BY STATIONS—Continued

**KDLR, DEVILS LAKE, N. D.** High school basketball for local sponsor (**Donald Donahue**).

**KDNT, DENTON, TEX.** North Texas State Teachers College and local high school football games for local sponsors (announcer not listed).

**KDON, MONTEREY, CALIF.** Santa Cruz-Watsonville football game for Pontiac dealers (**Earl Harris**). Weekly wrestling (1939) for local sponsor (**Reed Pollock**).

**KDYL, SALT LAKE CITY, UTAH.** National combined cross country and ski jumping tourney for local sponsor (**Ted Kimball**; **Dave Simmons**). Local boxing for local sponsor (**Jack Gregson**).

**KEHE, LOS ANGELES, CALIF.** All Loyola football games and Pacific Coast Conference basketball for Associated Oil (**Frank Bull**). Professional football for local sponsor (**Reid Kilpatrick**). Ice hockey (1938-39) for Associated Oil (**Frank Bull**; **Mike Frankovitch**).

**KELA, CENTRALIA-CHEHALIS, WASH.** Chehalis and Centralia high school football for Associated Oil Dealers (**Paul Corbin**; **Bud Morris**). Local and Longview high school basketball for local and Longview sponsors (**Paul Corbin**; **Perry Hilleary**).

**KELD, ELDORADO, ARK.** All El Dorado Lions baseball games for group of local sponsors (**F. E. Bolis**; **Leon Sipes**). All local high school football games for group of local sponsors (**Red Gordon**; **Leon Sipes**).

**KELO, SIOUX FALLS, S. D.** Midget auto races for Goodrich Silvertown Stores (**Gene Dennis**). Children's field days for participating sponsors (**Gene Dennis**; **Bill Rohn**). High school football games for Gas Co. (**Gene Dennis**; **Bill Rohn**). Augustana College football for local sponsor (**Bill Rohn**). High school basketball games for local sponsor (**Bill Rohn**). Bowling for local sponsor (**Bill Rohn**). Amateur boxing (1939) for local sponsor (**Bill Rohn**).

**KEX, PORTLAND, ORE.** Pacific Coast League baseball (also 1939) for Wheaties and Goodrich Tires (**Rollie Truitt**). Portland High School League football for Wheaties (**Rollie Truitt**; **Jack Little**). Pacific Coast League hockey for local sponsors (**Bill Adams**). Semi-weekly wrestling bouts for local sponsor (**Rollie Truitt**; **Jack Little**).

**KFAB, LINCOLN, NEB.** Telegraphic reports of major league baseball (also in 1939) for Wheaties and Socony-Vacuum (**Harry Johnson**; also sent to **WNAZ**, Yankton, KMA, Shenandoah, and **KRNT** for Wheaties; Socony-Vacuum schedule on **KFAB** only). Same football schedule as **KFOR**, Lincoln, which see.

**KFAC, LOS ANGELES, CALIF.** Pacific Coast League baseball for Wheaties and Goodrich Tires (Wheaties only in 1939) (**Mike Frankovich**). High school football for local sponsor (**John Canady**).

**KFAM, ST. CLOUD, MINN.** Five football games (teams not listed) for local sponsor (**LaVell Waltman**). Three basketball games (teams not listed) for Northern States Power (**LaVell Waltman**). Golden Gloves boxing for Jacob Schmitt Brewing (**LaVell Waltman**). Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum, and originates in Minneapolis-St. Paul.

**KFBB, GREAT FALLS, MONT.** Montana state semi-pro baseball tourney for Anaconda Copper (**Ed Wilson**). Montana state swim meet for local sponsor (**Ed Wilson**). Montana state tennis tourney for local sponsor (**Ed Wilson**; **Roy Mason**). North Montana state fair horse races for local sponsor (**Ed Wilson**). Northern division Montana state high school 1939 basketball tourney for local sponsor (**Bill Tredway**; **Sam Chase**).

**KFBK, SACRAMENTO, CALIF.** Sacramento Club, Pacific Coast League baseball (also in 1939) for P. Lorillard (**Tony Koester**). Harness and running races for Sacramento Tractor Co. (**Tony Koester**). Intercollegiate boxing (1939) for local sponsor (**Tony Koester**). Pacific Coast Conference football and track, and West Coast Relays for Associated Oil (via network).

**KFDM, BEAUMONT, TEX.** Beaumont Exporters (Texas League) 1939 baseball for Wheaties (**A. B. Carroll**). High school football for Magnolia Petroleum (**Bo Baumeat**).

**KFEL, DENVER, COLO.** Re-creation of American League baseball games each Sunday during season for Kellogg (**Bill Welsh**). Re-creation of three Pittsburgh Pirates pro football games for local sponsors (**Bill Welsh**). Rocky Mountain A.A.U. swimming for local sponsor (**Bill Welsh**; **Frank Bishop**; **Mark Crandall**; **Marjorie Gestring**). Midget auto races for local sponsor (**Bill Welsh**). Elks' amateur boxing tourney for local sponsor

## SPORTS BY STATIONS—Continued

- sor (**Bill Welsh; Frank Bishop**). National A.A.U. basketball tourney for K. & B. Packing (**Bill Welsh; Joe Myers; Frank Bishop**).
- KFH, WICHITA, KANS.** All St. Louis Cards baseball games for Wheaties (**Vic Rugh; Larry Stanley**). Kansas state national semi-pro baseball tourneys for Socony-Vacuum (**Vic Rugh; Larry Stanley**). (Note: Wheaties and Socony-Vacuum have bought the 1939 major league baseball with **Larry Stanley** announcing).
- KFI, LOS ANGELES, CALIF.** Nine Pacific Coast Conference football games for Associated Oil (no announcer listed).
- KFIO, SPOKANE, WASH.** High school football for various local sponsors (**W. M. Bruner**). High school basketball for various local sponsors (**Earl Mennett**). Pacific Coast Conference basketball for Associated Oil (**John Carpenter**).
- KFIZ, FOND DU LAC, WIS.** High school football for local sponsor (**Hazen McEssy; Bruce Beichs**). High school basketball for various local sponsors (**Wally Konz**). Local boxing for local sponsor (**S. Ted Hitzler**). Local wrestling for local sponsor (**Fahey Flynn**).
- KFJB, MARSHALLTOWN, IA.** Local boys' and local girls' basketball tourneys (1939) for local merchants (**Don Elder**).
- KFJM, GRAND FORKS, N. D.** Home baseball games of Grand Forks team in Northern League for Wheaties (Wheaties and Cities Service in 1939) (**Elmer Hanson**). Entire football schedule of University of North Dakota for Northern States Power and Cities Service (**Elmer Hanson**). University of North Dakota and Grand Forks high school basketball for local sponsors (**Elmer Hanson**). Six hockey games in States Dominion League for various local sponsors (**Gleason Kistler**).
- KFJZ, FORT WORTH, TEX.** Fort Worth baseball team schedule for Kellogg (**Zack Hurt**). High school football games for Magnolia Petroleum (**Charlie Jordan**). (Note: 1939 baseball is being sponsored by Wheaties with **Zack Hurt** announcing.)
- KFOR, LINCOLN, NEB.** Nine University of Nebraska football games for Guarantee Mutual Life Insurance (eight announced by **Bob Russell**; one by **Harry Johnson**).
- KFPW, FORT SMITH, ARK.** Fort Smith Baseball Giants games for Kellogg (**Bill Slates**). University of Arkansas football for Lion Oil (announcer not listed).
- KFPY, SPOKANE, WASH.** Pacific Coast Conference football games for Associated Oil (**Johnny Carpenter; Bob Anderson; Bill McCord**; plus outside announcers on games via wire).
- KFRC, SAN FRANCISCO, CALIF.** Seventeen Pacific Coast Conference football games for Associated Oil (the five games originated by KFRC were announced by **Doug Montel; Ernie Smith; Phil Ray; Mel Venter**).
- KFRO, LONGVIEW, TEX.** East Texas League baseball for local sponsors; 10 local high school football games for local sponsors; State high school football championship playoffs for Magnolia Petroleum (via network); two additional football games for Magnolia Petroleum (via network); Cotton Bowl football game (1939) for Humble Petroleum (via network); several high school basketball games for local sponsors; "hell drivers" for local distributors (no local announcers listed by name).
- KFRU, COLUMBIA, MO.** St. Louis Cardinals and Browns home baseball games for Kellogg (**Johnny O'Hara**, via KWK, St. Louis). Five University of Missouri football games for local sponsor (**George Guyan; Allen Franklin**).
- KFWB, LOS ANGELES, CALIF.** Hollywood Legion bouts for Warner Theatres (**Harry Le Roy**). Santa Anita races for Pacific Electric R.R. (**Joe Hernandez**).
- KFYO, LUBBOCK, TEX.** All local West Texas-New Mexico League baseball games for cooperative local sponsors; eight Lubbock high school football games for Magnolia Petroleum and local sponsors; four Texas Tech football games and eight high school basketball (1939) games for participating local sponsors (all announced by **Judge Landis; Wes Youngblood; R. B. McAlister**).
- KFYR, BISMARCK, N. D.** High school basketball tourney for local sponsor (**Fay Brown; Wayne Griffin**).
- KGA, SPOKANE, WASH.** Western International League baseball (also in 1939) for Wheaties and Goodrich Tires (**Archie Buckley** in 1938; **Pat Hayes** in 1939). Pacific Coast Conference football for

## SPORTS BY STATIONS—Continued

- Associated Oil (Archie Buckley).** High school football for Silverloaf Baking (Archie Buckley). Pacific Coast Conference track meets for Associated Oil (Harry Lantry and NBC announcers). Pro hockey for local sponsor (Harry Lantry). High school basketball for Silverloaf Baking (Archie Buckley; Pat Hayes).
- KGB, SAN DIEGO, CALIF.** At time of inquiry this station was arranging for soft ball broadcasts under sponsorship of Wheaties (announcer not listed).
- KGBX, SPRINGFIELD, MO.** See KWTO-KGBX.
- KGCU, MANDAN, N. D.** High school football games for various local and Bismarck sponsors (Forrest Edwards).
- KGCX, WOLF POINT, MONT.** High school 1939 basketball tourney for Westland Oil (Bob Lowry; Reverend Cropp). Northern division 1939 basketball tourney and State basketball tourney, both for Westland Oil (Red Lodmell).
- KGDE, FERGUS FALLS, MINN.** All high school football and basketball games for local sponsors (Rus Kaber).
- KGER, LONG BEACH, CALIF.** Football (teams not listed) for Montgomery Ward (Frank Bull).
- KGFF, SHAWNEE, OKLA.** Oklahoma Baptist U. football for local sponsors; also Shawnee high school football for local sponsors (both by Dick Johnson).
- KGFW, KEARNEY, NEBR.** Sunday afternoon 1939 baseball for local sponsor (Howard Baxter). Golden Gloves boxing for participating local sponsors (Del Brandt).
- KGGM, ALBUQUERQUE, N. MEX.** All University of New Mexico football games for Standard Oil of Texas (announcer not listed).
- KGHL, BILLINGS, MONT.** Thirty baseball games (teams and sponsors not listed) (H. I. Pierce, Jr.). Twenty football games (teams and sponsors not listed) (E. E. Cooney). Forty basketball games (teams and sponsors not listed) (Franz Robischon; T. M. Cameron).
- KGKB, TYLER, TEX.** One hundred forty Tyler (East Texas League) baseball games for participating sponsors (Jack Kretsinger; Neal Fletcher; M. E. Danbom). Eleven high school football games for participating sponsors (Jack Kretsinger; M. E. Danbom). Three State final high school football games for Magnolia Petroleum (Bill Ware; Byrum Saam). Football game between Texas A & M and Tulsa for Humble Oil (Cy Leland; Harfield Wheaton). Weekly wrestling for local sponsors (Jack Kretsinger). Same schedule for 1939.
- KGKL, SAN ANGELO, TEX.** Seven San Angelo football games, three for Continental Oil, four for Texaco (Walter Smith, Jr.).
- KGKO, FORT WORTH, TEX.** Southwest Conference football for Humble Oil (Cy Leland; Kern Tips via KPRC, Houston). Semi-final Texas high school football games for Magnolia Petroleum (Cy Leland).
- KGLO, MASON CITY, IA.** Women's State golf tourney, Iowa-Southern Minnesota softball tourney, skeet shoot at local gun club, 14 local high school and junior college football and 25 basketball (1939) games, and wire account of the Iowa-UCLA football game—all for various local sponsors (all announced by Jim Woods).
- KGLU, SAFFORD, ARIZ.** Local football and baseball (teams not listed) for local and regional advertisers (John Merino; Lester MacBride; Ruel Bingham; Johnny Riggs; Ralph Langley).
- KGMB, HONOLULU, HAWAII.** Local football for Standard Oil of California (Web Edwards, Bob Stanley). Pacific Coast Conference football for Associated Oil (via network). Local (1939) baseball for Standard Oil of California (Web Edwards).
- KGNC, AMARILLO, TEX.** Amarillo high school and West Texas State Buffaloes football games for groups of local sponsors (Cal Farley). Local wrestling for local cooperative sponsors (Cal Farley).
- KGNO, DODGE CITY, KANS.** Nine football games (teams not listed) for local sponsors (Tim George; J. A. Allen; Al Bissing).
- KGO, SAN FRANCISCO, CALIF.** San Francisco Seals baseball games (also in 1939) for Wheaties and Goodrich (Ernie Smith).
- KGVO, MISSOULA, MONT.** Four college (Montana, North Dakota, Gonzaga, Ari-

## SPORTS BY STATIONS—Continued

- zona) football games by wire for various local sponsors (**Nick Mariana**). (Note: in 1939 KGVO is broadcasting Montana State League baseball and the state semi-pro tourney for sponsors not completely identified at time of inquiry; **Nick Mariana**).
- KGW, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (via network).
- KGY, OLYMPIA, WASH.** High school football and basketball for local sponsors (**Ward Clasby**). Pacific Coast Conference football and track meets for Associated Oil (via network).
- KHBC, HILO, HAWAII.** Rebroadcast sports of KGMB, q.v.
- KHQ, SPOKANE, WASH.** Pacific Coast Conference football for Associated Oil (**Harry Lantry** and **Archie Buckley** — of NBC).
- KICA, CLOVIS, N. MEX.** Entire schedule of Clovis high school and home schedule of Eastern New Mexico Junior College football games for participating sponsors (**Leon Womack**). Clovis Pioneers home baseball games (also in 1939) for participating sponsors (**Charles C. Alsop**).
- KIDO, BOISE, IDAHO.** All University of Idaho football games for Associated Oil (**Roy Civile**). High school (1939) district basketball tourney for local sponsor (**C. G. Phillips**). Boxing matches (1939) for local sponsors (**Billy Phillips**). Baseball in 1939 for Wheaties and Sperry Products (**Roy Civile**).
- KIEM, EUREKA, CALIF.** Four high school football games for Harris Sheet Metal Works (**Aaron Funk**).
- KIT, YAKIMA, WASH.** Yakima Western International League (1938 and 1939) baseball games (away-games via re-creation) for Wheaties and Goodrich Rubber (**Art Cheyne**). Pacific Coast Conference football via network for Associated Oil.
- KITE, KANSAS CITY, MO.** Kansas City Blues baseball games (out-of-town games by wire, home games from field) for Wheaties and Socony-Vacuum (**Walt Lochman**). Metropolitan 1939 Double-A softball games for cooperative national and local sponsors (**Hal Mulligan**).
- KIUL, GARDEN CITY, KANS.** Baseball and football (teams not listed) for local sponsors (**Buddy Brown**). Basketball (teams not listed) for local sponsor (**Bob Wells**).
- KIUN, PECOS, TEX.** Eight Pecos football games for four local merchants (**Jack Hawkins**).
- KJBS, SAN FRANCISCO, CALIF.** Pacific Coast Conference 1939 basketball for Associated Oil (**Phil Ray**).
- KJR, SEATTLE, WASH.** Pacific Coast League baseball in 1939 for Wheaties and Goodrich Tires (**Leo Lassen**; **Harry Jordan**).
- KLAH, CARLSBAD, N. MEX.** Ten high school football games for local sponsors cooperatively (**Fred Kincaid**; **Jack Hawkins**).
- KLO, OGDEN, U.** Burke-Garcia fight for American Packing (**M. J. Bunnell**; **P. R. Heitmeyer**). High school, Weber College, Idaho Normal, Aggies and Utah State football for Dundee's and American Packing (**M. J. Bunnell**; **P. R. Heitmeyer**). Golden Gloves boxing bouts for American Packing (**M. J. Bunnell**; **John Woolf**). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich with **Merrill Bunnell** announcing.)
- KLPM, MINOT, N. D.** Five semi-pro baseball games, high school and Class B championship football games, high school and Minot Teachers basketball, ABA championship basketball tourney, district and regional basketball tourney, North Dakota Class B championship basketball tourney, all for various local sponsors (**Floyd Wynne**).
- KLRA, LITTLE ROCK, ARK.** Southern Association baseball for Wheaties and Goodrich (**Benny Craig**).
- KLZ, DENVER, COLO.** National open golf tourney for various local sponsors (**Charles Inglis**). Re-creation of 120 National League (mainly Cubs) baseball games for Wheaties (**Jack Fitzpatrick**). Two University of Denver football games, one Pittsburgh Pirates pro game, plus the state high school championship for various local and regional sponsors (**Charles Inglis**; **Warren Williams**; **Jack Fitzpatrick**). Elks boxing tourney finals for La Confession Cigars (**Charles Inglis**; **Frank De Ray**). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich, and announced by **Jack Fitzpatrick**.)

## SPORTS BY STATIONS—Continued

**KMA, SHENANDOAH, IA.** Major League baseball via wire from Iowa Network and Central States Broadcasting System for Wheaties (**Harry Johnson**, of Central States; **Gene Shumate**, of KSO-KRNT). Sidney Rodeo for Robinson Seed Co. (**Fred Greenlee**; **J. C. Rapp**). Hawkeye Six football for local sponsor (**J. C. Rapp**). (Note: 1939 baseball is sponsored by Wheaties and Socony-Vacuum with same announcers as in 1938.)

**KMBC, KANSAS CITY, MO.** Eight Big Six football games for local Oldsmobile Dealers (**Walt Lochman**). Kansas City Blues 1939 baseball games (147) for Wheaties and Socony-Vacuum (**Walt Lochman**).

**KMED, MEDFORD, ORE.** Ten Pacific Coast Conference football games for Associated Oil (network announcers). Weekly wrestling matches for local sponsor (announcer not listed).

**KMMJ, GRAND ISLAND, NEB.** All University of Nebraska football games for Guarantee Mutual Life Insurance (**Bob Russell** and **Harry Johnson** of Central States Broadcasting System).

**KMO, TACOMA, WASH.** High school, Northwest Conference, and pro football games for Hancock Gasoline (**Larry Huseby**; **Dick Ross**). City and Cross State League 1939 basketball for local sponsors (**Larry Huseby**). Western International League 1939 baseball for Wheaties and Goodrich (**Jerry Geehan**). City 1939 golf tourneys for local sponsor (**Larry Huseby**).

**KMOX, ST. LOUIS, MO.** Baseball (teams not listed) for Socony-Vacuum and Wheaties (also in 1939) (**France Laux**). Broadcasts from baseball training camps (also in 1939) for Hyde Park Breweries (**France Laux**). Wrestling and boxing for Hyde Park Breweries (**France Laux**; **Cy Casper**).

**KMPC, BEVERLY HILLS, CALIF.** Major league baseball (American and National) for local auto dealer (**Hal Berger**). Beverly Hills 1939 tennis tourney for Arrowhead Water (**Hal Berger**). Note: 1939 major league baseball is being sponsored by Firestone and announced by **John Canady**.

**KNEL, BRADY, TEX.** High school football games for local sponsors (**Pearly Samuelson**).

**KNOW, AUSTIN, TEX.** All local high school football games for local sponsor (**Pat Adelman**). Semi-final and final high school football games for Magnolia Petroleum (origin and announcer not listed). All University of Texas football games for Humble Oil (origin and announcer not listed).

**KNX, LOS ANGELES, CALIF.** Pacific Coast Conference football for Associated Oil (**Gary Breckner**; **Frank Bull**; **Tom Hanlon**; **Doug Montell**). (Note: 1939 baseball is being sponsored by Wheaties with **Mike Frankovitch** announcing.)

**KOAM, PITTSBURG, KANS.** Ten Kansas State Teachers College football games, plus one high school game, for three local sponsors (**Bruce Robertson**; **Allen Pratt**).

**KOB, ALBUQUERQUE, N. MEX.** Seven University of New Mexico football games plus the Sun Bowl game (1939) for local auto company (**Joe Roehl**).

**KOBH, RAPID CITY, S. D.** Eight high school football games for two local sponsors (**Bernie Barth**). High school basketball for four local sponsors (**George Bruntlett**; **Bernie Barth**; **Al Arnold**). State high school basketball tourney (1939) for local sponsor (**Bernie Barth**; **Al Arnold**).

**KOCA, KILGORE, TEX.** Baseball (also in 1939), football and wrestling (participants not listed) for local sponsors (**Orvin Franklin**).

**KOH, RENO, NEV.** University of Nevada football for Chism Ice Cream (**Bill Nash**). High school basketball for Signal Oil (**Bill Nash**). Boxing (1939) for Blatz Beer (**Merrill Inch**). Wrestling (1939) for local sponsor (**Jerry Cobb**).

**KOIL, OMAHA, NEB.** Same as KFOR, Lincoln, which see.

**KOIN, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (**Art Kirkham**; **Stanley Church**).

**KOME, TULSA, OKLA.** Northeastern Oklahoma Golden Gloves boxing tourney for local sponsor (**Buddy Siegel**; **Bob Latting**).

**KOMO, SEATTLE, WASH.** Seven Pacific Coast Conference football games for Associated Oil (five via NBC wire; two locally, announced by **Hal Wolf**).

## SPORTS BY STATIONS—Continued

**KORE, EUGENE, ORE.** Six Pacific Coast Conference basketball and 10 football games for Associated Oil; one high school football game for local sponsor (announcer not listed). Weekly wrestling for local sponsor (**Johnny Carpenter**; **Jim Lawson**; **Jack McCarty**; **Leo Lassen**; **Pete Pringle**; **Stanley Church**; **Sam Hayes**; **Art Kirkham**).

**KOTN, PINE BLUFF, ARK.** Games of Pine Bluff Club in the Cotton States Baseball League (also in 1939) for participating sponsors (**George Curlin**).

**KOVC, VALLEY CITY, N. D.** Valley City State Teachers College home football and basketball games for local sponsor (**Robert E. Ingstad**). High school home football and basketball games for local sponsor (**Robert E. Ingstad**). Barnes County basketball tourney, State Consolidated basketball tourney, and State track meet for various local sponsors (**Robert E. Ingstad**; **William L. Wallace**).

**KOWH, OMAHA, NEB.** Creighton University football games for Uncle Sam Breakfast Food (**Bert Smith**).

**KOY, PHOENIX, ARIZ.** Six midget auto races, five wrestling matches, two softball games, and 14 horse races, all for local dealers or distributors (all announced by **Lou Kroeck**).

**KPAB, LAREDO, TEX.** Nine football games (teams not listed), boxing, and basketball (teams not listed) all for local co-sponsorship (**William Vela**).

**KPMC, BAKERSFIELD, CALIF.** All Bakersfield high school and junior college football games for local lumber company (**Curt Sturm**; **Morton Block**; **Glenn Richardson**).

**KPO, SAN FRANCISCO, CALIF.** Pacific Coast Conference football for Associated Oil (announcers not listed).

**KPQ, WENATCHEE, WASH.** Western International League baseball (also in 1939) for Wheaties and Goodrich (**Patrick Hayes** in 1938; **Louis Gillette** in 1939).

**KPRC, HOUSTON, TEX.** Fifteen major university football games (Texas, TCU, Rice, Texas A. & M., SMU) plus the Cotton Bowl game for Humble Oil (**Kern Tips**; **Hal Thompson**).

**KQV, PITTSBURGH, PA.** Duquesne vs. Miami football game, high school bas-

ketball, and weekly wrestling for various local sponsors (**Johnny Boyer**).

**KQW, SAN JOSE, CALIF.** Pacific Coast Conference football for Associated Oil (via Don Lee network).

**KRE, BERKELEY, CALIF.** Pacific Coast Conference football and 1939 baseball for Associated Oil (**Fred MacPherson**). Basketball (teams not listed), wrestling, boxing, and hockey for various local sponsors (**Fred MacPherson**).

**KRGV, WESLACO, TEX.** Twelve football games (teams not listed) for local co-sponsorship (**I. S. Roberts**). Eight major college football games for Humble Oil (via KPRC, q.v.).

**KRKO, EVERETT, WASH.** Seven Pacific Coast Conference football games for Associated Oil (evidently via network).

**KRLC, LEWISTON, IDAHO.** Pacific Coast Conference football for Associated Oil (**John Carpenter**; **Archie Buckley**). Baseball (teams not listed; also in 1939) for local sponsors (**R. A. Klise**). Pacific Coast Conference basketball for Associated Oil (**John Carpenter**; **Ralph Rogers**).

**KRLD, DALLAS, TEX.** Annual Dallas Yacht Club motor boat races for Johnson and Seahorse Motors (**Jesse Milburn**; **Howard Smith**). Southwest Conference football for Humble Oil (various including **Cy Leland**; **Eddie Dunn**; **Hal Thompson**; **Bill Ware**). State high school championship football for Magnolia Petroleum (various including **Bill Ware**; **Eddie Dunn**; **Byrum Saam**). Play-by-play summaries of other Southwest Conference football games for Firestone Tire (**Jim Crocker**). Boxing matches (1939) for Jackson Brewing Co. (**Bill Ware**).

**KRMC, JAMESTOWN, N. D.** Local baseball and football for local sponsors (**Tom Farley**). Local basketball for local sponsors (**Ray Stough**). (Note: station has kept no record of the names of competing teams).

**KRMD, SHREVEPORT, LA.** Seventeen high school and Tulane football games, 41 high school and YMCA basketball games, and Golden Gloves boxing for various local sponsors (**Van Patrick**).

**KRNE, ROSEBURG, ORE.** High school football and basketball for local sponsors (**Marshall H. Pengra**). Pacific Coast Conference football for Associated Oil

## SPORTS BY STATIONS—Continued

- (via network). Boxing for local sponsor (Marshall H. Pengra).
- KRNT, DES MOINES, IA.** St. Louis Cardinals baseball (also in 1939) for Wheaties (Wheaties and Socony-Vacuum in 1939) (Gene Shumate).
- KROW, OAKLAND, CALIF.** Pacific Coast League baseball for Wheaties and Goodrich Rubber (Herb Allen in 1938; Dean Maddox, Art Gleason in 1939). University of California, University of San Francisco and St. Mary's basketball for Associated Oil (Doug Montell; Ernie Smith).
- KRRV, SHERMAN, TEX.** Three football games for Magnolia Petroleum (teams not listed; evidently via network). Two football games for local sponsor (teams not listed; W. E. Rowens, Jr.).
- KRSC, SEATTLE, WASH.** Pacific Coast League baseball for Wheaties and Goodrich Tires (Leo Lassen; Ted Bell). Pacific Coast Conference basketball for Associated Oil (Leo Lassen; Ted Bell). Coast League Hockey for local sponsor (Leo Lassen).
- KSAL, SALINA, KANS.** Western Association baseball for Kellogg (Stuart Dunbar). Kansas Wesleyan University, Salina high school, and Sacred Heart high school football and basketball (1939) for local sponsors (Stuart Dunbar). Salina county and regional 1939 basketball tourney for local sponsors (Stuart Dunbar).
- KSAN, SAN FRANCISCO, CALIF.** San Francisco high school football for Wheaties (Frank Arthur).
- KSEI, POCATELLO, IDAHO.** High school basketball tourney for local sponsor (Alvin Kempton).
- KSFO, SAN FRANCISCO, CALIF.** Three sessions of the Roller Derby (one in 1939) for the Roller Derby (Joe Walters; Bill Baldwin). Three Pacific Coast Conference football games for Associated Oil (Doug Montell).
- KSL, SALT LAKE CITY, UTAH.** Baseball (team not listed) for Kellogg (Wally Sandack). Auto racing for local sponsor (Glenn Shaw; Wally Sandack; Richard L. Evans; Tommy Axelson). Basketball for local sponsor (Wilby Durham). U. S. ski championships for Holsum Baking (Glenn Shaw; Wally Sandack). Sun Valley ski championships for Union Pacific R. R. (Wally Sandack).
- KSLM, SALEM, ORE.** Five Willamette University football games for local sponsor (Herb Johnston, Jr.). Weekly wrestling for local sponsor (Herb Johnston, Jr.).
- KSO, DES MOINES, IA.** Girls' 1939 state basketball tourney for American Institute of Business and American Institute of Commerce (Gene Shumate; color and interviews by Bill Baldwin and Gale Hayes). Boys' 1939 state basketball tourney for Post Toasties (Gene Shumate; color and interviews by Bill Baldwin and Gale Hayes).
- KSOO, SIOUX FALLS, S. D.** One polo game for local firm (Cliff Johnson; Bill Rohn). Three South Dakota University football games for Homestake Mining (Bill Rohn; Joseph Gene McDonnell). Spencer air races for Spencer Mail (Gene Dennis).
- KSRO, SANTA ROSA, CALIF.** Three Pacific Coast Conference football and a score of basketball games for Associated Oil (Douglas Montell).
- KTAR, PHOENIX, ARIZ.** Three University of Arizona and one Tempe Teachers College football games for Alka-Seltzer (Bill Kimball; Bert Fireman). One Arizona State Teachers College football game for local sponsor (Bert Fireman). Four Pacific Coast Conference football games for Associated Oil (via NBC).
- KTAT, FORT WORTH, TEX.** High school football for Bowen Motor Lines (Cy Leland; Len Finger). College football for Bowen Motor Lines (Len Finger). High school football for Magnolia Petroleum (Cy Leland; Len Finger; Byrum Saam). Roller derby for local sponsor (Chic Snyder; Len Finger). Midget auto races and wrestling for local sponsors (Len Finger). Golden Gloves boxing for local sponsor (Len Finger; Fritz Kuler). Motor boat races for local sponsor (Len Finger).
- KTBS, SHREVEPORT, LA.** One football game (Tulane vs. Alabama) for Peacock's Surgical Sales (Dean Schmitter). Sugar Bowl football game for local auto company (Woodrow Hattie).
- KTEM, TEMPLE, TEX.** Six football games (teams not listed) for local co-sponsorship (Burton Bishop). State high school championship football for Magnolia Petroleum (originated by KRLD, q.v.).
- KTFI, TWIN FALLS, IDAHO.** High school 1939 district basketball tourney and

## SPORTS BY STATIONS—Continued

- State tourney for participating sponsors (**Alvin Kempton**). Legion 1939 wrestling matches for participating sponsors (**Harry Doyle**).
- KTMS, SANTA BARBARA, CALIF.** State College football and women's soft ball games for various local sponsors (announcers not listed).
- KTOK, OKLAHOMA CITY, OKLA.** All home (except Sunday) baseball games of the Indians (Texas League) for Wheaties and Ivory Soap (**Ted Andrews**). High school football for Seven Up (**Bill Mosier**; **Ted Andrews**). Midget auto races (also in 1939) for Midget Auto Races (**Ted Andrews**). Weekly wrestling (also in 1939) for the wrestling club (**Ted Andrews**; **John Harrison**).
- KTRH, HOUSTON, TEX.** City auditorium weekly wrestling and Olympiad prize fights for Southern Select Beer and Grand Prize Beer (**Harry Grier**).
- KTRI, SIOUX CITY, IA.** All games of local baseball team in Nebraska State League (also in 1939) for participating sponsors (**Bill Treadway**, in 1938; **Gordon Horner**, in 1939). High school and Morningside College football and basketball for Weatherwax (**Bill Treadway**).
- KTSA, SAN ANTONIO, TEX.** State high school football for Magnolia Petroleum (via network). Rice, SMU, Texas A. & M., and Texas football games for Humble Oil (via network). Roller Derby for San Antonio Brewing Assn. (**Chick Snider**).
- KTUL, TULSA, OKLA.** Tulsa Oilers (Texas League) baseball for Wheaties and Goodrich (**Don Hill**). Wrestling for local sponsor (**Roch Ulmer**; **Vic Rugh**). Boxing for Polar Bear Coffee (**Vic Rugh**). All Tulsa University football games for Mid-Continent Petroleum (**Don Hill**). (Note: 1939 baseball is under the same sponsorship, announcing by **Vic Rugh**. Latter will also announce same football, wrestling and boxing for same sponsors).
- KUJ, WALLA WALLA, WASH.** Whitman College baseball, track and football, Elks baseball, and Walla Walla high school football for cooperative group of local sponsors ("**Jerry**" **Jensen**). (Note: in 1939 same type of sponsorship has bought Whitman College baseball and track, high school baseball and track, and semi-pro baseball, to be announced by "**Jerry**" **Jensen**).
- KUTA, SALT LAKE CITY, UTAH.** University of Utah football games for Breakfast Club Coffee (**Hal Parkes**). Utah State high school football for Deseret News (**Hal Parkes**). Boxing and wrestling for local sponsors (**Bill Sears**). High school basketball 1939 play-offs for Deseret News (**Bill Sears**). Pioneer League 1939 baseball for Wheaties and Goodrich Rubber (**Hal Parkes**).
- KVEC, SAN LUIS OBISPO, CALIF.** All sports from Don Lee Network.
- KVGB, GREAT BEND, KANS.** Local baseball tourney for Dr. Pepper's (**Dave Wilson**, commentator; **Vern Minor**, commercials). All high school football games, complete bowling matches, and A.A.U. basketball (in 1939) for cooperative sponsors (**Dave Wilson**; **Vern Minor**).
- KVOA, TUCSON, ARIZ.** Nine University of Arizona football games for Holsum Baking (**William Kimball**, eight games; **Del Crosby**, one game). Seven Tucson high school football games for various local sponsors (**Del Crosby**). Sixty-three home baseball games of the Tucson Cowboys (Arizona-Texas League) for participating sponsors (**Andy White**).
- KVOD, DENVER, COLO.** American League baseball (team not listed) for Kellogg (**Bill Welch**).
- KVOE, SANTA ANA, CALIF.** Three USC and four UCLA Pacific Coast Conference football games for Associated Oil (**Sam Hayes**; **Frank Bull**).
- KVOO, TULSA, OKLA.** Road games, by wire, of the Tulsa Ice Oilers hockey team (also in 1939) for regional sponsor (**Tom Dailey**).
- KVOR, COLORADO SPRINGS, COLO.** Will Rogers rodeo for Broadmoor Hotel (**Jack Fitzpatrick**). Local high school and Colorado College football for local sponsors (**Hugh B. Terry**). One Pittsburgh Pirates pro football game for Oldsmobile Dealers (**Warren William**). Two hockey games for Broadmoor Hotel (**Mathew McNery**). State high school basketball tourney for local sponsors (**Hugh B. Terry**).
- KVOS, BELLINGHAM, WASH.** Western International League baseball (also in 1939) for Wheaties and Goodrich Rubber (**William Healy** in 1938; **Del Cody**



## SPORTS BY STATIONS—Continued

in 1939). Pacific Coast Conference football for Associated Oil (via network). Basketball (teams not listed) for local sponsors (**Del Cody**).

**KVOX, MOORHEAD, MINN.** Fifteen football games of North Dakota State College, Moorhead Teachers College, Concordia, and Moorhead high school; 50 basketball games of above schools plus Fargo high school; 10 wrestling shows at Fargo auditorium; 10 hockey games of N. D. Amateur Hockey League; all for local sponsors (all announced by **Manny Marget**).

**KVRS, ROCK SPRINGS, WYO.** High school football games for local sponsors (**Michael Reid**). State and district high school 1939 basketball tournaments for local sponsors (**Michael Reid**).

**KVSO, ARDMORE, OKLA.** Two Ardmore football games for local sponsors (**Calvin Darnell**). Iowa State vs. Oklahoma U. football games for local Coca-Cola bottler (no announcer listed).

**KVWC, VERNON, TEX.** High school basketball semi-finals for local sponsors (**Herman Cecil**; **John Sullivan**).

**KWBG, HUTCHINSON, KANS.** Western Association baseball (also in 1939), local college and high school football and basketball, all for participating sponsors (**Bud Dettler**).

**KWG, STOCKTON, CALIF.** Baseball, football and basketball (teams not listed) for participating sponsorship (**George Ross**). Wrestling for local sponsor (**George Ross**).

**KWJB, GLOBE, ARIZ.** Entire local softball and football schedule for Arizona Baking (**Jack Stafford**). Entire Miami football schedule for Conoco Oil (**Jack Stafford**).

**KWK, ST. LOUIS, MO.** All home baseball games of the St. Louis Cardinals and Browns for Hyde Park Brewers (**Johnny O'Hara**). Western Open Golf tourney for Hyde Park Brewers (**Johnny O'Hara**; **Bob Richardson**). All home hockey games and playoffs of the St. Louis Flyers, all local wrestling matches, plus bowling for Hyde Park Brewers (**Ray Schmidt**). All local prize fights for Hyde Park Brewers (**Johnny O'Hara**).

**KWKH, SHREVEPORT, LA.** Entire baseball season of the Shreveport Texas

League team (also in 1939) for Wheaties (**Jerry Bozeman**). Two Centenary College football games for Grogan Oil (**Jerry Bozeman**). Boxing matches (1939) for Sparco Gasoline (**Jerry Bozeman**).

**KWLK, LONGVIEW, WASH.** Longview and Kelso high school football, baseball and track for local sponsors (**Frank Coffin**).

**KWOS, JEFFERSON CITY, MO.** St. Louis Cards and Browns baseball for Kellogg (**John O'Hara**, of KWK). Two Minnesota and numerous Lincoln University, Jefferson City high school, and St. Peter's high school football games for local sponsor (**"Bud" Jackson**). Golden Gloves boxing and a bowling tourney for Hyde Park Beer (**"Bud" Jackson**).

**KWTN, WATERTOWN, S. D.** All games of Watertown independent baseball team; Clark baseball tourney; all high school basketball games; all independent basketball games; entire schedule sponsored by local or regional firms (all announced by **M. W. Plowman**).

**KWTO-KGBX, SPRINGFIELD, MO.** Baseball (teams not listed) for Kellogg (announcers not listed). Five local football games for local sponsors (**Lee George**; **Bill Ring**). Local basketball games and tourneys for local sponsors (**Lee George**; **Bill Ring**). Wrestling and boxing for local sponsors (**Russ Davis**; **Lee George**; **Bill Ring**). (Note: 1939 baseball is being sponsored via KGBX by Wheaties with **Tom Kelly** announcing.)

**KWYO, SHERIDAN, WYO.** High school football for Yale Oil Corp. (**Herb Siebert**). District track meet for participating sponsors (announcers not listed).

**KXL, PORTLAND, ORE.** Northwest basketball series for Associated Oil (**John Carpenter**).

**KXRO, ABERDEEN, WASH.** Pacific Coast Conference Football for Associated Oil (announcer not listed; evidently via network). All local football and basketball games for local sponsorship.

**KYA, SAN FRANCISCO, CALIF.** Pacific Coast Conference football (sponsor not listed but apparently Associated Oil) (**Ernie Smith**; **Doug Montell**). Pacific Coast Conference basketball (sponsor not listed but apparently Associated Oil) (**Doug Montell**).

## SPORTS BY STATIONS—Continued

- KYOS, MERCED, CALIF.** Various San Joaquin Valley high school baseball and football games for cooperative local sponsors (**Beryl Bryant**).
- KYSM, MANKATO, MINN.** Thirteen baseball games (teams not listed) for Mankato Bottling (**Bob Kunkel**). Fourteen football games (teams not listed) for Mankato Natural Gas (**Bob Kunkel**). Basketball (teams not listed) for Mankato Natural Gas (**Cliff Johnson**). (Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum from Minneapolis and St. Paul).
- KYW, PHILADELPHIA, PA.** Three Cornell, two Notre Dame, two Villanova, and one Dartmouth football games for Atlantic Refining (announcers not listed).
- WAAB, BOSTON, MASS.** Home baseball games of the Boston Bees and Red Sox for Kellogg and Socony-Vacuum (**Fred Hoey**). Boston Bruins hockey games (1938-39) for Larus & Bro. Co. (**Frank Ryan**; games also sent to WEAN, WSAR, WNBH, WLLH, WFEA, WLNH, WCOU, WRDO, WTHH). (Note: in 1939 the Bees and Red Sox home baseball games are being sponsored by Atlantic Refining and a co-sponsor, not known at time of inquiry, with **Frankie Frisch** announcing).
- WABI, BANGOR, ME.** Horse racing for local sponsor (**R. M. Wallace**). Football (teams not listed) for Burnham & Morrill (**Jack Maran**). Basketball (teams not listed) for local sponsor (**Jack Maran**).
- WABY, ALBANY, N. Y.** Albany Senators baseball games (also in 1939) for Wheaties and Atlantic Refining (**Gren Rand**; **Sherb Herrick**).
- WACO, WACO, TEX.** Texas semi-pro baseball tourney for Brazos Valley Cotton Oil ("**Cottonseed Clark**" **Fulks**). One high school football game for local sponsors ("**Cottonseed Clark**" **Fulks**).
- WADC, AKRON, O.** Nine Akron University football games for Atlantic Refining (**Carl Kent**). Local and international soap box derby for local sponsor (**Bob Wilson**; **Harold Hageman**; **Ray Spencer**).
- WAGA, ATLANTA, GA.** Baseball (also in 1939) for Wheaties and Goodrich (**James Bibson** in 1938; **Joe Hill** in 1939).
- WAGM, PRESQUE ISLE, ME.** Schoolboy basketball tourney (1939) for Cole's Express, Atlantic Commission Co. and local sponsor (**Ted Coffin** and **Sid Cook**; also **Stuart Mosher** and **Walter Ulmer** of **WLBZ**).
- WAIM, ANDERSON, S. C.** All Clemson College football games for Coca-Cola and Amoco Oil (**Bulleit Coggins**).
- WAIR, WINSTON-SALEM, N. C.** Carolina vs. Davidson football games for Seven-Up, and Carolina vs. Fordham for Wachovia Oil (**Roger von Roth**).
- WALA, MOBILE, ALA.** Out-of-town games of Mobile team in Southeastern Baseball League for Kellogg (**Jack Bridges**). Southern Conference football for local stores (various announcers from other stations at point of play). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich with **Jack Bridges** announcing).
- WAPI, BIRMINGHAM, ALA.** One Howard University and two Miami University football games, former for Coca-Cola Bottling, and latter two for Florida Power & Light (**Maury Farrell**).
- WAPO, CHATTANOOGA, TENN.** All out-of-town and a few home games of the Chattanooga Lookouts baseball team for Wheaties and Goodrich Tire (**Tom Nobles**). High school and prep school football for local sponsors (**Tom Nobles**). Wrestling for local sponsor (**Nelson Krepps**). Wrestling for Falstaff Beer (**Tom Nobles**; **Nelson Krepps**). Golden Gloves boxing for Chattanooga Free Press (**Tom Nobles**). (Note: in 1939 all home (except Sunday) and road baseball games of the Lookouts are under same sponsorship as in 1938.)
- WATL, ATLANTA, GA.** Atlanta Crackers' road baseball games (via wire) for Wheaties and Goodrich Rubber (**Maurice Coleman**). Perry-Vines tennis matches for local sponsor (**J. H. Clarke**).
- WATR, WATERBURY, CONN.** Semi-pro baseball for local sponsor (**William Derwin**). For 1939 baseball and football, see **WAAB** and **WNAC**, Boston.
- WAVE, LOUISVILLE, KY.** One championship high school football game for Falls City Brewing (**Bill Brundige**; **Jim Brett**). (Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum with **Don Hill** announcing.)
- WAZL, HAZELTON, PA.** Philadelphia Athletics and Phillies 1939 baseball

## SPORTS BY STATIONS—Continued

games for Atlantic Refining (from WIP, Philadelphia).

**WBAP, FORT WORTH, TEX.** Thirteen Southwest Conference Football games for Humble Oil (Kern Tips, Hal Thompson and Eddie Dunn of KPRC).

**WBAX, WILKES-BARRE, PA.** Catholic Youth Organization boxing bouts for local sponsors (Harry Thomas). Cole Brothers circus performance for local sponsor (Harry Thomas). High school football for local sponsors (Harry Thomas). Local 1938-39 wrestling for local sponsors (Harry Thomas). All 1939 baseball games of the Wilkes-Barre Barons (Eastern League) for Atlantic Refining (Harry Thomas).

**WBBM, CHICAGO, ILL.** Chicago Cubs and White Sox baseball games for Wheaties and Socony-Vacuum (Truman Bradley; Pat Flanagan; Charlie Grimm). Same sponsors have 1939 games with Pat Flanagan, Charlie Grimm and John Harrington announcing.

**WBIG, GREENSBORO, N. C.** Inter-school football for Coca-Cola Bottling (Bob Poole). Football on network for Atlantic Refining. Wrestling for Coca-Cola Bottling (Bill Jackson). Boxing for Beverages, Inc. (Bill Jackson).

**WBLK, CLARKSBURG, W. VA.** Sixteen football games (teams not listed) for various local sponsors (Blair Eubanks, nine games; Jack Welch, six; Ken Given, one). Thirteen pro basketball games for Pure Oil Dealers (Jack Welch, eleven games; Blair Eubanks, one; Charles Snowdon, one). Sectional basketball tourney for local sponsors (Charles Snowdon). Regional and state basketball tourneys for local sponsor (Jack Welch). Rolla derby for local sponsor (Jack Welch).

**WBNS, COLUMBUS, O.** Columbus AA team baseball for Wheaties and Socony-Vacuum (Johnny Neblett). Eight Ohio State football games for Atlantic Refining (Johnny Neblett). (Note: in 1939 same sponsors are buying same baseball with same announcer.)

**WBOW, TERRE HAUTE, IND.** Nine Big Ten football games for Mid-Continent Petroleum (Luke Walton). Nine local high school football games for Holsum Bakery (Luke Walton). Twenty-six basketball games (teams not listed) for Holsum Bakery (Luke Walton).

**WBRB, RED BANK, N. J.** County school football for Jersey Central Power & Light (Herbert Kamm; William Lybarger). County school basketball for Jersey Central Power & Light (Herbert Kamm; Ralph Manchee).

**WBRC, BIRMINGHAM, ALA.** Four University of Alabama and four Auburn (Ala. Polytechnic Institute) football games for Coca-Cola distributor (Allen McCartee; B. C. McCoy). (Note: WBRC and WAPI of the same city split the Alabama University and Auburn schedules between themselves for the same sponsor.)

**WBRE, WILKES-BARRE, PA.** Wilkes-Barre Eastern League baseball and Wyoming Valley scholastic football for Atlantic Refining (Little Bill Phillips; Franklin D. Coslett). All P.I.A.A. basketball playoffs for participating sponsors (Carl Man). Local Catholic Youth Organization and professional boxing for local sponsors (Franklin D. Coslett; Arnold Kraft).

**WBRY, WATERBURY, CONN.** Boston Bees and Red Sox home baseball games for Kellogg and Socony-Vacuum (Fred Hoey, via WAAB, Boston). Waterbury city championship football for participating local sponsors (Chick Kelly).

**WBT, CHARLOTTE, N. C.** Major league baseball reenactments for B-C Remedy (Chas. H. Crutchfield). American Legion junior baseball for Wheaties (Lee Kirby). Duke University football for Atlantic Refining (Lee Kirby; A. B. Penfield; Jerry Gerard). Baseball in 1939 for Wheaties (Russ Hodges).

**WBTM, DANVILLE, VA.** Ten major college football games for Atlantic Refining via network.

**WCAE, PITTSBURGH, PA.** Pitt football games for Atlantic Refining (Jim Murray).

**WCAM, CAMDEN, N. J.** Weekly wrestling bouts for M.A.B. Paints (Bill Markward; Charlie Wagner). Scholastic basketball finals for M.A.B. Paints (Dr. Ethan A. Lang).

**WCAO, BALTIMORE, MD.** Major college football, including all University of Maryland games, for Atlantic Refining (via network).

**WCAP, ASBURY PARK, N. J.** County school football games for Jersey Cen-

## SPORTS BY STATIONS—Continued

- tral Power & Light (**Everett G. Hill; Herbert Kamm**). Local basketball with conference finals for Jersey Central Power & Light (**Herbert Kamm; Richard Gibbons**).
- WCAU, PHILADELPHIA, PA.** Philadelphia National League baseball games for Wheaties and Socony-Vacuum (**Bill Dyer**). University of Pennsylvania football games for Atlantic Refining (**Woody Wolf**). (Note: in 1939 Wheaties and Socony-Vacuum are sponsoring both American and National League baseball in Philadelphia with **Bill Dyer** announcing.)
- WCAX, BURLINGTON, VT.** Burlington Cardinals baseball games (also in 1939) for Socony-Vacuum (**Lawrence Killick; Dutch Smith**). Two baseball games for M. M. Farrell & Sons (**Lawrence Killick; Dutch Smith**). State scholastic basketball tourney, University of Vermont basketball, Northern scholastic and N. E. scholastic tourneys for several local sponsors (**Lawrence Killick; Dutch Smith**).
- WCBD, CHICAGO, ILL.** Girls softball games for Elam's Yeast (**Dick Kross; Doc Rudolph**).
- WCBM, BALTIMORE, MD.** Baltimore Orioles baseball games (also in 1939) for Wheaties and Atlantic Refining (**Lee Davis**).
- WCBS, SPRINGFIELD, ILL.** Springfield Browns baseball games for Kellogg (**Roger Laux**). Local high school football for local sponsor (**Howard Dorsey**). K of C wrestling for Griesedieck Bros. Brewing (**Don Hill**).
- WCCO, MINNEAPOLIS - ST. PAUL, MINN.** Minneapolis Millers baseball during 1938 and 1939 seasons for Wheaties and Socony-Vacuum (**Eddie Gallaher**).
- WCFL, CHICAGO, ILL.** Baseball (team not listed) for Texas Co. (**Hal Totten**). Football (teams not listed) for Chicago Solvay Coke (**Hal Totten**).
- WCHV, CHARLOTTESVILLE, VA.** Sandlot baseball for Dr. Pepper's (**Tuck Young**). University of Virginia football for Atlantic Refining (**Joe Handlan**). University of Virginia boxing for Phillips Packing Co. (**Joe Handlan**).
- WCLE, CLEVELAND, O.** All Cleveland Indians baseball games (also in 1939) for Wheaties and Socony-Vacuum (**Jack Graney; Pinky Hunter**).
- WCLO, JANESVILLE, WIS.** Football (teams not listed) for local sponsor (**Jim Kyler**). Basketball (teams not listed) and boxing for local sponsors (**Lyell Ludwig**). Baseball (teams not listed) for Goebel Brewing (**Lyell Ludwig**). Swimming meet and sailboat races for local sponsor (**Lyell Ludwig**).
- WCLS, JOLIET, ILL.** Six Joliet high school and six Catholic basketball games for Household Finance (**Larry Furlong**).
- WCMI, ASHLAND, KY.** Tri-State League Sunday baseball games for various local sponsors (announcers not listed).
- WCOA, PENSACOLA, FLA.** During 1938 station had mainly reviews, etc. During 1939 Goodrich and Regal is sponsoring the Pensacola Fliers baseball (**Wesley Chalk**).
- WCOU, LEWISTON, ME.** Hockey and baseball from Colonial Network (see WAAB, Boston). One boxing match for local sponsor (... **Levenson**). Central Maine Basketball championships for local sponsor (... **Levenson**; ... **Durgin**; ... **Libby**). Two St. Doms hockey games for local sponsors (**Guy LaDouceur**).
- WCPO, CINCINNATI, OHIO.** Sportsmen Show for local firm (**Harry Hartman**). Roller Derby for Coca-Cola (**Harry Hartman**). Roller hockey (also in 1939) and roller polo for local firms ("**Red**" **Thornburgh**). Boxing and wrestling (also in 1939) for local firms (**Harry Hartman**; "**Red**" **Thornburgh**). Pro football games for local shoe dealer ("**Red**" **Thornburgh**). Cincinnati Reds baseball (also in 1939) for Wheaties and Socony-Vacuum (**Harry Hartman**; "**Red**" **Thornburgh**). Softball and bowling (also in 1939) for Bavarian Beer ("**Red**" **Thornburgh**).
- WDAE, TAMPA, FLA.** University of Tampa football for Southern Brewery (**Sol Fleischman**).
- WDAF, KANSAS CITY, MO.** Kansas vs. Missouri football game for Folger Coffee (**Fred Weingarth; Ernest Mehl**). Golden Gloves boxing sectional finals for Truly-Warner Hat Co. (**Fred Weingarth**).
- WDAN, DANVILLE, ILL.** Two high school football games for local sponsor (**Francis "Jake" Higgins; Bill Adams**). Danville

## SPORTS BY STATIONS—Continued

Golden gloves boxing, high school 1939 basketball, city 1939 bowling tourney, and 1939 high school regional basketball tourney for various local and regional sponsors (**Francis "Jake" Higgins**).

**WDAS, PHILADELPHIA, PA.** Weekly wrestling bouts (also in 1939) for local sponsor (**Harold Davis**; **Lanse McCurley**; **Pat Stanton**).

**WDAY, FARGO, N. D.** Northern League baseball for participating local sponsors and Y-B Cigars (**El Prough**). State Agricultural football and basketball for local sponsors (**El Prough**).

**WDBJ, ROANOKE, VA.** Major college football games for Atlantic Refining (via network).

**WDBO, ORLANDO, FLA.** Home baseball games of the Orlando Senators for local sponsor (**Charles Batchelder**). Diamondball for local sponsors (**Charles Batchelder**; **H. P. Danforth**). Local high school and Rollins College football for local sponsors (**Charles Batchelder**). Central Florida tennis tourney for local sponsors (**Charles Batchelder**). (Note: Same sports setup for 1939).

**WDEL, WILMINGTON, DEL.** University of Delaware football for Atlantic Refining (announcer not listed).

**WDEV, WATERBURY, VT.** Vermont junior and senior basketball tourney for Northern Oil (Richfield distributors) (**Jake Deal**).

**WDNC, DURHAM, N. C.** Durham Bulls (Piedmont League) baseball for Coca-Cola (**Woody Woodhouse**). Duke University football for Atlantic Refining (**Lee Kirby**; **Add Penfield**; **Marcus Bartlett**; **Byrum Saam**). Durham high school football for Coca-Cola (? **Tice**; ? **Estes**; **Add Penfield**). Soapbox Derby for Coca-Cola (**George Case**; **Woody Woodhouse**). Duke University Southern Conference basketball for Coca-Cola (**Gerry Gerrard**; **Woody Woodhouse**). Southern-Southeastern Conference Indoor (track) Games for Coca-Cola (**Woody Woodhouse**). Southern Conference basketball playoffs for Coca-Cola (**Gerry Gerrard**; **Woody Woodhouse**). Durham high school basketball for Coca-Cola (**Woody Woodhouse**). North Carolina high school championship basketball tourney for Coca-Cola (**Woody Woodhouse**). South Atlantic basketball tourney for Coca-Cola (**Gerry Gerrard**; **Woody Woodhouse**). (Note: during 1939 Coca-Cola is

sponsoring the Durham Bulls baseball and Duke football with **Penfield-Woodhouse** announcing the football and **Woodhouse** the baseball.)

**WDSU, NEW ORLEANS, LA.** Louisiana State University football for Coca-Cola (**Edley Rogers**). High school football for 7-Up (**Stanley Holiday**; **Roger Phillips**). New Orleans open golf tourney for Jax Beer (**P. K. Ewing**; **Roger Phillips**). All New Orleans (Southern Association) 1939 baseball games for Wheaties and Goodrich (**Gene Sommers**; **Roger Phillips**).

**WDWS, CHAMPAIGN, ILL.** High school basketball tourneys (except state tournament) for various local sponsors (**Jack Beynon**). Eastern Illinois League baseball for various local sponsors (**Jack Beynon**).

**WDZ, TUSCOLA, ILL.** Football and basketball tourneys (teams not listed) for local co-sponsorship (**Hank Fisher**).

**WEAN, PROVIDENCE, R. I.** All sponsored sports from WNAC and WAAB, Boston (q.v.).

**WEAU, EAU CLAIRE, WIS.** Local baseball for local sponsor (**Art Hanstrom**). Golden Gloves boxing for Walter's Brewing Co. (**Art Hanstrom**).

**WEBC, DULUTH, MINN.** Hockey games for Firestone Service Stores (**Don Olson**; **Wayne Byers**).

**WEBR, BUFFALO, N. Y.** Baseball for Atlantic Refining and Kellogg (**Claude Haring**).

**WEED, ROCKY MOUNT, N. C.** Coastal Plains Baseball League games for 40-50 local firms cooperatively (**Wally Williams**; **Thomas Snowden, Jr.**). Rocky Mount high school football for local firm (**Wally Williams**; **Thomas Snowden, Jr.**).

**WEEL, BOSTON, MASS.** Nine Holy Cross football games for Atlantic Refining (**Al Helfer**; **Jack Knell**).

**WELI, NEW HAVEN, CONN.** Yale-Harvard commencement baseball games; All Connecticut Semi-Pro League baseball; midget auto races; softball; four outdoor track meets; three mile cross-harbor swim; 12 high school football games; Connecticut high school basketball (1939); Eastern Intercollegiate wrestling

## SPORTS BY STATIONS—Continued

- and swimming championships (1939); Connecticut high school swimming championship (1939); Heptagonal college track meet at Yale (1939); Blackwell Cup Regatta (1939); Semi-Pro League Baseball (1939); all for various local sponsors singly or cooperatively (all announced by **Philip Buxbaum, Jr.**).
- WELL, BATTLE CREEK, MICH.** Three local (1939) swimming meets for local sponsor (**Forest Flagg Owen, Jr.**). Three local (1939) basketball games for local sponsor (**Ted Baughn; George MacKenzie**). For 1939 baseball, see WXYZ.
- WEMP, MILWAUKEE, WIS.** Four Marquette, two Wisconsin and one Notre Dame football games for local sponsor (**Charles La Force; Frank Klode**).
- WEOA, EVANSVILLE, IND.** Three I League baseball (Wednesdays, Thursdays, Saturdays) for Kellogg (**Paul Clark**). Weekly wrestling and boxing for local firm (**Kenneth Boultinghouse**).
- WESG, ELMIRA, N. Y.** Elmira club baseball games for Atlantic Refining (**Bill Pope**). (Note: same sponsor has same games with same announcer in 1939).
- WEST, EASTON, PA.** Lafayette football for Atlantic Refining (**Dick West**). Basketball (teams not listed) for local sponsor (**Dick West**). Philadelphia Phillies and Athletics 1939 baseball games for Atlantic Refining (**Byrum Saam**, from WIP, Philadelphia).
- WEW, ST. LOUIS, MO.** Three St. Louis University football games for Hyde Park Brewers (**Herb Maccready; A. Jones**).
- WFAA, DALLAS, TEX.** Thirteen major college (Texas, TCU, Rice, SMU, Texas Tech) football games for Humble Oil (**Kern Tips** and **Hal Thompson** of KPRC, Houston).
- WFBC, GREENVILLE, S. C.** South Atlantic League baseball for Kellogg (**Jimmie Thompson**). Textile League baseball for Coca-Cola (**Jimmie Thompson**). Major college football for Atlantic Refining (**Jimmie Thompson**). Southern Textile Basketball tourney for Coca-Cola (**Jimmie Thompson**). (Note: 1939 Textile League baseball is being sponsored by Coca-Cola with **Jimmie Thompson** announcing.)
- WFBL, SYRACUSE, N. Y.** Eastern amateur golf tourney for two local sponsors (**Bob Kenefick, Jr.; Harry Nash**, of CBS).
- WFEM, INDIANAPOLIS, IND.** Two Purdue football games for local sponsor (**Len Riley**). Indiana State high school basketball finals for Pure Oil (**Tony Hinkle; Bill Fox; Wally Middlesworth**).
- WFDF, FLINT, MICH.** Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann** on Michigan Radio Network). Local wrestling for local sponsors (**Charles H. Park; John J. Hurd**). For 1939 baseball schedule see WXYZ, Detroit.
- WFIL, PHILADELPHIA, PA.** Philadelphia Athletics baseball games for Kellogg (**Stan Lomax**).
- WFLA, TAMPA, FLA.** University of Tampa vs. University of Havana football game for local 7-Up bottling company (**Carl Fritz**).
- WFMD, FREDERICK, MD.** Preakness for American Oil (via Maryland Coverage Network; **Clem McCarthy**).
- WFTC, KINSTON, N. C.** All baseball games of Coastal Plains League played in Kinston for local sponsors (**Paul Moyle**).
- WGAL, LANCASTER, PA.** Franklin and Marshall football games for Atlantic Refining. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).
- WGAN, PORTLAND, ME.** Five Bowdoin and one Colby football games variously for Coca-Cola Bottling, Burnham & Morrill and Coles Express (**Richard E. Bates Samuel Henderson; Adam Walsh**). Rumford 1939 Winter Carnival for King & Dexter Co. (**Carlyle N. DeSuze; William Dow**).
- WGAU, ATHENS, GA.** All University of Georgia home football and baseball games for local sponsors (**A. Lynne Brannen**).
- WGBF, EVANSVILLE, IND.** Three I League baseball games (Mondays, Tuesdays, Fridays) for Kellogg (**Paul Clark**). High school football for local bank (**Paul Clark**). High school basketball (also 1939) for local bank (**Paul Clark; Dale Phares**).
- WGBI, SCRANTON, PA.** Football (games not specified) for Atlantic Refining (announcer not listed; evidently on a net-

## SPORTS BY STATIONS—Continued

- work). Eastern League (1939) baseball for Atlantic Refining (**Dave Griffiths**).
- WGIL, GALESBURG, ILL.** All Knox College football games for cooperative local sponsors (**Howard Miller**).
- WGL, FT. WAYNE, IND.** Night baseball games of Tri-State semi-pro league for participating sponsors (**John Hackett**). All available regular season (1938-39) home basketball games of Ft. Wayne high schools, plus sectional tourney, plus regional tourney, plus super-regional tourney, plus final tourney for local sponsors (**John Hackett**). Allen County 1938-39 high school and State Catholic high school basketball championships for Indland Oil (**John Hackett**).
- WGN, CHICAGO, ILL.** All home games of White Sox and Cubs baseball teams for Old Golds (**Bob Elson**). All home games of Chicago National Hockey League team for Old Golds (**Bob Elson**). (Note: same sponsor has same sports in 1939 with same announcer.)
- WGPC, ALBANY, GA.** Albany Cardinals baseball games for Kellogg (**Bill Poole** in 1938; **Hubert Batey** in 1939 for Goodrich Silvertown). High school football for Goodrich Silvertown (not identified as to parent firm or local branch) (**Hubert Batey**).
- WGR-WKBW, BUFFALO, N. Y.** Buffalo baseball games in International League for Wheaties, Wm. Simon Brewery and Kleinhans Clothing (**Roger Baker**) (1939 season sponsored by Wheaties and Goodrich Rubber with **Ralph Hubbell** announcing). Wrestling for Lang Brewery (**Siegmund Smith**).
- WGST, ATLANTA, GA.** University of Georgia football games for Beeman's Laboratories (**John Fulton**).
- WGY, SCHENECTADY, N. Y.** Six Syracuse University, one Yale, and one Pittsburgh football games for Atlantic Refining (originated at various points, principally WSYR, q.v.).
- WHAI, GREENFIELD, MASS.** Boston Bees and Red Sox home baseball games for Kellogg and Socony-Vacuum (**Fred Hoey**, via WAAB, Boston). High school football for local sponsors (**Hal Goodwin**; **Warren Greenwood**). (Note: For 1939 baseball, see WAAB, Boston.)
- WHAM, ROCHESTER, N. Y.** All home (except Sunday and holiday) and all away baseball games of the Rochester Red Wings (also in 1939) for Wheaties and Socony-Vacuum (**Harry McTigue**).
- WHAS, LOUISVILLE, KY.** Louisville Colonels baseball games for Wheaties (**George Walsh**). One high school football game for Honey-Krust bread (**George Walsh**).
- WHB, KANSAS CITY, MO.** Missouri U. vs. Kansas U. football game for local sponsor (**Ernie Smith**).
- WHBB, SELMA, ALA.** Entire out-of-town schedule of Selma baseball team (also in 1939) for five local merchants (**Ward Coleman**). All University of Alabama football games for five local merchants (**Bill Terry**, Alabama Network). High school basketball and State basketball tourney (1939) for local sponsor (**Paul Grist**; **Dan Chapman**). Selma high school baseball games (1939) for local sponsor (**Ward Coleman**).
- WHBF, ROCK ISLAND, ILL.** Three I League baseball for local sponsors (**Maurice Corken**). Softball tourney for local sponsor (**Ray Anderson**). Bowling (1939) for local sponsor (**Ray Anderson**). Football (apparently local) for various local sponsors (**Paul Roscoe**). Golden Gloves boxing for local sponsors (**Paul Roscoe**; **Maurice Corken**). Basketball (apparently local) for local sponsor (**Ted Arnold**; **Paul Roscoe**). Chicago Golden Gloves fights for local sponsors (**Maurice Corken**). Auto races for local sponsor (**Ted Arnold**; **Ivan Streed**). (Note. 1939 baseball is being sponsored by Wheaties with **Walt Gillespie** announcing.)
- WHBL, SHEBOYGAN, WIS.** Home basketball games of the Sheboygan team in the National Professional League for Wadhams Oil (**Art Bramhall**).
- WHBQ, MEMPHIS, TENN.** Baseball (1938 and 1939), weekly wrestling, high school and college football, bowling tourney, handball tourney, softball tourney, all for Coca-Cola Bottling (teams not generally identified) (**Bob Alburty**).
- WHBU, ANDERSON, IND.** Local club baseball broadcasts for Dietzen Bakery (**Lewis Shroyer**). Nine high school football games for Dietzen Bakery (**Wayne Reeves**). Seventy-eight 1938-39 high school basketball games plus tourneys for Dietzen Bakery and Hughes Curry Packing (**Wayne Reeves**).
- WHDL, OLEAN, N. Y.** Three St. Bonaventure and one Olean high school foot-



## SPORTS BY STATIONS—Continued

- ball games for local sponsor (**Freddy Meyer; Tom Brown**). Pony League 1939 baseball games for local sponsor (**Joseph M. Cleary**).
- WHEC, ROCHESTER, N. Y.** Rochester Red Wings baseball games (also in 1939) for Atlantic Refining (**Jack Barry**).
- WHIO, DAYTON, O.** Cincinnati Reds baseball games for Wheaties and Socony-Vacuum (**Red Barber** and **Dick Bray** in 1938; **Roger Baker** and **Dick Bray** in 1939) (games received from WSAI, Cincinnati).
- WHK, CLEVELAND, O.** Sunday out-of-town baseball games (apparently Cleveland Indians) for Wheaties and Socony-Vacuum during 1938 and 1939 (**Jack Graney; Pinky Hunter**). Six-day bicycle races for Sears, Roebuck (**Guy Wallace**). Training camp reports for Socony-Vacuum (**Jack Graney; Pinky Hunter**).
- WHLB, VIRGINIA, MINN.** Football and basketball (teams not listed) for local sponsors (**Wayne Byers**). Hockey for Hamm's Beer (**Wayne Byers**). Northwest Publinx golf tourney for local sponsors (**Wayne Byers; Barney Irwin**). State boy's swimming meet for local sponsors (**Bill Lofback**). Wrestling for local sponsors (**Wayne Byers**).
- WHLS, PORT HURON, MICH.** Seven high school football games for cooperative local sponsors (**Ray Bouslog; Fred Knorr**). Two Canadian rugby matches for cooperative local sponsors (**Wilford Molloy**).
- WHMA, ANNISTON, ALA.** University of Alabama football games for local sponsors (via inter-city network). Eight exhibition baseball games, between Anniston and major and secondary league clubs, for various local sponsors (**Ed Mullinax; Harold Russey**).
- WHN, NEW YORK CITY.** All Jersey City Giants baseball games for Wheaties and Socony-Vacuum (**Joe Bolton**). Brooklyn Dodgers 1939 home and away games for Wheaties, Socony-Vacuum and Procter & Gamble (**Red Barber**).
- WHO, DES MOINES, IA.** Chicago Cubs and White Sox home baseball games (also in 1939) for Wheaties (**Bill Brown**).
- WHP, HARRISBURG, PA.** Philadelphia Athletics home baseball games for Atlantic Refining.
- WIBA, MADISON, WIS.** University of Wisconsin football for Wadhams Oil (**Bill Walker; Russ Winnie**, of WTMJ). University of Wisconsin basketball and boxing for local sponsors (**Bill Walker**).
- WIBM, JACKSON, MICH.** High school football for Auto Club of Michigan (announcer not listed). Golden Gloves boxing for local sponsor (announcer not listed). Michigan State football games for Auto Club of Michigan (via Michigan Radio Network). For 1939 baseball, see WXYZ, Detroit.
- WIBU, POYNETTE, WIS.** University of Wisconsin football and basketball for local sponsors (**Art Bramholz**). Madison high school basketball for local sponsors (**Art Bramholz**). University of Wisconsin 1939 boxing for local sponsor (**Fahey Flynn**). Madison Blues 1939 baseball games for local co-sponsorship (**Art Bramholz**).
- WIBX, UTICA, N. Y.** Major college football for Atlantic Refining (via network; no details listed).
- WICC, BRIDGEPORT, CONN.** All sponsored sports from WNAC and WAAB, Boston (q.v.). Baseball in 1939 is being sponsored by Wheaties, Socony-Vacuum and Procter & Gamble, and is received via wire from WABC, New York.
- WIL, ST. LOUIS, MO.** St. Louis University and Washington University football for local bank (**Neil Norman**). St. Louis Gunners pro football for Hyde Park Beer (**Neil Norman**). Midget auto racing and wrestling for Hyde Park Beer (**Neil Norman; Bill Durney**). Boxing for Hyde Park Beer (**Neil Norman**). St. Louis University and Washington University 1938-39 basketball for Hyde Park Beer (**Neil Norman**). St. Louis Flyers' 1938-39 pro hockey for Hyde Park Beer (**Neil Norman; Bill Durney**). Pro soccer 1938-39 for Hyde Park Beer (**Bill Durney**).
- WILM, WILMINGTON, DEL.** Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).
- WIND, CHICAGO, ILL. (GARY, IND.).** Chicago Cubs and White Sox baseball games for Wheaties (**Russ Hodges; Jimmy Dudley**). Re-creation of same games, with same announcers, for J. R. Thompson Restaurants. Major college (Northwestern, Illinois) football for Phillips 66 (**Russ Hodges**). Pro football



## SPORTS BY STATIONS—Continued

- (Bears, Cards) for Wheaties (**Russ Hodges; Jimmy Dudley**). Northwestern University 1938-39 basketball for Chevrolet Dealers (**Russ Hodges**). High school state 1939 basketball tourney for Public Service of Northern Indiana (**Russ Hodges**). Boxing matches (1939) for various local sponsors (**Russ Hodges; Jimmy Dudley**).
- WIP, PHILADELPHIA, PA.** All home baseball games of Philadelphia Athletics for Atlantic Refining (**Byrum Saam**, play-by-play; **Stoney McLinn**, general comment; **Walton Newton**, commercials). All football games of Temple University for Atlantic Refining (**Byrum Saam**, play-by-play; **Walton Newton**, between half comments and commercials). Major portion of Villanova College football games for Atlantic Refining (**Byrum Saam**, play-by-play; **Walton Newton**, between half comment and commercials). (Note: In 1939 Atlantic Refining is sponsoring complete home baseball schedule of the Athletics and Phillies, 154 games in all (**Byrum Saam**, play-by-play).
- WIRE, INDIANAPOLIS, IND.** Indianapolis Indians baseball games (also 1939) for Wheaties and Socony-Vacuum (**Wally Nehrling; Norm Perry, Jr.; Vic Lund**). Two Purdue football games for local sponsors (**Luke Walton; Bill Frosch**). Indiana University home basketball games (transcribed) for General Foods' Post Toasties (**Bill Frosch; Piggy Lambert; Luke Walton**).
- WIS, COLUMBIA, S. C.** Columbia Reds baseball games for Kellogg (**Jim Young**). Carolina Gamecocks football for Coca-Cola (**Jim Young**). Southern Conference boxing (1939) for electrical distributor (**Ira Koger**).
- WISN, MILWAUKEE, WIS.** Milwaukee Brewers baseball games (also in 1939) for Wadham's Oil and Wheaties (**Alan Hale**). Marquette University football games for Wadham's Oil (**Alan Hale**). Wrestling matches for local sponsor (**Alan Hale**). Marquette University basketball (1939) for Wadham's Oil (**Alan Hale**).
- WJAG, NORFOLK, NEB.** Basketball tourney for cooperative sponsors (**Floyd Shelby**). Northeast Nebraska track meet for cooperative sponsors (**Floyd Shelby**). Local high school football games for cooperative sponsors (**Gene Corrigan**).
- WJAX, JACKSONVILLE, FLA.** Local baseball games for Wheaties (**Jack Rathbun**).
- WJBK, DETROIT, MICH.** University of Detroit football games for the Automobile Club of Michigan (**Al Nagler**).
- WJBL, DECATUR, ILL.** Decatur club baseball games (Three I League) for Kellogg (? **Howard**; ? **Millard**). Play-off of first and second teams in Three I Baseball League for Wheaties (**Howard; Millard**).
- WJBO, BATON ROUGE, LA.** All Louisiana State University football games for Coca-Cola Bottling (**Edly Rogers**). High school football for various local sponsors (**Woodrow Hattie**). Giants exhibition baseball games for Sears, Roebuck (**Woodrow Hattie**). Louisiana State University boxing for local sponsor (**Woodrow Hattie**).
- WJDX, JACKSON, MISS.** Mississippi State College and University of Mississippi football games for Lion Oil (**Joe Paget**).
- WJIM, LANSING, MICH.** Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann**, Michigan Radio Network). Amateur boxing and heavyweight wrestling for local sponsors (**Howard Finch**). Michigan State College football games for Olds Motor Works (**Carl Gensel**, Michigan Radio Network). For 1939 baseball, see WXYZ, Detroit.
- WJJD, CHICAGO, ILL.** Cubs and White Sox baseball for Kellogg (**John Harrington**). Northwestern University football for Oldsmobile Dealers (**Jimmy Dudley**). Bears and Cards pro football games for Wheaties (**Russ Hodges; Jack Drees**).
- WJLS, BECKLEY, W. VA.** State sectional and regional 1939 basketball tourneys for various local sponsors (**Barnes Nash; Hulett Smith**).
- WJMS, IRONWOOD, MICH.** University of Wisconsin and Green Bay Packers pro football games for Wadham's Oil (**Russ Winnie**, of WTMJ, Milwaukee, Wis.). Ironwood high school home football and basketball for local sponsors (**Dick Hasbrook**).
- WJNO, WEST PALM BEACH, FLA.** Southern States high school baseball championship for local firm (**Reginald Martin**). Palm Beach high school foot-

## SPORTS BY STATIONS—Continued

- ball for local firm. (**Reginald Martin**). Weekly wrestling matches for the American Legion (**Soccer Coe**; **Ben Decker**).
- WJR, DETROIT.** Detroit Tigers baseball for Penn Tobacco and Dodge Dealers (**Jimmie Stevenson**). Detroit Lions pro football for Chrysler Corp. (**Harry Wismer**). University of Michigan football for Fleetwing Gasoline (**Harry Wismer**).
- WJRD, TUSCALOOSA, ALA.** All University of Alabama football games for various local sponsors (**Frank W. Bruce**).
- WJSV, WASHINGTON, D. C.** Washington Senators baseball games (also in 1939) for Wheaties (**Arch McDonald** in 1938; **Walter Johnson** and **Warren Sweeney** in 1939).
- WKAT, MIAMI BEACH, FLA.** University of Miami football games and race results, sponsors not noted (announcers not noted).
- WKBB, DUBUQUE, IA.** Home football and basketball games of University of Dubuque, Loras College, Loras Academy, and Dubuque Senior High School for local sponsors (**Jim Carpenter**).
- WKBN, YOUNGSTOWN, O.** Local high school football championship for Lyden Oil ("**Don**" **Gardner**; "**Dutch**" **Bowden**). K. of C. Golden Gloves boxing for K. of C. ("**Don**" **Gardner**). State basketball finals for Lyden Oil ("**Don**" **Gardner**).
- WKBW, BUFFALO, N. Y.** See WGR-WKBW.
- WKOK, SUNBURY, PA.** Local football games for local sponsor (**George Stahl**; **Herman Noll**). University of Pennsylvania football games for Atlantic Refining (from WCAU, q.v.).
- WKY, OKLAHOMA CITY, OKLA.** Ten University of Oklahoma football games for the Daily Oklahoman & Times (**John Shafer**).
- WLAC, NASHVILLE, TENN.** Home and away games of the Nashville baseball club for Kellogg (Wheaties and Goodrich Rubber in 1939) (**Herman Grizzard**). Wrestling matches for local sponsor (**Herman Grizzard**).
- WLAK, LAKELAND, FLA.** High school football for local sponsor (**G. G. Fletcher**; **E. B. Wilson**). Outboard Race Regatta (1939) for local sponsor (**G. G. Fletcher**; **E. B. Wilson**). Spring training baseball of Detroit Tigers (1939) for Kellogg (**G. G. Fletcher**; plus guest announcers from other stations including **France Laux**, **Harry Heilmann**, **Ty Tison**, **George Patterson**).
- WLAW, LAWRENCE, MASS.** Four Lawrence and one Phillips Andover Academy football games for local sponsors (**Stanley Schultz**; **Alex MacBeth**; **Jack Malloy**).
- WLBC, MUNCIE, IND.** All Central high school and Ball State College football and basketball games, 10 Burris high school basketball games, 10 county high school basketball games, four Big Ten football games, two Big Ten basketball games, all for local sponsors (**Don Burton**).
- WLBY, BANGOR, ME.** Bangor regional and state championship basketball tournaments for local and regional sponsors (**Walter Ulmer**).
- WLLH, LOWELL, MASS.** Baseball for Kellogg and Socony-Vacuum (from WAAB, Boston, q.v.). Football for Atlantic Refining (from WNAC, Boston, q.v.). One high school football game for local sponsor (**Tom Clayton**). Hockey for Larus & Bro. (from WAAB, Boston, q.v.). For 1939 baseball, see WAAB, Boston.
- WLNH, LACONIA, N. H.** Baseball and football from Yankee and Colonial Networks (see WNAC and WAAB, Boston).
- WLVA, LYNCHBURG, VA.** Major college football games for Atlantic Refining (via network). High school football for local sponsor (**Glenn Jackson**). Marble tournament (1939) for Nehi Bottling (**Eric Lund**).
- WMBD, PEORIA, ILL.** All Bradley College 1938-39 basketball games for various groups of local sponsors (**Jack Brickhouse**).
- WMBR, JACKSONVILLE, FLA.** Jacksonville baseball games for Wheaties and Goodrich (also in 1939) (**Jack Rathbun**).
- WMC, MEMPHIS, TENN.** Vanderbilt vs. Georgia Tech, and LSU vs. Mississippi State football games for local sponsors (**John Cleghorn**, action; **Bob Pigue**, resumes).

## SPORTS BY STATIONS—Continued

**WMCA, NEW YORK CITY.** All Star football game for Modern Industrial Bank (Alan Waltz; Bert Lee). Boxing bouts from Bronx Coliseum for Colarena (Joe O'Brien; Irving Rudd).

**WMFD, WILMINGTON, N. C.** Two football games (high school and N. C. State) for local sponsor (Foster Edwards; Jimmie Moore; R. A. Dunlea).

**WMFF, PLATTSBURG, N. Y.** Local and out-of-town baseball for local sponsors (Don Trayser). Same in 1939 for cooperative sponsors (Mart Traynor).

**WMFG, HIBBING, MINN.** Home series of 16 professional hockey games for local sponsor (Mark Forgette).

**WMFJ, DAYTONA BEACH, FLA.** Baseball (team not listed) and high school football for Daytona Sheet Metal Works (Ed Sims). High school basketball for local sponsor (Ed Sims).

**WMFO, DECATUR, ALA.** Alabama University football games for Coca-Cola (from Alabama Network). Decatur high school football games for local sponsor (Charles H. Clements).

**WMIN, MINNEAPOLIS-ST. PAUL, MINN.** Minneapolis Millers baseball games (also in 1939) for Wheaties and Socony-Vacuum (Eddie Gallaher). St. Thomas football and basketball games for local sponsors (Dick Enroth).

**WMPS, MEMPHIS, TENN.** Telegraphic play-by-play of last nine games in 1938 National League baseball race (Cubs, Pirates, Cardinals) for Canova Coffee (Francis Chamberlin). All University of Tennessee football games for Dr. Pepper's (Francis Chamberlin, telegraphic reports; Joe Epstein, from field). Eleven National League pro football games (Cards, Redskins) via telegraph for Canova Coffee (Francis Chamberlin). Southwestern vs. Loyola football game for Dr. Pepper's (Henry Dupre, of WWL). University of Mississippi vs. Mississippi State football game for Lion Oil (originated by WJDX).

**WMSD, SHEFFIELD, ALA.** All Alabama University football games for RCA (evidently via network). Florence Army prize fights for local sponsor (Coach West, high school athletic coach).

**WMT, CEDAR RAPIDS, IA.** Three I League baseball for participating local sponsors (Bert Puckett). Telegraphic

major league baseball for Wheaties (Gene Shumate, of KRNT, Des Moines). Coe College football for local sponsor (Bert Puckett). State 1939 basketball tourney for American Institute of Business (Gene Shumate, from KSO, Des Moines).

**WNAC, BOSTON, MASS.** Nine football games, consisting of six Yale home games, Penn-Yale, Cornell-Dartmouth, and Duke-Pitt for Atlantic Refining (Bill Slater; games also sent to WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLG, WSPR, WBY). (Note: in 1939 Atlantic Refining is sponsoring eight football games, consisting of six Yale home games, plus Michigan-Yale, plus one unannounced game (announcer not yet determined); games also to be sent to WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLG, WSPR, WATR, WFEA, WLNH).

**WNAX, YANKTON, S. D.** Baseball from Iowa Broadcasting System and Central States Broadcasting for Wheaties (Wheaties and Socony-Vacuum in 1939) (Gene Shumate, of IBS; Harry Johnson, of KFAB). University of South Dakota 1939 basketball game for local sponsor (Herb Evans).

**WNBK, BINGHAMTON, N. Y.** Binghamton Triplets baseball games (also in 1939) for Atlantic Refining (Thomas J. McMahon in 1939; 1938 announcer not listed).

**WNBX, SPRINGFIELD, VT.** Northern League baseball for Esslinger Breweries (via WSYB, Rutland). Vermont basketball tourney for Twin State Fruit Co. and local sponsors (Bob Kelley).

**WNBZ, SARANAC LAKE, N. Y.** Northern League baseball for Kellogg (Ray English). One high school football game for local sponsor (Harley Hodgkins). North American championship speed skating races for local sponsor (Ray English).

**WNEW, NEW YORK CITY.** All baseball games of the Newark (International League) Bears, plus play-off series, plus Little World Series for Wheaties and Socony-Vacuum (Earl Harper). (Note: 1939 setup covers Newark Bears and Jersey City Giants on alternate days for Wheaties and Atlantic Refining with Earl Harper announcing.)

**WNLC, NEW LONDON, CONN.** Two local football games for cooperative sponsors

## SPORTS BY STATIONS—Continued

- (Gort Wilbur; Joseph Dyer). (Also see WNAC and WAAB, Boston.)
- WNOX, KNOXVILLE, TENN.** All baseball games of Knoxville Smokies (also in 1939) for Wheaties and Goodrich Rubber (**Lowell Blanchard**). All University of Tennessee football games for cooperative sponsors (**Joe Epstein**). Miscellaneous basketball games and tourneys for Knoxville News-Sentinel (**Mike Huncutt**).
- WOAI, SAN ANTONIO, TEX.** Southwest Conference football for Humble Oil (**Kern Tips**; **Hal Thompson**, both of KPRC, Houston, for the Texas Quality Network).
- WOC, DAVENPORT, IA.** All high school football games and all University of Iowa football games for Block Coal Co. (**Moon Reagan**). Local and Chicagoland Golden Gloves boxing (1939) for De Soto Dealers (**Moon Reagan**).
- WOKO, ALBANY, N. Y.** Albany Senators baseball games for Atlantic Refining (Wheaties and Atlantic Refining in 1939) (**Gren Rand**; **Sherb Herrick**).
- WOL, WASHINGTON, D. C.** Eleven Washington Redskins pro football games for Tru Blu Beer (**Tony Wakeman**, play-by-play; **Frank Blair**, color).
- WOMI, OWENSBORO, KY.** High school football and basketball for local sponsors (**LeRoy Woodward**).
- WOMT, MANITOWOC, WIS.** High school and state tourney basketball for cooperative local sponsors (**Fred Hessler**).
- WOPI, BRISTOL, TENN.** Eleven football games (teams not listed) for various local sponsors (**Fred Reuning**, eight games; **Fey Rogers**, one game; two games via hookups).
- WOR, NEW YORK CITY.** Yale and other major college football for Atlantic Refining (**Bill Slater**). Brooklyn Dodgers 1939 baseball games for Wheaties, Socony-Vacuum and Procter & Gamble (**Red Barber**).
- WORK, YORK, PA.** Franklin and Marshall football games for Atlantic Refining. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).
- WOWO, FT. WAYNE, IND.** Eight-game schedule of Purdue and Indiana universities football for Mercury Oil (**John Hackett**). Indiana state 1938-39 high school basketball championship, plus super-regional tourney, plus final tourney for Dietzen Bakeries (**John Hackett**).
- WPAP, PARKERSBURG, W. VA.** All high school football games for local sponsors (**Ken Given**).
- WPAY, PORTSMOUTH, O.** Portsmouth Red Birds baseball games for Kellogg (**Paul Wagner**). Portsmouth high school and Central Catholic football for local sponsors (**Paul Wagner**).
- WPG, ATLANTIC CITY, N. J.** All home games of Philadelphia Athletics for Atlantic Refining (**Byrum Saam**, of WIP). University of Pennsylvania (and other major college) football for Atlantic Refining (**Woody Wolf**, of WCAU). For 1939 baseball schedule, see WIP, Philadelphia.
- WQAM, MIAMI, FLA.** Two Miami University football games for Nehi (**Leslie Harris**).
- WQDM, ST. ALBANS, VT.** Home baseball games of St. Albans team in the Northern League for Dominion Dry (**Ed Anderson**; **Orson Jay**). Montpelier home baseball games on days when St. Albans games were not broadcast, for Esslinger Ale (? **Killick**; ? **White**). (Note: Same baseball setup in 1939, but sponsor not revealed.)
- WRBI, COLUMBUS, GA.** All Columbus Red Birds (South Atlantic League) baseball games for Kellogg (**Jack Gibney**). Seven high school and seven vocational high school football games for Nehi (**Jack Gibney**). Five University of Georgia football games sponsored locally and by Beeman's Laboratories (**Jack Gibney**). (Note: 1939 Red Birds baseball is sponsored by Wheaties and Goodrich Rubber (**Jack Gibney**).
- WRDW, AUGUSTA, GA.** Home and away baseball games of the Augusta Tigers for Atlantic Refining and Kellogg (Atlantic Refining only in 1939) (**Thurston Bennett**). Georgia Tech football (also in 1939) for Atlantic Refining (**Thurston Bennett**). Local football and basketball and Master's golf tourney for local sponsors (**Thurston Bennett**).
- WRGA, ROME, GA.** Baseball (team not listed) for Coca-Cola (**Price Selby**).

## SPORTS BY STATIONS—Continued

**WRJN, RACINE, WIS.** Washington Park and Horlick high school football and basketball for participating sponsors (**Herb Mann**).

**WREN, RICHMOND, VA.** Nine major college football games for Atlantic Refining (**Meb Davis**; **Ed Burch**).

**WROK, ROCKFORD, ILL.** Rockford high school football games for Ken-L-Ration and local sponsors (**Morey Owens**). Rockford high school home basketball games plus state championship games for local sponsors (**Morey Owens**).

**WROL, KNOXVILLE, TENN.** Eleven high school football games for various local sponsors (**Harry Moreland**; **Joe Wheeler**; **Len Broughton, Jr.**).

**WRTD, RICHMOND, VA.** Richmond Colts baseball games for Atlantic Refining and Kellogg (**Peco Gleason**). (Note: Atlantic Refining has the 1939 series with **Gleason** announcing).

**WRUF, GAINESVILLE, FLA.** University of Florida football games for Atlantic Refining (**Dan Riss**).

**WRVA, RICHMOND, VA.** Major college football for Atlantic Refining (**Joe Handlan**; **Lew Avery**).

**WSAI, CINCINNATI, O.** Cincinnati Reds baseball games for Wheaties and Socony-Vacuum (**Red Barber**; **Dick Bray**). Reconstruction of baseball games for Bavarian Brewing (**Red Barber**; **Dick Bray**). Baseball in 1939 for Wheaties and Socony-Vacuum (**Roger Baker**; **Dick Bray**).

**WSAN, ALLENTOWN, PA.** Baseball (1938-39) for Atlantic Refining (from WIP, Philadelphia, q.v.). Amateur boxing for local sponsor (**Johnny Van Sant**). Muhlenberg college football for Atlantic Refining (**Johnny Van Sant**). Scholastic night football for Lehigh Valley Oil (**Joseph Peterson**; **Lee Dietrich**). Scholastic basketball (1938-39) for local sponsor (**Johnny Van Sant**).

**WSAR, FALL RIVER, MASS.** Home baseball games of Boston Red Sox and Bees for Kellogg and Socony-Vacuum (**Fred Hoey**, of WAAB, Boston). Yale and other major college football games for Atlantic Refining (**Bill Slater** of WNAC, Boston). Boston Bruins hockey games for Larus & Bro. Co. (**Frank Ryan**, of WAAB, Boston). For 1939 baseball, see WAAB, Boston.

**WSAU, WAUSAU, WIS.** All Wausau baseball games in the Northern League for local sponsors (**J. W. Killeen**). High school football and basketball for local sponsor (**Jim Shelton**).

**WSAZ, HUNTINGTON, W. VA.** Five Marshall College football games, one local high school football game, and four Huntington Stars hockey games for various local sponsors (**Fred Burns**).

**WSBT, SOUTH BEND, IND.** Bendix softball games (Thursday evening) for local sponsor (**Jack Ledden**).

**WSFA, MONTGOMERY, ALA.** Out-of-town games of Montgomery team in Southeastern Baseball League for two local sponsors (**Irv Rapp**). Twelve Southeastern Conference football games for local sponsors (**Allen McCartee**; **B. C. McCoy**). Eight local high school football games for local sponsors (**Stuart X. Stephenson**).

**WSGN, BIRMINGHAM, ALA.** University of Alabama football for RCA-Victor distributor (**Bill Terry**). Boxing for various local sponsors (**Bill Terry**). Birmingham Barons baseball games for Kellogg (1938), Wheaties and Goodrich (1939) (**Bill Terry**).

**WSJS, WINSTON-SALEM, N. C.** Piedmont League baseball for Atlantic Refining and Kellogg (**Johnny Miller**). Local high school football for local sponsor (**Johnny Miller**). Southern Conference (Duke) football for Atlantic Refining (evidently via remote; no announcer listed).

**WSM, NASHVILLE, TENN.** Entire Vanderbilt football schedule for Zenith Radio (**Jack Harris**).

**WSMB, NEW ORLEANS, LA.** High school football, complete Tulane football schedule, and Tulane basketball for Coca-Cola (**Bill Brengel**). Tulane and Loyola fights for Maison Blanche (**Bill Brengel**).

**WSNJ, BRIDGETON, N. J.** All home football games of local high school plus Vineland-Millville game for local sponsors (**F. Wood**).

**WSOC, CHARLOTTE, N. C.** Charlotte Hornets baseball games for Kellogg and Atlantic Refining (**Paul Norris**). Davidson College football for local sponsor (**Paul Norris**). Charlotte high school boxing (1939) for City of Charlotte (**Ben**

## SPORTS BY STATIONS—Continued

- Douglas).** (Note: Atlantic Refining is sponsoring the Hornets baseball games in 1939 with **Norris** announcing.)
- WSPA, SPARTANBURG, S. C.** Spartanburg (South Atlantic League) baseball and American Legion junior baseball for Coca-Cola Bottling (**Jimmy Mugford**). Wofford College and high school home football games for Coca-Cola Bottling (**Bob Williams**; **Tuck Young**).
- WSPD, TOLEDO, O.** All Toledo Mud Hens baseball games (also in 1939) for Wheaties and Socony-Vacuum (**Connie Desmond**).
- WSPR, SPRINGFIELD, MASS.** Baseball for Kellogg and Socony-Vacuum (see **WAAB**, Boston). For 1939 baseball, see **WAAB**, Boston; additionally, **WSPR** is broadcasting games of the local "Nationals" club for Atlantic Refining with **Ed Kennedy** announcing.
- WSTP, SALISBURY, N. C.** Three 1939 local boxing matches for local sponsors (**Johnny Shultz**; **Bing Bennett**; **Joe Brown**). Local 1939 college and league baseball (sponsor not named at time of inquiry) (**Joe Brown**; **Johnny Shultz**).
- WSVA, HARRISONBURG, VA.** Ten major college (University of Virginia, Duke) football games for Atlantic Refining (via network).
- WSYR, SYRACUSE, N. Y.** Syracuse Chiefs baseball games for Wheaties and Socony-Vacuum (Wheaties and Atlantic Refining in 1939) (**Nick Stemmler**). Syracuse University football games for Atlantic Refining (**Tom McMahon**; **Fred R. Ripley**).
- WTAD, QUINCY, ILL.** St. Louis Cards baseball games for Wheaties (**Mac Dill**). All 1939 home games of St. Louis Cards and Browns for Wheaties (**Bob Lee**).
- WTAM, CLEVELAND, O.** Ohio State football games for Atlantic Refining (**Tom Manning**). (Note: Same setup tentatively for 1939.)
- WTAR, NORFOLK, VA.** Baseball for Wheaties and Procter & Gamble (**Vic Lund**). (1939 baseball is being sponsored by Wheaties and Sears, Roebuck and announced by **Blair Eubanks**.)
- WTAX, SPRINGFIELD, ILL.** Three I League baseball for Wheaties (**Don Hill**; **Bob Lyle**). High school football for local sponsor (**Art Durham**).
- WTBO, CUMBERLAND, MD.** Pitt football games for Atlantic Refining (apparently via network).
- WTCN, MINNEAPOLIS-ST. PAUL, MINN.** St. Paul American Association baseball (also in 1939) for Wheaties and Socony-Vacuum (**George Higgins**). Local wrestling, boxing and hockey for local sponsors (**George Higgins**). St. Paul open golf tourney (also 1939) for the Burlington Route (**George Higgins**). One football game for local sponsor (**Bob De Haven**).
- WTCL, PHILADELPHIA, PA.** Wrestling matches in Camden (also in 1939) for local sponsor (**Doug Hibbs**; **Mort Farr**).
- WTHT, HARTFORD, CONN.** Hartford Laurels baseball games (also in 1939) for Atlantic Refining (**Jack Lloyd**; **Ray Markey**). Re-creation of Dartmouth-Stanford football game for Godard Rice (**Cedric Foster**; **Ray Markey**). Boxing, wrestling and bowling (1939) for various local sponsors (**Ray Markey**; **Jack Lloyd**). For baseball in addition to the "Laurels" broadcasts, see **WAAB**, Boston.
- WTIC, HARTFORD, CONN.** Football for Atlantic Refining (from **WNAC**, Boston, q v.).
- WTJS, JACKSON, TENN.** All Jackson High School football games for Dr. Pepper's (**Bill Winsett**). Union University football games for same sponsor with same announcer. (Note: 1939 schedule of the Jackson baseball team in the Kitty League is being sponsored by Coca-Cola with **Windy McGill** announcing.)
- WTMJ, MILWAUKEE, WIS.** All University of Wisconsin and all Green Bay Packer pro football games for Wadhams Oil (**Russ Winnie**; one pro game by **Bob Heiss**). University of Wisconsin basketball (1939) (**Russ Winnie**; one by **Bob Heiss**).
- WTOC, SAVANNAH, GA.** Savannah Indians baseball games for Wheaties and Goodrich Tires (for Atlantic Refining in 1939) (**Weldon Herrin**). Auto races every other Sunday for local sponsors (**Weldon Herrin**). Georgia Tech football games for Atlantic Refining (via network).
- WTOL, TOLEDO, O.** Ten Toledo University football games for Driggs Dairy (**Bob Ingham**).
- WTRC, ELKHART, IND.** Elkhart high school football, basketball and track

## SPORTS BY STATIONS—Continued

1938-39 events, plus all Indiana State high school basketball tourneys for local sponsors (**Eldon Lundquist**, play-by-play; **Don McFall**, comment).

**WWJ, DETROIT, MICH.** Detroit Tigers baseball games (also in 1939) for Kellogg and Socony-Vacuum (Wheaties and Socony-Vacuum in 1939) (**E. L. "Ty" Tyson**).

**WWNC, ASHEVILLE, N. C.** All Asheville Tourists baseball games for Kellogg (**Bob Bingham**). Southern tennis championships for Coca-Cola (**Bob Bingham**; **Steve Douglas**). One fight for ABC club (**Bob Bingham**). One Appalachian State and nine high school football games for local sponsor (**Bob Bingham**).

**WWSW, PITTSBURGH, PA.** Seven Pittsburgh Pirates pro football games plus championship play-off for Oldsmobile Dealers (**Joe Tucker**). Duquesne-Texas

Tech football game for Gimbel's (**Joe Tucker**). Four Penna State football games for Atlantic Refining (**Jack Barry**; **Ollie O'Toole**). Two Carnegie Tech and two Duquesne football games for Atlantic Refining (**Claude Haring**). McKeesport-Johnstown championship high school football game, and McKeesport-Miami intersectional football game for local sponsor (**Joe Tucker**). Carnegie Tech vs. Penn State basketball game (1939) for Atlantic Refining (**Joe Tucker**). (Note: in 1939 Wheaties and Atlantic Refining are sponsoring baseball with **Rosey Rowsell** announcing).

**WXYZ, DETROIT, MICH.** Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann**). Michigan State College football games for Olds Motor Works (**Carl Gensel**). (Note: 1939 baseball is sponsored by Wheaties and Socony-Vacuum and again announced by **Harry Heilmann**).

**CBL, TORONTO, ONT.** National League hockey for Imperial Oil (**Foster Hewitt**, via network). Rugby games for National Breweries (**Roy Dilworth**; **Bob Bowman**).

**CBO, OTTAWA, ONT.** National Hockey League games for Imperial Oil (**Foster Hewitt**, via network).

**CBY, TORONTO, ONT.** See CBL.

**CFAR, FLIN FLON, MAN.** Saskatchewan Senior amateur hockey and Flin Flon Ice Follies for various local sponsors (**Charlie O'Brien**).

**CFCF, MONTREAL, QUE.** Montreal baseball games (International League) for National Breweries (**Bill Simms**). Big "4" Rugby and Intercollegiate Rugby Union games for Imperial Tobacco (**Red Foster**). National League hockey for Imperial Oil (**Buz Robinson**).

**CFCH, NORTH BAY, ONT.** Weekly hockey games for various local sponsors and Purity Flour Co. (**T. Darling**; **C. Pickrem**).

**CFCO, CHATHAM, ONT.** Night baseball for Imperial Tobacco (**Ross Wright**). Hockey for local sponsors (**Ross Wright**).

**CFCY, CHARLOTTETOWN, P. E. I.** Provincial baseball finals for local sponsors (**W. J. Brown, Jr.**).

**CFGP, GRANDE PRAIRIE, ALTA.** Series of hockey broadcasts (1938-39) and a curling championship for various local sponsors (**Bud Powell**).

**CFQC, SASKATOON, SASK.** Forty hockey games for local sponsor (**G. A. Jordan**; **Jack Wells**).

**CFRB, TORONTO, ONT.** National League hockey for Imperial Oil (**Foster Hewitt**, via network). Long Branch and Dufferin races for Grads Cigarettes (**Foster Dryden**; **Wes McKnight**).

**CFRN, EDMONTON, ALTA.** Six Edmonton Commercial Grads basketball games for Blue Ribbon, Ltd. (**Gordon Williamson**). Two fight broadcasts for Saskatoon Welding (**Gordon Williamson**). Twenty-nine senior hockey games for local sponsor and Imperial Tobacco (**Gordon Williamson**). One pro hockey game (Rangers-Americans) for local sponsor (**Gordon Williamson**).

**CHAB, MOOSE JAW, SASK.** Boxing matches plus middleweight Western Canada championship for local sponsors (**A. W. "Pallie" Pascoe**). Home and play-off hockey games of the Moose Jaw Millers for local sponsor (**Sid Boyling**). Toronto Maple Leafs hockey games for Imperial Oil. Saskatchewan junior finals hockey for local sponsor.

## SPORTS BY STATIONS—Continued

**CHLP, MONTREAL, QUE.** International League baseball games (also in 1939) for National Breweries (**Bill Simms**). National League hockey games for Imperial Oil (**Foster Hewitt**, via network).

**CHLT, SHERBROOKE, QUE.** All Sherbrooke Braves baseball games (away-games reconstructed) for National Breweries, Rosenbloom's, Ltd., and Fairbanks-Morse, former two of which are also sponsoring the 1939 season (**Rollie Bayeur**). Boxing (1938-39) for local sponsor (**Rollie Bayeur**). All Red Raider hockey games (away-games reconstructed) for National Breweries, Rosenbloom's, Ltd., Molson's Breweries, National Wallpaper Co., and local tire service (**Rollie Bayer**; **Henry Delorme**).

**CHNC, NEW CARLISLE, QUE.** National Hockey League games for Imperial Oil (**Foster Hewitt**, via network).

**CHRC, QUEBEC, QUE.** All home hockey games of the Aces in the Senior Group for Imperial Tobacco (**Phil Gimael**, play-by-play in French; **Roy Halpin**, English between-periods commentary).

**CHWK, CHILLIWACK, B. C.** Hockey games for Imperial Oil (**Foster Hewitt** via network).

**CJCA, EDMONTON, ALTA.** Edmonton Commercial Grads basketball for local sponsor (**Lyll Holmes**). National League hockey for Imperial Oil (**Foster Hewitt**, via network). Provincial boxing championships for local sponsor (**Lyll Holmes**).

**CJIC, SAULT STE. MARIE, ONT.** Curling for local sponsor (**Wilson Sims**).

**CJLS, YARMOUTH, N. S.** Weekly baseball for local sponsors (**Joe Leblond**).

**CJOC, LETHBRIDGE, ALTA.** Weekly hockey games for International Harvester Co. (**Henry Viney**; **Gail Egan**).

**CJOR, VANCOUVER, B. C.** Box lacrosse for Shell Oil of B. C. (**Leo Nicholson**; **Geoff Davis**). Western International League baseball for local participating sponsors (**Leo Nicholson**; **Geoff Davis**). Wrestling, boxing, basketball and Coast League hockey for participating sponsors and Vancouver Province (**Leo Nicholson**; **Geoff Davis**).

**CJRC, WINNIPEG, MAN.** Eight Western Inter-Provincial Football Conference games for Aberdeen Hotel (**Rusty Young**). Manitoba Junior hockey for

Aberdeen Hotel and Brandon cooperative sponsors (**Rusty Young**). Curling for Aberdeen Hotel (**Bill McAlpine**).

**CKBI, PRINCE ALBERT, SASK.** National Hockey League games for Imperial Oil (**Foster Hewitt**, via network).

**CKCL, TORONTO, ONT.** Toronto Maple Leafs home and two-thirds of the out-of-town baseball games (also in 1939) for Dawes Brewery (**Al Leary**). All Senior O. H. A. hockey games for Canada Cycle & Motor plus other sponsors (**Foster Hewitt**). Junior O. H. A. Hockey for various local sponsors (**Foster Hewitt**). All home games of the Toronto Maple Leafs hockey team for Imperial Oil (**Foster Hewitt**). Year-around wrestling (about thrice monthly) for Sheaffer Pen Co. (**Foster Hewitt**). Boxing for various sponsors (**Foster Hewitt**).

**CKCO, OTTAWA, ONT.** Hockey for Imperial Oil (**Foster Hewitt**, via network).

**CKCR, KITCHENER, ONT.** Inter-county baseball for local sponsor (**W. C. Mitchell**; **G. Liddle**). Intermediate and junior hockey for local sponsor (**W. C. Mitchell**). Local wrestling for local sponsor (**G. Liddle**).

**CKGB, TIMMINS, ONT.** National League hockey for Imperial Oil (**Foster Hewitt**, via network).

**CKNX, WINGHAM, ONT.** Local baseball for local restaurant (**John Cruickshank**).

**CKOC, HAMILTON, ONT.** Local baseball for local sponsor (**Frank Lynch**). Hamilton Race Meet for Tuckett Tobacco (**Tom Daly**). Big Four Rugby for Imperial Tobacco (announcer not listed).

**CKOV, KELOWNA, B. C.** British Columbia Senior A & B Divisions basketball and Intercity Okanagan Valley League basketball for various local sponsors (**Bert Johnston**). North Okanagan hockey, local sponsor (**Buster Huffman**).

**CKPR, FORT WILLIAM, ONT.** Several hockey games for local sponsor (**Jack Hughes**).

**CKSO, SADBURY, ONT.** Northern Ontario Hockey Assn. senior finals for Imperial Tobacco (**Tim Reid**).

**CKTB, ST. CATHERINES, ONT.** Lacrosse for local sponsor (**Rex Stimers**). Industrial league hockey for various industries with teams in league (**Charley Bastanski**). One hockey game for General Motors of Canada (**Rex Stimers**).



# Technical Research

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## TELEVISION: 1938-1939

World-wide television news and developments centered largely in the U.S. during the past year, although England, as usual, was a fairly steady contributor to the art.

In the Spring of 1939, television suddenly became a U.S. headline-maker for three reasons: 1) the first real drive was launched to sell sets to the public; 2) NBC finished rebuilding its transmitter atop the Empire State Building in Manhattan, and began pumping 10 kilowatts over a radius estimated at 50 miles; and 3) NBC in the East—as well as the Don Lee Broadcasting System in the West—inaugurated extensive experiments in programming, thus focusing attention away from the technical to the entertainment phases of the new medium.

The drive to sell sets (largely in New York City) was, at press time, far from a success. In six weeks of campaigning less than 500 units had been sold. Television stations, in answer to a questionnaire issued by the **DIRECTORY**, blamed the failure of the sales drive on high prices. Regular television sets—as distinguished from smaller and cheaper attachments for converting radio sets into television receivers—retailed around \$400, with some of the units priced as high as \$1,000\*.

Whether the first six weeks of selling is an omen for the future remains to be seen. But certainly this much is true—manufacturers priced their sets almost entirely by rule-of-thumb. It was difficult to tell in advance how much the public was willing to pay, or where the dividing line lay between economic acceptance and refusal to buy on the grounds of high prices. Quite likely, price revisions will soon come as the result of a better understanding of market conditions.

### RMA Standards

As for existing television stations, or those now in the process of construction, the emphasis is entirely on electronic transmission. The Radio Manufacturers Association as long ago as September, 1938, issued the standards governing the mechanical performance of such transmitters. These standards specify the following: 1) high-fidelity pictures, incorporating 441 lines per frame; 2) flicker elimination by interlaced scanning; 3) adequate clarity via 30 frames per second, and a field frequency of 60 per second; 4) single side-band operation at the transmitter.

### Transmitter Costs

Meantime, it has become somewhat more apparent how big an outlay is required to build a television transmitter.

A 1 kilowatt transmitter, manufactured by RCA, is priced at a minimum of \$100,000. This figure includes studio equipment, but does not include installation.

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\* A list of radio set manufacturers now contemplating the manufacture of television sets is too tentative to be included at this time. However, virtually every major manufacturer plans to enter the television field.

## TELEVISION—Continued

Transmitters with less power output, and less elaborate studio equipment, are costing between \$20,000 and \$30,000.

However, installations of 10 kilowatts and over are apt to run as high as \$400,000, and possibly more.

Additionally, the price of a mobile unit to pick up on-the-scene telecasts is quoted by RCA in the neighborhood of \$150,000, thus virtually doubling the original transmitter cost. (Note: RCA prices are from a booklet issued by that firm under the title "Television." Other prices quoted are from answers to a questionnaire issued by the DIRECTORY.)

### Operating Costs

Operating costs are more difficult to establish. The art of programming is so incipient that until a month prior to press time, "programming" was non-existent. However, it may be said that a one-hour broadcast in a metropolitan center of first rank will approximate \$2,500 when live talent is used. It is impossible to gauge costs of film.

As for programming itself, all that may currently be said on the topic was summed up thus in *VARIETY* (June 14, 1939): "Television experience has already indicated quite clearly that the medium will not, like radio, be able to flourish by mere borrowing of people and ideas. Vaudeville may be the closest easily-adaptable existing 'art form' for television. Vaudeville and newsreel equivalents, viz., current events,\* are, to date, the standard staples of American television." To which might be added that the Don Lee Broadcasting System has been experimenting for a year with serial drama.

As the DIRECTORY went to press, other items in the foreground worthy of a tentative place in the record included:

a. Two technical developments: 1) a receiver-tube manufactured by Philco which has a flat viewing end—as opposed to the standard convex-surfaced tubes—and is claimed to eliminate "ion blemish"; 2) exhibition of Baird (of England) large-screen television in the U.S.

b. A somewhat apprehensive report made for the Motion Picture Producers and Distributors of America, Inc., by Courtland Smith. The author herein expressed the concept that television will eventually become a serious problem for the film exhibitor.

*\*NBC has been particularly active in televising current events, including sports (baseball, boxing, etc.), and such items as the opening of the New York World's Fair, visit of King George VI and Queen Elizabeth, etc.*

## TELEVISION STATIONS

### W1XG, BOSTON, MASS.

**Licensee:** General Television Corp. **Location of transmitter and studios:** 70 Brookline Ave., Boston, Mass. **Power (visual):** 500 watts on 46,500 kc. **Power (aural):** No aural broadcasts. **Station opened:** July, 1934.

**Station director, program supervisor:** J. A. Perrault. **Chief engineer:** Hollis Baird. **Chief operator:** Fred Kuehl. **Motion picture operator:** Ray Beach.

**Hours of telecast:** About an hour daily, but on no regular schedule; regular schedule will begin in the Fall of 1939. **Type of telecast:** Motion picture film and simple

studio scenes. **Average and maximum distance of reception:** About 10 miles.

**System of transmission:** RCA equipment (Iconoscope camera) on RMA standards.

### W2XAX, NEW YORK CITY

**Licensee:** Columbia Broadcasting System, 485 Madison Ave.

(Note: The visual power of this station will be increased from 50 watts to 15,000 watts as soon as a new transmitter is completed atop the Chrysler Tower. Gilbert Seldes is Director of Television programs. No further data available until the new plant is put into operation.)

## TELEVISION STATIONS—Continued

### W2XB, SCHENECTADY, N. Y.

**Licensee:** General Electric Co. **Location of studios:** Schenectady, N. Y. **Location of transmitter:** Indian Ladder, southeast of Schenectady, N. Y. **Power (visual):** 40,000 watts peak power (10,000 watts RMA carrier power) on 156,000-162,000 kc. **Power (aural):** 10,000 watts. **Station opened:** Aug. 1, 1939 (date given at DIRECTORY press time which was in July).

**Station director:** C. H. Lang. **Chief engineer:** C. A. Priest.

**Hours of telecast:** One hour in the afternoon; two hours at night.

No further details available until station is in operation.

### W2XBS, NEW YORK CITY

**Licensee:** National Broadcasting Co., Inc. **Location of transmitter:** Empire State Bldg., Manhattan. **Location of studios:** 30 Rockefeller Plaza, Manhattan. **Power (visual):** 10,000 watts on 45,250 kc. **Power (aural):** 15,000 watts on 49,750 kc. **Station opened:** April 4, 1928. (Note: Various standards have been employed since 1928; equipment complying with latest standards was completed in the Spring of 1939).

**Vice-president in charge of television:** Alfred W. Morton. **Vice-president, chief engineer:** O. B. Hanson. **Program supervisor:** Thomas H. Hutchinson. **Television coordinator:** C. W. Farrier.

**Hours of telecast:** Wednesday and Friday, 8 to 9 P.M.; special events as they occur; plus film and test patterns daily for dealers and servicemen. **Type of telecast:** Vaudeville and theatrical entertainment; educational and sporting events; plus various types of outdoor pickups. **Maximum distance of reception:** Signals have been picked up in Hartford, Conn. **Average distance of reception:** 50 miles.

**System of transmission:** RCA, in accordance with latest RMA standards.

### W2XVT PASSAIC, N. J.

**Licensee:** Allen B. Du Mont Laboratories, Inc. **Location of studios:** Passaic, N. J. **Location of transmitter:** Passaic, N. J. **Power (visual):** 50 watts on 45,250 kc. **Power (aural):** 50 watts on 49,750 kc. **Station opened:** January, 1939.

**Station director, program supervisor:** Richard C. Campbell. **Chief engineer:** Thomas T. Goldsmith, Jr. **Other station personnel:** Robert E. Kessler; William H. Sayer.

**Hours of telecast:** At will anytime between midnight and 9 A.M. EST, but usually between 8 and 10 A.M. EDST. **Type of telecast:** News reels, cartoons,

travelogues, and assorted film short subjects. **Maximum distance of reception:** About 10 miles. **Average distance of reception:** About seven miles.

**System of transmission:** All-electronic system, either on RMA or on Du Mont standards.

### W3XE, PHILADELPHIA, PA.

**Licensee:** Philco Radio & Television Corp. **Location of studios and transmitter:** Tioga and C Sts. **Power (visual):** 10,000 watts on 50,000-56,000 kc. **Power (aural):** 10,000 watts. **Station opened:** 1931.

**Station director:** Albert F. Murray. **Chief engineer:** W. H. Grinditch.

**Hours of telecast:** No regularly scheduled broadcasts; transmission is entirely for experimental, and not entertainment, purposes. **Type of telecast:** Resolution charts; photographs; announcers; film.

**Maximum distance of reception:** About 12 miles. **Average distance of reception:** Nine miles.

**System of transmission:** All-electronic on RMA standards; a specially designed antenna 220 feet above the street is employed which gives a cloverleaf field pattern with an increased power gain due to reduction of skywave. Philco also employs a transmission line modulation invented by Mr. Parker of the firm; it permits maximum modulating frequencies up to 4 megacycles. Since September, 1938 single sideband transmission has been used. Philco has also designed its own portable transmitter—a unit 2 ft. x 1½ ft. x 5 ft., weighing 450 lbs., which can be wheeled around to the scene of telecast. The equipment is rated as of 1 watt output, and includes spotlights, camera, amplifying and synchronizing devices.

### W6XAO, LOS ANGELES, CALIF.

**Licensee:** Don Lee Broadcasting System. **Location of transmitter and studios:** Don Lee Bldg., Seventh and Bixel Sts. **Power (visual):** 1,000 watts on 45,000 kc. **Power (aural):** 1,000 watts on 49,750 kc. **Station opened:** Dec. 23, 1931.

**Vice-president, general manager:** Lewis Allen Weiss. **Director of television:** Harry R. Lubcke. **Chief engineer:** Wilbur Thorpe. **Program supervisor:** Charles D. Penman. **Television supervisor:** William S. Klein. **Television engineers:** Harold W. Jury; Robert Pitzer. **Programs:** Wendolyn Urdahl. **Assistant producer:** Whit Waldegrave. **Stage manager:** Kurt Simon. **Assistant stage manager:** Ramon Navarro. **Makeup man:** A. Haberman. **Camerman:** C. Leeds. **Assistant cameraman:** D. Gould.

## TELEVISION STATIONS—Continued

**Lighting supervisor:** J. Wellman. **Sound supervisor:** John Peoples.

**Hours of telecast:** Monday and Saturday, 7 to 8 P.M.; Tuesday, Thursday, Friday, 7:30 to 8:30 P.M.; Wednesday, 11:30 to 12:30 P.M., and 7:30 to 8:30 P.M. or longer.

**Type of telecast:** 35mm films, including news reels and short subjects, are broadcast Monday and Saturday; the other days are occupied with live talent presentations. Among these is a twice-weekly comedy-dramatic serial, "Vine Street" (in its 50th episode at **DIRECTORY** press time); also a once-weekly serial entitled "Gibbons Family." Other programs and talent include: dramatic productions by the Tele-Theatre Guild and Dramas of Youth; one educational or artistic demonstration each evening by the University of Southern California and other organizations; Betty Jane Rhodes and Chicco's Orchestra; The Singing Chimes, trio; Phil Stuart and Tony Romano, soloists; The Pitch Pipers, trio; The Singing Strings and other musical acts; excerpts from the Serge Oukrain-sky ballets; rhumba, tango, acrobatic, and hula dancers; Jean Markel, fashion shows; magicians (Hubert Brill); mimics; monolog-ists; puppets; wrestlers; jiu-jitsu experts; Hollywood commentators with guests; sports experts with demonstrations of differ-ent sports. **Maximum distance of re-ception:** 30 miles (Pomona) and 20 miles (Long Beach). **Average distance of re-ception:** Seven miles.

**System of transmission:** All electronic system, invented by Harry R. Lubcke and staff, and controlled (as to patents) by the Don Lee Broadcasting System; a mosaic type camera is utilized, mounted on a special arm-type dolly with complete pan-ning, tilting and elevating adjustments; focusing is accomplished by a precision mechanism, plus a built-in viewfinder; an image monitor is part of the control equip-ment; from the television studio, a co-axial cable carries the amplified signal to an- other floor of the building where the trans- mitter is located.

### W9XG, WEST LAFAYETTE, IND.

**Licensee:** Purdue University. **Location of transmitter and studios:** West Lafayette, Ind. **Power (visual):** 1,000 watts on 2050 kc. **Power (aural):** No aural broadcasts. **Station opened:** March, 1932.

**Station director:** Dr. C. F. Harding.

**Hours of telecast:** Tuesday, 7:30 P.M. CST; Thursday, 8 P.M. CST; duration of broadcasts is between 45 and 60 minutes.

**Types of telecast:** All programs are from 35 mm film, representing plays, news, edu- cational features, etc. **Maximum distance of reception:** 1,050 miles. **Average distance of reception:** 300 miles.

**System of transmission:** Based on RCA patents; a progressive type of scanning is employed; there are 60 horizontal lines to the picture, and the frame frequency is 20; the line frequency is 1,200; the synchron- izing signals have an amplitude about 20% greater than the maximum signal, and consist of a short pulse at each end of the line, and a longer one at the end of each frame; the maximum modulating fre- quency is 43,200 cycles.

### W9XK, IOWA CITY, IA.

**Licensee:** University of Iowa. **Location of transmitter and studios:** Electrical En- gineering Bldg. **Power (visual):** 100 watts on 2050 kc. **Power (aural):** 1,000 watts on 880 kc. **Station opened:** Early in 1933.

**Station director:** Prof. E. B. Kurtz. **Chief engineer:** J. L. Potter.

**Hours of telecast:** Tuesday and Thurs- day, 7:15 to 7:30 P.M. **Type of telecast:** All types of educational material. **Maximum distance of reception:** 1,000 miles. **Average distance of reception:** "Several hundred miles."

**System of transmission:** Via a 45-hole, three spiral disc scanner, revolving at 900 RPM.

### W9XUL, IOWA CITY, IA.

**Licensee:** University of Iowa. **Location of transmitter and studios:** Electrical En- gineering Bldg. **Power (visual):** 100 watts on 42,000-56,000 kc and 60,000-86,000 kc. **Power (aural):** No aural broadcasts.

**Station director:** Prof. E. B. Kurtz. **Chief engineer:** J. L. Potter.

**System of transmission:** Electronic, using Iconoscope (RCA).

No further information available.

### W9XZV, CHICAGO, ILL.

**Licensee:** Zenith Radio Corp. **Location of transmitter and studios:** 6001 Dickens Ave., Chicago, Ill. **Power (visual):** 1,000 watts (in FCC Group B and C—i.e., 42,000 to 56,000 kc; and 60,000 to 86,000 kc). **Power (aural):** 1,000 watts. **Station opened:** Nov. 25, 1938.

**Chief television engineer:** J. E. Brown.

**Hours of telecast:** Daily, but irregular.

No further data available.

# TELEVISION BROADCAST STATIONS

(From F.C.C. Records)

Licensee and Location	Call Letters	Frequency (kc) or Group	Power	
			Visual	Aural
Columbia Broadcasting System, Inc., New York, N. Y.....	W2XAX	B, C	50 w C.P. 7½ kw	7½ kw
Don Lee Broadcasting System, Los Angeles, Calif.....	W6XAO	B, C	1 kw	150 w
Allen B. Du Mont Laboratories, Inc., Passaic, N. J.....	W2XVT	B	50 w	50 w
Farnsworth Television, Incorporated of Pennsylvania, Springfield, Pa.....	W3XPF	B, C	250 w	1 kw
First National Television, Inc., Kansas City, Mo. ....	W9XAL	B, C	300 w	150 w
General Electric Company, Bridgeport, Conn. ....	W1XA	C	10 kw	3 kw
General Electric Company, Albany, N. Y..	W2XB	C	10 kw	3 kw
General Electric Company, Schenectady N. Y.....	W2XD	D (156,000-162,000)	40 w	
General Electric Company, Schenectady, N. Y.....	W2XH	B	40 w	
General Television Corporation, Boston, Mass. ....	W1XG	B, C	500 w	
National Broadcasting Co., Inc., New York, N. Y.....	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc., Portable (Camden, N. J., and New York, N. Y.)..	W2XBT	D (92,000 and 175,000-180,000)	400 w	100 w
Philco Radio and Television Corporation, Philadelphia, Pa.....	W3XE	B, C	10 kw	10 kw
Philco Radio and Television Corporation, Philadelphia, Pa.....	W3XP	D (204,000-210,000)	15 w	
Purdue University, West Lafayette, Ind...	W9XG	A	1½ kw	
Radio Pictures, Inc., Long Island City, N. Y.....	W2XDR	B, C	1 kw	500 w
RCA Manufacturing Co., Inc., Portable (Camden, N. J.).....	W3XAD	D (124,000-130,000)	500 w	500 w
RCA Manufacturing Co., Inc., Camden, N. J.....	W3XEP	B, C	30 kw	30 kw
RCA Manufacturing Co., Inc., Portable-Mobile (Camden, N. J.).....	W10XX	B, C	50 w	50 w
University of Iowa, Iowa City, Iowa.....	W9XK	A	100 w	
University of Iowa, Iowa City, Iowa.....	W9XUI	B, C	100 w	
Zenith Radio Corporation, Chicago, Ill....	W9XZV	B, C	1 kw	1 kw

**Group A**—2,000 to 2,100 kc.

**Group B**—42,000 to 56,000 kc.

**Group C**—60,000 to 86,000 kc.

**Group D**—Any 6,000 kc. frequency band above 110,000 kc., excluding 400,000 to 401,000 kc.

# TELEVISION TERMS

*This list is compiled from lists issued separately by the Radio Corporation of America, and the Allen B. Du Mont Laboratories, Inc., plus several terms reported in use at the Crosley plant.*

**AUDIO** (Latin "I hear"): Pertaining to the transmission of sound; also pertaining to the sound section of the receiver.

**AMPLITUDE**: A term synonymous with gain or size.

**AUTOMATIC BRIGHTNESS CONTROL**: A device for automatically controlling the average illumination of the reproduced image.

**AXIS**: In television the horizontal plane is called the "X Axis" and the vertical plane the "Y Axis."

**BLIZZARD HEAD**: A blonde on whom flares are to be avoided in lighting.

**BRIGHTNESS CONTROL**: The control which varies the average illumination of the reproduced image.

**BROAD**: A general illumination unit used in lighting a television studio set.

**CATHODE-RAY TUBE**: An evacuated glass tube comprised of a structure for producing and focusing a stream of electrons upon an internal screen.

**COAXIAL CABLE (OR LINE)**: A special cable for conveying television signals with as little loss as possible.

**CONTRAST CONTROL**: A control on the receiver for adjusting the range of brightness between highlights and shadows in a picture.

**DEFLECTION (MAGNETIC)**: A system where the motion of the spot in producing the picture is controlled by magnetic fields.

**DEFLECTION (ELECTROSTATIC)**: A system where the motion of the spot in producing the picture is controlled by the static action of the deflection plates.

**DEFLECTION (PLATES)**: Plates located inside a cathode-ray tube to provide for the electrostatic deflection of the beam.

**DEFLECTION (COILS)**: Coils mounted externally about the cathode-ray tube to produce magnetic deflection of the beam.

**DIPOLE**: An aerial comprised of two separate rods.

**DOUBLE IMAGE**: Where two images appear separately on the screen, one of the sweep circuits is adjusted to half its cor-

rect speed. If the horizontal is at fault, the images will appear side by side; conversely, if the images are vertically displaced, the vertical sweep is at fault.

**FIELD**: In the RMA Television System, there are two fields to each frame. In other words, each picture is comprised of two fields scanning alternate lines.

**FOCUSING CONTROL**: A control on the receiver for bringing the picture into sharpest definition; it actually controls the width and sharpness of individual lines on the cathode-ray tube.

**FOCUSING (ACTION)**: This is the action of the "gun" of the cathode-ray tube which concentrates the stream of electrons to a small spot. (This can be accomplished by either electrostatic or magnetic methods).

**FRAME**: One complete picture; 30 of these are shown in one second on a television screen.

**GHOST**: An unwanted image in the picture; it is usually caused by signal reflection.

**GOBO**: A light-deflecting fin which directs illumination in the studio, and protects the camera lens from glare.

**GUN (CATHODE RAY)**: The structure or mount inside the cathode-ray tube which produces, accelerates and focuses the electron beam.

**HORIZONTAL TEAROUT**: This term describes the breaking up of the upper part of the picture, either to the right or left. The cause is usually poor low frequency response in the sweep circuits or video amplifier.

**ICONOSCOPE**: A type of television camera tube used by RCA.

**INTERLACING**: A technique of dividing each picture into two sets of lines to eliminate flicker.

**INTERACTION**: A term used by designers indicating leakage or the mixing of a signal into another circuit.

**KINESCOPE**: A receiving cathode-ray tube developed by RCA.

**LINE**: A single line across a picture, containing highlights, shadows, and half-

## TELEVISION TERMS—Continued

tones; 441 lines make a complete picture.  
**LINEARITY:** Indicating uniform rate of motion. This is required as the picture will be distorted in non-linear portions.

**MODULATION:** A process of applying the video signal to the modulating or control electrode (or grid) of a cathode-ray tube so as to produce the lights or shadows of a picture.

**PANNING:** A horizontal sweeping of the camera.

**PHASMAJECTOR:** A tube developed by the Allen B. Du Mont Laboratories, Inc., for generating television picture signals.

**REFLECTORS:** Additional rod or rods placed near the antenna to reinforce signals.

**SAWTOOTH:** A saw-shaped wave of electric current or voltage employed to scan or sweep a cathode-ray tube.

**SCOOPS:** Multiple lighting units in the studio.

**SEPARATOR:** The circuit used to separate the horizontal and vertical synchronizing pulses from each other and the video signal.

**SPOT:** A visible spot of light formed by the impact of the electron beam upon the screen.

**SPOTTINESS:** Spottiness is the effect on a television picture resulting from the variation of the instantaneous light value

of the reproduced image due to electrical disturbance between the scanning and reproducing devices.

**SWEEP:** The action of an electron beam in tracing lines across the screen.

**SYNCHRONIZATION:** The process of maintaining synchronism between the scanning motions of the electron beams in the camera tube and in the receiver-tube.

**TELECAST:** A television broadcast.

**TELECINE TRANSMISSION:** A moving picture (film) program.

**TELEVISION:** The transmission and reproduction of transient visual images by radio.

**TELETRON:** A receiving cathode-ray tube developed by the Allen B. Du Mont Laboratories, Inc.

**VIDEO** (Latin "I see"): Pertaining to the transmission of transient visual images; also pertaining to the picture section of the receiver or transmitter.

**WINDSHIELD:** A perforated metal cover which fits over the microphone, and protects it from draughts caused by the powerful air-conditioning system. The latter is necessary to remove heat caused by the studio lights.

**WOMP:** A sudden surge in signal strength, resulting in a flare-up of light in the picture.

## FACSIMILE BROADCASTING

Prior to the fall of 1937, research in facsimile broadcasting (i.e., the transmission of printed matter) was confined to short-wave work. Virtually all of the results of this research were laboratory results, best suited to the comprehension of highly skilled technicians.

On September 7, 1937, the FCC opened the ordinary (long-wave) broadcast frequencies to facsimile experiment, and about a dozen stations have subsequently probed the new medium in the early morning hours after the regular broadcast schedule was signed off for the night.

Currently eight stations are still experimenting. The results of their work were gathered via questionnaire by the VARIETY RADIO DIRECTORY, and show the following:

### Findings

1. The cost of installing a facsimile transmitter is \$10,000. This average cost figure was so uniformly cited by all the stations that it may be assumed to be a fairly exact estimate.

2. Cost of operation seems to be confined to two distinct levels. Fifty percent of the stations said that operation costs would amount to \$5,000 annually, while the other half estimated them at \$15,000. Wattage does not seem to have anything to do with this

## FACSIMILE—Continued

variation in operation costs, but inasmuch as the DIRECTORY did not ask for breakdowns of the figures, no explanations can be attempted here.

3. All eight stations believe that facsimile broadcasting has bright possibilities, and that it will particularly benefit the rural audience. There were no adverse comments whatsoever on the general future possibilities of the medium.

### Faults

4. Numerous detailed (usually technical) difficulties were, however, brought forth—as would be expected in the course of experimentation. Herewith some of them:

- a. Manufacturers have insufficiently developed receiver-units, and the operation of these units is too complicated for an ordinary set-owner.
- b. The size of the facsimile page should be increased.
- c. Recorder-paper in the receivers is not good enough.
- d. Variations in power supply in different cities limit the effectiveness of transmission.
- e. Facsimile is not—like television—a publicity “natural,” and therefore any apathy on the part of the public toward facsimile must be overcome by a selling campaign.
- f. Reception at large distances may be marred by static and fading.

5. The type of material broadcast during the experimental work is largely what would be expected—that is, pictures, cartoons, educational material, news, weather reports and maps, drawings, police information, and scenes from baseball games. In short, facsimile broadcast material largely coincides with the type of printed matter appearing in a newspaper.

6. Distances of broadcast reception varied so greatly from station to station that the figures undoubtedly can mean only this: those stations which reported very short distances did not have receivers far enough afield to measure maximum distance. Reception distances varied thus: 15 miles; 90 miles; 600 miles; 800 miles; 1,000 miles; 2,500 miles; indefinite.

7. Manufacturers currently making facsimile equipment in use by the experimenting stations are: RCA Manufacturing Co., Inc. (transmitters and receivers); Finch Telecommunications Laboratories, Inc. (transmitters and receivers); and the Crosley Corp. (receivers via Finch patents).

### Facsimile Network

Meantime, the Mutual Broadcasting System has been experimenting with a facsimile network since March 11, 1938. Three of the member stations—WGN, Chicago, WLW, Cincinnati, and WOR, New York City—are linked by wires after the Saturday night programs are concluded for facsimile experiments. Each station takes its turn feeding the others facsimile broadcast material. The Finch system is employed for this work.

#### KMJ, FRESNO, CALIF.

**Operator:** McClatchy Broadcasting Co., Fresno Bee Bldg. **Power:** 1,000 watts on 580 kc.

For all details on KMJ's facsimile work, see KFBK, Sacramento, Calif., whose broadcasts KMJ releases via network wire.

#### KFBK, SACRAMENTO, CALIF.

**Operator:** McClatchy Broadcasting Co., 708 Eye St. **Power:** 10,000 watts on 1490 kc. (Note: This station is owned by the McClatchy newspapers).

**In charge of facsimile:** Howard Lane, business manager, McClatchy Broadcasting Co. **Chief engineer:** Norman D. Webster, chief engineer, McClatchy Broadcasting Co.

**Equipment:** Standard RCA facsimile transmitter and receivers. **Hours of broadcast:** Midnight to 3:30 A. M., seven days per week since Feb. 1, 1939 (also sent via wire to KMJ, Fresno). **Materials broadcast:** Full United Press reports, pictures and comics.

(Note: KFBK reports that the use of a regular broadcast network [telephone] wire proved entirely satisfactory in connecting KMJ, Fresno, thus spanning the 175 mile



## FACSIMILE—Continued

distance between the two stations and eliminating one transmitter. The line was rigged with amplifiers and equalizers to serve its purpose.

(It was further discovered that in preparing facsimile "copy" the use of newspaper banners and headlines was not as feasible as the use of brief commentary in paragraph form with a single-line head. The style is described as "tabloid with a vengeance.")

(A typical editorial problem encountered in facsimile transmission, according to KFBK, is how to get the "front page" in its right sequence from the receiving end. Newspapers make up the front page last—which, if practiced in facsimile—would mean that the last set of items, and not the first set would amount to the front page. In one major instance, KFBK overcame this difficulty by using a large photo to start the broadcast, and concluded the broadcast with details about the personality in the photo. This kept the front page last, but also gave the major event first play via the photograph and its brief caption).

### WGN, CHICAGO, ILL.

**Operator:** WGN, Inc., 441 N. Michigan Ave. **Power:** 50,000 watts on 720 kc. (Note: This station is owned by the Chicago Tribune).

**Chief engineer:** C. J. Meyers, chief engineer, WGN. **Assistant engineer:** Joseph Turner.

**Equipment:** Finch transmitter, with a compact scanner-unit, two feet long, one foot high and one foot wide. Receivers are manufactured by Crosley (under Finch patents) and are composed of a receiver and a printer, requiring merely a standard receiving antenna and 110-volt power. The receivers can be operated automatically by use of an electric clock, and thus require no attention whatsoever. **Hours of broadcast:** Tuesday, Thursday and Saturday, 1:30 to 2 A. M. CDST; also Saturday 2 to 3 A.M. CDST. **Materials broadcast:** Pictures and printed matter.

### WHO, DES MOINES, IA.

**Operator:** Central Broadcasting Co., 914 Walnut St. **Power:** 50,000 watts on 1,000 kc.

**Technical director:** P. A. Loyet. **Research directors:** F. W. Pierce and John Beaton.

**Equipment:** Finch oscillating type scanner used. An unusual feature claimed in this unit is the cam-operated synchronizing pulse of 500 cycles to synchronize each

sweep of the recorder; a variable amplitude 2,000 cycle modulation is applied to the transmitter, with the highest amplitude printing the blackest. Finch and Crosley recorders are used. **Hours of broadcast:** Monday, Wednesday and Friday, 12 midnight to 1 A.M. **Materials broadcast:** News and pictures.

### WOR, NEW YORK CITY

**Operator:** Bamberger Broadcasting Service, Inc., 1440 Broadway. (Note: This station is licensed for Newark, N. J., but its studios and general operations are centered in New York City). **Power:** 50,000 watts on 710 kc. (Note: WOR also operates short-wave facsimile station W2XUP powered with 100 watts on 25.7 megacycles).

**Facsimile supervisor:** J. R. Poppele, chief engineer, WOR.

**Equipment:** Both Finch and RCA transmitters and receivers are employed. **Hours of broadcast:** From 4 to 6 P.M. daily (via W2XUP using Finch transmission); from 2:05 to 4:30 A.M., Friday and Saturday (via WOR, using Finch transmission); from 2:05 to 4:30 A.M. Tuesday, Wednesday, Thursday (via WOR, using RCA transmission). **Materials broadcast:** Pictures, cartoons, educational material, and—via arrangement with 20th Century-Fox Film Corp.—film publicity materials.

(Note: In addition to installing receiver-recorder units in the homes of various executives, WOR has likewise installed them in the following universities: Lehigh, Columbia, Capitol Radio Institute, College of the City of New York, and Rutgers (all RCA units); also at Cornell, Columbia, College of the City of New York, and Capitol Radio Institute (all Finch units).

(WOR's schedule for the future growth and experimentation in facsimile includes the following: (1) prepare and collate material for transmission; (2) maintain records; (3) interview persons interested in facsimile, and keep records of such persons and organizations; (4) obtain statements and expressions of opinions from persons having recorders-receivers; (5) arrange a system for installation of recorders-receivers; (6) install recorders-receivers where greatest value can be derived; (7) write and prepare one facsimile publicity release each week; (8) write and prepare stories for magazines and radio periodicals on facsimile operation; (9) arrange facsimile demonstrations in stores, schools, clubs, government organizations, etc.; (10) keep accurate records of all transmitted materials, Finch and RCA, with date and details; (11) develop proper material for transmission; (12) establish con-

## FACSIMILE—Continued

tacts with various schools and universities where journalism is taught; (13) distribute facsimile material to executives; (14) determine the type of materials—type, cartoons, photos, etc.—best suited to transmission; (15) send copies of transmitted material to various radio organizations, stores, schools, etc. for display purposes; (16) prepare data and explanation on transmission so that schools may be fully aware of the new medium).

### WLW, CINCINNATI, O.

**Operator:** The Crosley Corp., 1329 Arlington St. **Power:** 50,000 watts on 700 kc. (Note: Crosley also operates short-wave facsimile station W8XUJ, powered with 1,000 watts on 26 megacycles).

**Technical superintendent:** R. J. Rockwell. **Assistant superintendent:** J. M. McDonald. **Research engineer:** John Silver. **Assistant research engineers:** Phil Konhle and Charles Sloan. **Coordinator:** Wilfred Guenther. **News editor:** Bill Bailey. **Artist:** Rudy Prihoda.

**Equipment:** Standard Finch transmission system employed. The receivers are Crosley Reado receivers (made under Finch patents). **Hours of broadcast:** From 2:15 to 3:15 P.M. (via W8XUJ; days of transmission not listed); from 2:15 to 3:15 A.M. (via WLW; days of transmission not listed). **Materials broadcast:** Weather maps and reports, photos, ball game scenes, Bible verses, Army Signal Corps maps, police information, and drawings.

### WHK, CLEVELAND, O.

**Operator:** Radio Air Service Corp., Terminal Tower. **Power:** 1,000 watts on 1390 kc.

**Copy and promotion director:** John T. Vorpe, advertising manager, WHK-WCLE. **Chief engineer:** Edward L. Gove. **Transmitter engineer:** Price Fish.

**Equipment:** Finch transmitter is employed. The receivers are Crosley-built and operate on both the standard and ultra-high frequency bands. **Hours of broadcast:** 2:30 to 3:30 P.M. EST daily (via W8XE); 2:30 to 3:30 A.M. EST daily (via WHK); also Saturday 2 to 3 A.M. EST (via WHK). **Materials broadcast:** Sport cartoons, comic strips, and normal newspaper material.

### WSM, NASHVILLE, TENN.

**Operator:** National Life and Accident Insurance Co., Seventh Ave. & Union St. **Power:** 50,000 watts on 650 kc.

**Station manager:** Harry Stone. **Chief engineer:** J. H. DeWitt, Jr. **Studio engineer:** George Reynolds. **Engineer:** Aaron Shelton. **News editor:** J. H. Nolan.

**Equipment:** Finch reciprocating type transmission, sending a four-inch line at the rate of .6 inches per minute. Finch receivers are employed; also Crosley printers and receivers. **Hours of broadcast:** Half-hour, three days per week (days and time not listed). **Materials broadcast:** News, weather reports, etc.

## FACSIMILE STATIONS USING HIGH FREQUENCIES

Licensee and Location	Call Letters	Frequency (kc)	Power
Bamberger Broadcasting Service, Inc., New York, N. Y.....	W2XUP	31600, 35600, 38600, 41000	100w
The Crosley Corporation, Cincinnati, Ohio....	W8XUJ	26000	1kw
The Evening News Association, Detroit, Mich..	W8XTY	31600, 35600, 38600, 41000	150w
The Pulitzer Publishing Co., St. Louis, Mo....	W9XZY	31600, 35600, 38600, 41000	100w
Radio Air Service Corp., Cleveland, Ohio.....	W8XE	31600, 35600, 38600, 41000	100w
Radio Pictures, Inc., Long Island City, N. Y....	W2XR	1614, 2012, 2398, 23100, 41000, 86000-400000	1kw
Sparks-Withington Company, Jackson, Mich..	W8XUF	31,600 35600, 38600, 41000	100w
Star-Times Publishing Co., St. Louis, Mo.....	W9XSP	31600, 35600, 38600, 41000	100w
WBNS, Incorporated, Columbus, Ohio.....	W8XUM	31600, 35600, 38600, 41000	100w
The Yankee Network, Inc. ....	W1XMX	41000	500w

## CONSULTING RADIO ENGINEERS

**Altec Service Corp.**  
250 W. 57th Street  
New York City.

**Victor J. Andrews**  
6429 So. Lavergne Avenue  
Chicago, Ill.

**Thomas Appleby**  
Southern Bldg.  
Washington, D. C.

**Stuart L. Bailey**  
Jansky & Bailey  
National Press Bldg.  
Washington, D. C.

**John H. Barron**  
Earle Bldg.  
Washington, D. C.

**William W. L. Burnett**  
William W. L. Burnett Radio Laboratory  
4814 Idaho Street  
San Diego, Cal.

**Joseph A. Chambers**  
McNary & Chambers  
National Press Bldg.  
Washington, D. C.

**Commercial Radio Equipment Co.**  
7134 Main Street  
Kansas City, Mo.

**A. Earl Cullum, Jr.**  
2935 N. Henderson Avenue  
Dallas, Tex.

**John H. De Witt**  
Radio Station WSM  
Nashville, Tenn.

**George C. Davis**  
Page & Davis  
Munsey Bldg.  
Washington, D. C.

**Doolittle & Falknor, Inc.**  
7421 S. Loomis Blvd.  
Chicago, Ill.

**Edwards & Martin**  
Union Guardian Bldg.  
Detroit, Mich.

**Glenn D. Gillett**  
National Press Bldg.  
Washington, D. C.

**Paul F. Godley**  
10 Marion Road  
Upper Montclair, N. J.

**Dr. Alfred N. Goldsmith**  
444 Madison Avenue  
New York City

**Fred O. Grimwood**  
1407 S. E. Howard Street  
Evansville, Ind.

**John V. L. Hogan**  
730 Fifth Avenue  
New York City

**Holey & Rollins**  
1368 Northview Avenue, N. E.  
Atlanta, Ga.

**C. M. Jansky, Jr.**  
Jansky & Bailey  
National Press Bldg.  
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**Robert M. Marriott**  
1470 E. 18th Street  
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**R. D. Martin**  
7 S. Howard Street  
Spokane, Wash.

**Harold J. McCreary**  
105 W. Adams Street  
Chicago, Ill.

**J. C. McNary**  
McNary & Chambers  
National Press Bldg.  
Washington, D. C.

**E. C. Page**  
Page & Davis  
Munsey Bldg.  
Washington, D. C.

**Dr. Greenleaf Whittier Pickard**  
Seabrook Beach, N. H.

**Harold C. Singleton**  
2005 N. E. 28th Avenue  
Portland, Ore.

**Hector R. Skifter**  
St. Paul Hotel  
St. Paul, Minn.

**W. Arthur Steele**  
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Ottawa, Ont., Canada

**Washington Inst. of Technology**  
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**Westinghouse Electric & Mfg. Co.**  
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Baltimore, Md.

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# LAW

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## DEVELOPMENTS IN FEDERAL REGULATION OF BROADCASTING

By LOUIS G. CALDWELL

Member of the District of Columbia and Illinois Bars

*Editor's Note:* It is significant that Louis G. Caldwell's third article in this series is by all odds the most lengthy and detailed. Its mere length indicates—perhaps better than all the statistics, tables, and charts elsewhere in this book—the stage of historical development now reached by radio as an industry. That stage may be designated as the transition between late adolescence and maturity. Its hallmark is the inevitable government-industry preoccupation with socio-economic problems in place of the earlier, simpler attention to supervision of mechanical contrivances.

The ways of socio-economic regulation being complex, it is impossible to fashion a chronicle of them without at times waxing critical. The editors of the *DIRECTORY* frankly acknowledge that this is the most critical of the author's three articles, but do not know how any other mental attitude short of a pre-disposition to whitewashing, could have been adopted. They believe that, notwithstanding his participation in or close association with many of the developments which are discussed in the article, the author has succeeded in maintaining an objective attitude.

The reader wishing to pursue the study of the problems and procedures mentioned in this article further is advised to read the various government radio documents of the past year, as well as the several briefs filed by lawyers on behalf of their clients. The testimony at the allocation proceedings has been conveniently issued in transcript form by the National Association of Broadcasters. It comprises 360 pages of transcript and 458 pages of exhibits (charts, etc.). Copies of the Committee's Report resulting from these proceedings may be obtained from the Commission.

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### INTRODUCTION

Had it not been for the past two months, the period covered by this article\* would have achieved distinction as one of the most barren eras in the history of the Federal Communications Commission and (except for 1927) of its predecessor, the Federal Radio Commission. The past few weeks, however, have witnessed accomplishments which, in volume at least and perhaps also in merit, have gone far to redeem it and have converted an unpleasing spectacle of inaction accompanied by internal wrangling into one of productive activity, attended by a remarkable degree of harmony.

This is not to say that the twelve months prior to about May 1, 1939, were uneventful. On the contrary, they were crowded with incidents worth recording for the student of governmental regulatory machinery. In a sense, the Commission has been subjected to a process of vivisection by which its internal workings

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\* Roughly, from early in May, 1938, to July 1, 1939.

## FEDERAL RADIO REGULATION—Continued

have been exposed to public view, and have provided valuable data on the influences and factors which have played a part in the results.

Both in organization and in the writing, this article has presented difficulties considerably greater than those encountered in the two DIRECTORY articles for preceding years. These difficulties have compelled departures in outline and in method of treatment. Such departures will be explained at appropriate junctures, but they should be prefaced by a brief attempt to provide a perspective—always hazardous when undertaken at a range so close to the event.

The twelve-months' period appears sterile in its production of formal law—that is, the adoption of policies, principles, and rules expressed in regulations or in decisions. It is nevertheless rich in something equally important to the *development* of the law, that is, in *tendencies* and *directions*. Like civilization itself, law is an ever-changing mixture of static and flux, never completely one or the other, but undergoing variations in composition between wide extremes. When flux predominates, precedents diminish in significance, and greater recourse must be had to events and facts if we would prophecy the law of the future.

To assert that either suddenly or unexpectedly the pendulum has swung from static to flux would be an overstatement. At no time in its brief history has the law of radio-communication been so fixed that the stream of events could safely be ignored. Yet the federal statute governing radio regulation has not been materially modified in its substantive features since its original enactment on February 23, 1927.\* Following the reallocation of November 11, 1928, until a date which may be indefinitely placed at about 1936, regulation of broadcasting exhibited an outwardly gradual and unexciting evolution, with no very sensational change in the problems and issues at the forefront from year to year. Since about 1936, however, the symptoms have increasingly indicated a state of flux.

It is easier now than then to discuss yesterday's shadows of today's principal controversies. More recently, and particularly during the past year, they have advanced to the front of the stage. Among them may be cited the manifest tendency of so-called economic factors to crowd technical facts into the background, the tendency to place more emphasis on the content of broadcast programs than on the need for improved service in the physical sense through stronger signals, and the tendency to subject new uses of radio to more rigid restrictions than have been imposed on broadcasting. We have not time to inquire into all the causes and the implications of the phenomena we shall note. In part, they reflect social and economic philosophies which have been in the ascendancy of late and which are not peculiar to radio. In part, they are symptoms of the unrest which normally attends a rapid march forward by applied science and the rapid emergence of new discoveries from the laboratory into practical use. And in part, they are simply the expression of the particular commercial interests of groups within the industry.

### PART I

#### THE MACHINERY OF REGULATION

More space and importance is assigned to this subject than in the earlier articles. Tested by actual effect on the development of the law, an express

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\* Title III of the Communications Act of 1934 is, with immaterial exceptions, a re-enactment of the Radio Act of 1927.

## FEDERAL RADIO REGULATION—Continued

statutory provision now on the books may play a role inferior to that played by new personnel in the regulatory agency because of human variations in philosophy, industry, capability and courage, or by a bill or a resolution pending in Congress, or by widespread criticism and threatened investigation, or by some prevalent technical or economic theory, whether sound or fallacious.

As Lord Beaconsfield said: "England is not governed by logic; she is governed by Parliament." To paraphrase a statement of the late Justice Holmes, on some legal questions a page of history is worth a whole volume of logic.

Such influences have been at work in the regulation of broadcasting during the past two or three years and will continue to be significant for some time to come. There has, for example, been a distinct procedural trend at the Commission toward what its friends call "efficiency" and its enemies call "administrative absolutism," visible principally in the activities and viewpoints of the Commission's Law Department, and resulting in dissension in the Commission. There has been an underlying issue between two schools of thought among the members of the Commission on economic regulation and on censorship. There has been the eternal human equation based on personalities and on different degrees of susceptibility to pressure from the outside. The developments of the past year cannot be understood, and those of next year cannot be prophesied, without a few pages of history giving a moving picture rather than a snapshot of the facts.

### A. PERSONNEL AND INTERNAL ORGANIZATION OF THE COMMISSION

During the past year further important changes have taken place in the personnel and the internal organization of the Commission.

Frank R. McNinch, appointed chairman in August, 1937, has continued in that office despite persistent rumors, still prevalent, that he would soon leave. At the time of his appointment he was chairman of the Federal Power Commission; technically, he continued a member of that body until June 22, 1939, when his term expired and a successor was appointed. The impression was given out that his connection with the Federal Communications Commission was in the nature of a temporary and short-term loan (originally said to be for three months), in order, by extensive remodeling of its internal organization and by correcting its alleged evils, to temper the increasing pressure for an investigation. More recently, his absence since April 29, 1939, because of ill health, has revived rumors of an early resignation.

During the winter, Eugene O. Sykes, an original member of the Federal Radio Commission, resigned, effective April 5, 1939, and was replaced by Frederick I. Thompson, an Alabama newspaper publisher, who had been a member of the United States Shipping Board, 1920-1925. Norman S. Case, whose term expired in July, 1938, was reappointed for a term of seven years, although his status was uncertain for months under a recess appointment, with a hiatus between the opening of Congress and his confirmation on February 6, 1939, and constant rumors during the interim that the hearing on his confirmation might be converted into the long-threatened Congressional investigation of the Commission. The next term to expire was that of Paul A. Walker, in July, 1939. His reappointment on June 26 was confirmed by the Senate four days later.

The first step in the heralded program of remodeling the internal organization occurred on November 15, 1937, and was noted briefly in last year's article.\*

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\* VARIETY RADIO DIRECTORY, II, p. 525.

## FEDERAL RADIO REGULATION—Continued

It consisted in the abolishment of the three-fold division of the Commission into Broadcast, Telegraph and Telephone Divisions and the automatic dismissal of the three directors of the divisions.\* Thereafter, all business, including regulation of rates and other economic aspects of communications common carriers (such as telegraph, telephone, cable and wireless communication companies), as well as the technical regulation of all radio stations under the license system, was handled by the full Commission. In a published statement justifying the action, the Chairman declared that the division system tended away from cooperation and mutual understanding, vested an unnecessary load of responsibility and an undesirably large portion of the Commission's powers and functions in each division, and prevented a rounded development of each Commissioner's knowledge and experience, saying: "The aggregate wisdom and judgment of seven minds is surely greater than any two or three of the seven."†

No further steps were attempted until about a year later, in the fall of 1938. In the meantime turmoil and dissension developed within the Commission, attended by a marked decline in the morale of its staff and a recurrent vigorous demand in Congress for investigation. The latter was temporarily halted by the defeat of a resolution in the House of Representatives on June 14, 1938. A few days later, on June 25th, in a public address, the Chairman served notice of impending changes in staff and procedure and let it be known that his dissatisfaction was chiefly with the Law, the Examining and the Press Departments.

Suddenly, on September 23, 1938, by letter to the Civil Service Commission sent with the approval of three other members of the Commission, and without the knowledge of the remaining members, the Chairman sought to have six groups of employees removed from the protection of civil service and rendered subject to dismissal or change in status without hearing. About 60 employees were to be affected, including attorneys, trial examiners, and the director of press information. Two of the other Commissioners (the third being absent) communicated their vigorous disapproval to the Civil Service Commission by letter made public October 7th. Presumably because of opposition on the part of either the Civil Service Commission or the President, the Chairman's attempt was unsuccessful.

The following week, on October 13th, the Chairman, supported by the same three members, brought about the dismissal of Hampson Gary, general counsel of the Commission since 1935 and previously a member of the Commission, stating that the dismissal was based on "inefficiency and lack of administrative ability." In his place was appointed William J. Dempsey, theretofore legal adviser to the Chairman and special counsel in charge of the network investigation. Two Commissioners again dissented, a third being absent because of illness.

On November 9th, by a vote of four to three, the Examining Department was abolished, entailing the automatic dismissal of the chief examiner and the assistant chief examiner, and the remaining members of the Department were transferred to the Law Department. A new procedure was inaugurated which will be summarized under the next subheading.

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\*Sec. 5 of the Communications Act specifically authorizes the Commission to divide its members into not more than three divisions, each to consist of not less than three members, to distribute and delegate its powers and functions to the divisions, and to appoint a director for each division, but does not require it to do so. The purpose of Congress was expressed in the report of the Senate Committee on Interstate Commerce on the bill, quoted in *VARIETY RADIO DIRECTORY*, I, pp. 273-4. Accordingly, on July 17, 1934, immediately after its organization, the Commission established the three divisions.

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†See also Fourth Annual Report, FCC, p. 3.

## FEDERAL RADIO REGULATION—Continued

On the same day, by a vote of five to two, the Information Section was abolished, entailing the automatic dismissal of the chief of that section. The Chairman was authorized to borrow the director of information and research of the Rural Electrification Administration for a period of 90 days, to serve as special assistant to the chairman

“to make a study of methods for the collection and dissemination of information for this Commission and assist and advise the Commission in connection with this and related matters and assist in the initial work of handling such matters.”

The Chairman stated that the Information Section had been “wholly inadequate and ineffective” and that there had been no arrangement for collecting and disseminating the large amount of important information received by the Commission relating to developments in radio and wire communications. The Chairman further ordered that all matters released to the public clear through this newly-organized temporary information section. He then announced that, with these steps accomplished, the major portion of his reorganization program was completed and that any further personnel changes would be minor in character.

On December 8, 1938, the new general counsel reorganized the Commission's Law Department. The Department was divided into three major divisions, (1) Broadcasting, (2) Common Carrier, and (3) Litigation and Administration. The first was subdivided into five sections devoted respectively to new stations, changes in existing facilities, renewals, assignments of license, and transfers of control. The third division was subdivided into four sections devoted respectively to litigation, research, hearings, and legislation and rules and regulations. The arrangement was explained as enabling “the attorney or attorneys assigned to a matter to handle it from the time it reaches the Law Department until it is finally acted on by the Commission.” In this connection it should be kept in mind that by this time the Law Department was, in effect, performing the functions of the Examining Department, and that the explanation was tantamount to saying that the same small section would have charge both of hearing a case and of doing all legal work in connection with it.

On March 6, 1939, the Commission extended the temporary information section until March 31. There was dissension over retention of the principal incumbent of the office (who had been borrowed from the REA). His employment was extended only to March 31, with the requirement that he submit a final recommendation for a permanent information section by March 15. On March 23, following submission of the report, the Commission voted to establish a permanent office of information to function directly under the Commission rather than the Chairman or the Secretary. Neither the interim or the final reports were ever made public. The principal changes inaugurated by the special assistant consisted of revised methods of releasing the various decisions and other pronouncements of the Commission, aimed chiefly at making such information available to the press at or before the time of furnishing such information to parties and their attorneys.

During this same period, as will be shown in later portions of this article, pressure in Congress for reorganization and investigation of the Commission was increasing; criticism was breaking out in the press and in magazines; the Commission's judicial machinery had bogged down because of its new procedure; the Commission was torn with dissension over ques-



## FEDERAL RADIO REGULATION—Continued

tions of policy as well as procedure, and it was receiving severe reprimands from the reviewing court on appeals from its decisions. The situation was saved only by the unremitting industry of certain of the Commission's members and its staff which paved the way for the remarkable progress made by the Commission during the last two months.

Since April 29, in the absence of the Chairman on sick leave, members of the Commission (with the exception of one of the dissenters) have successively been designated by him as acting chairman for one-week periods.

### B. PROCEDURE

**REVISION OF RULES OF PRACTICE AND PROCEDURE.** On July 11, 1938, the Commission made public proposed new rules of practice and procedure which had been drawn up and presented to the Commission on the preceding February 9th by a Rules Committee consisting of members of its staff under the chairmanship of former general counsel Hampson Gary. As noted in last year's article\*, revision of the rules had been under consideration for months before then. The Rules Committee was authorized to hold hearings and was directed to report to the Commission.

On November 28, effective January 1, 1939, the Commission adopted new rules of practice and procedure, following, in the main, the draft proposed by its Rules Committee (except for changes in procedure accompanying the abolition of the Examining Department).

The changes accompanying abolition of the Examining Department will be separately described below. Other important changes include (1) the establishment of a motions docket, which had been urged by practitioners before the Commission for several years to fill an obvious need for speedy and impartial disposition of routine motions and petitions not involving final disposition of cases, (2) relaxation of the "two-year rule," which had likewise been urged by practitioners through the Federal Communications Bar Association, (3) requirement of more complete information in applications, and (4) substitution of a new rule governing the filing of petitions for rehearing for the former rules governing rehearings and protests.

The revised rules were, however, in imperfect form, and maintained in force, or introduced a number of unnecessarily rigid prescriptions making for delay and expense and providing pitfalls for the unwary. Since their adoption, through cooperation between the general counsel of the Commission and representatives of the Association, gradual progress has been made toward remedying some of the defects.

**THE NEW HEARING PROCEDURE.** By far the most important change, however, was not the result of the revision proposed by the Commission's Rules Committee (which had advocated maintaining the examiner system) but came about with the abolition of the Examining Department on November 9, 1939. The working of the examiner system prior to that date has been described in an earlier article†. For present purposes, a brief summary will suffice. The Department, headed by a chief examiner and with a corps of trial examiners, was patterned after the system employed by a number of other important federal administrative agencies. It

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\* VARIETY RADIO DIRECTORY, II, p. 542.

† VARIETY RADIO DIRECTORY, I, pp. 295-9.

## FEDERAL RADIO REGULATION—Continued

was directly responsible to the Commission, ranking with the Law Department, the Engineering Department, the Accounting, Statistical, and Tariff Departments, and the Secretary's Office. With rare exceptions, hearings were held before an examiner and were attended by a member of the Law Department representing the Commission as a party to the proceeding. In a sense, the examiner was a trial judge. After the hearing, he prepared and submitted a written report containing his findings from the evidence, his conclusions, and a recommendation. Parties dissatisfied with his report thereupon had the right to file exceptions and to present oral argument to the Commission, which thereafter issued a final decision, subject, of course, to petition for rehearing and appeal to the courts.

The system seemed to have a number of advantages making for the impartial and efficient administration of justice. To a fair degree it segregated the Commission's judicial function, represented by the Examining Department, from its prosecutor function, represented by its Law Department. The initial findings of fact were made by a judge present throughout the proceeding, hearing the witnesses and observing their demeanor; such judges, by constant practice, become experienced in presiding over hearings and in drafting findings and conclusions. By the time the case reached the Commission, the issues were narrowed to those that were substantial and were really in controversy, and members of the Commission were relieved of the burdensome detail of sorting the wheat from the chaff. The issues, thus narrowed and presented by the examiner's report, were squarely placed before the Commission for decision, and were difficult to side-step or ignore. While the system was not free of defects, they were remediable and it was fundamentally sound. In two decisions the Court of Appeals has admonished the Commission to pay more heed to the findings of its examiners\*.

Under the new system adopted November 9, 1938, hearings are held before a member of the Law Department staff, designated from case to case by the Commission. Sometimes they are attended by another member of the Department's staff representing the Commission as party or prosecutor but more frequently the same lawyer acts as both judge and prosecutor. Ostensibly the lawyer-examiner's function is limited to forwarding the transcript of evidence to the Commission without findings, conclusions, or recommendation. Within 20 days the parties must file "proposed findings and conclusions" with the Commission. Thereafter, according to the new regulations, the Commission renders a "proposed decision" in the name of the Commission. Parties dissatisfied with the "proposed decision" may file exceptions and have oral argument before the Commission†. Finally, the Commission sits in review of its own "proposed decision" and renders a final decision.

Actually, the procedure works out somewhat differently. The "proposed decision," as a rule, is not prepared by the Commission or any member thereof, but by the Law Department and usually by the lawyer-examiner who heard the case. It may be prepared by any other lawyer in the

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\* *Heitmeyer v. FCC*, Dec. 27, 1937, 95 F (2d) 91; *Courier-Post Publishing Co. v. FCC*, May 6, 1939, not yet reported.

†The Law Department does not participate in the filing of exceptions or the oral argument.

## FEDERAL RADIO REGULATION—Continued

Department (including the prosecuting representative) or any other employee of the Commission. The preparation is brought about after consultation with the Engineering Department and the Accounting Department, members of whose staffs have usually testified as witnesses in the case. The draft decision is assigned by the Chairman to a particular Commissioner who is expected to study it and report his recommendation to his colleagues. Either as submitted or as modified, it is then adopted as the "proposed decision."

The Commission's order justified the new procedure in a recital that it was "to provide for the more efficient discharge of the business of the Commission, particularly with respect to the handling of matters involving hearings." The Chairman stated that it would place responsibility more definitely upon Commissioners, would bring the Commission's practice into line with pronouncements of the Supreme Court\*, would expedite the Commission's consideration of cases, making it "fuller and fairer to all parties," would cut overlapping and duplication to a minimum, would close the gap between the time applications are heard and decided, would prevent knowledge of the identity of the presiding officer until the hearing actually took place, would remedy past complaints arising out of reversals of recommendations of examiners by the Commission, and, inferentially, would reduce or eliminate the part supposedly played by "politics." None of these expectations has, as yet, been fulfilled.

The most immediate and noticeable consequence was the slowing down of proceedings with a log-jam of "proposed decisions" in the Commission's Law Department. The first "proposed decision" made its appearance January 31, 1939, in a case heard by an examiner prior to the adoption of the new system. Thereafter, no "proposed decisions" were forthcoming until the last week in March, when two more were announced. Two additional "proposed decisions" made their appearance in April. This was all until May 19. The net product of over six months of the new procedure was a total of five such documents (all uncontested or not vigorously contested and three of them resulting from hearings held prior to November 9, 1938), and in each such case the parties still had to face the filing of exceptions and oral argument before final decisions could be had. During the same period about 75 hearings had been held on approximately 110 separate applications, including a number involving important issues and calling for prompt action. In addition, some 60 cases were scheduled for hearing prior to July 15th, and a number of other cases had been designated for hearing with no dates set. Even petitions for rehearing on decisions previously rendered remained unacted on for months.

Increasing complaint, general among the legal profession, publicized in the trade journals, echoed in Congress and shared by certain members of the Commission and its staff, led to attempts to relieve the log-jam and to reduce the delays. In the spring of 1939, the Commission suddenly found it possible thenceforth to dispense with hearings in a large proportion of the assignment-of-license and transfer-of-control cases, which theretofore had been deemed to involve some of the most warmly controverted issues. Finding itself swamped with pending cases which had already gone to hearing, the Commission announced on May 6 that it would recess from July 15 to September 5, and during that period would hold only such hearings

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\* Presumably the Morgan cases, 298 U. S. 468 and 304 U. S. 1.

## FEDERAL RADIO REGULATION—Continued

as might be specifically ordered, saying that the recess "can well be used in accelerating the disposition of pending cases." On May 23, it amended its rules so as to permit the immediate issuance of a final order (in lieu of a "proposed decision") in cases where the proposed findings filed by the parties present no substantial conflict and the Commission is in accord with the ultimate conclusions proposed. Every effort was made to bring about more rapid handling in the Law Department.

An immediate improvement was noted. Three "proposed decisions" were released on May 19, and by June 24 five more were made public, making a total of 13 since the system was established. In addition, a dozen or so cases were finally decided by order unaccompanied by findings, under the amendment of May 23. Of this total of 25 or so, however, five were in cases which were actually heard prior to the adoption of the new procedure in November, 1938, and there were still about 12 cases heard prior to that date which were awaiting final decision, and in some of them no "proposed decision" had yet been rendered. At present writing, "proposed decisions" and final orders without findings (mostly the latter) are appearing at a fairly rapid rate and it may be that, before summer recess, the delays will have been greatly mitigated. There are prospects, furthermore, that the hearings will be reduced in length and in expense by a practice inaugurated late in June, 1939, of confining the scope of hearings to those issues on which the applicant is deemed to have made an insufficient showing in his application.

Criticisms have not, however, been confined to the delay. The new procedure involves an extreme form of the prosecutor-judge combination, with the prosecution, the hearing, and the preparation of the "proposed decision" all largely under the control of the Law Department, which must ultimately defend the final decision on appeal. It calls for off-the-record consultation by the anonymous "judge" with other members of the Commission's staff who, if they have facts or opinions relevant to the issues, should testify to them in public hearing. If followed literally, and to achieve its announced purposes and advantages, the procedure imposes an impossible burden of detail on members of the Commission who do not have time to study the record and the proposed findings and who are deprived of the benefit of a narrowing of the issues. Actually, this burden is not met (except where individual Commissioners take it on themselves), with the result that responsibility for errors and partisanship may be concealed from the parties and the public, the side-stepping of important issues is facilitated, the development of rules and principles is hampered, and unnecessary labor, expense and exposure to pitfalls are imposed on the parties.

**QUESTIONNAIRES.** It seems appropriate in connection with procedure to discuss the plethora of questionnaires with which broadcasters have been deluged during the past 15 months. The phenomenon is of interest because of the conscious or unconscious tendency it exhibits in the direction of a common-carrier or public utility attitude toward the regulation of broadcast stations, notwithstanding the specific provision in the Communications Act that "a person engaged in radio broadcasting shall not . . . be deemed a common-carrier." The tendency was fostered by the abolition in November, 1937, of the three divisions of the Commission, which had largely segregated the regulation of communications common-carriers from the regulation of broadcasters, and, as believed in some quarters, by the fact that many of the Commission's employees, particularly in

## FEDERAL RADIO REGULATION—Continued

its Accounting, Statistical and Tariff Department, have a background of experience and training with the Interstate Commerce Commission and other public utilities agencies.

At his first press conference on October 2, 1937, shortly after he took office, Chairman McNinch classed broadcasting as a "public utility" and asserted that it might be advisable for the Commission to recommend that Congress amend the law so as to confer rate-fixing authority, saying

"I question the wisdom of a policy which would leave forever free from regulating control the charges made by any public utility."

Many months later, in June, 1938, he retracted this view and stated that such regulation was out of the question.

On January 24, 1938, there was made public a Report on Social and Economic Data, submitted to the Commission on July 1, 1937, by its Engineering Department as the result of an extended hearing on the subject of allocation improvements in the standard broadcast band held beginning October 5, 1936. One of the chief issues raised at that hearing (as it was also at the hearing of June 8, 1938) was the question whether the 50-kilowatt maximum power restriction on clear channel stations should be removed or at least increased to 500 kilowatts. The undisputed technical evidence having shown the desirability of the removal of the restriction for the sake of improved broadcast service over large areas now inadequately served, opponents urged that there were economic factors militating against the increased power. The Engineering Department recommended, in effect, that the Commission's regulations be amended so as to remove the restriction\*, but that the Commission exercise caution in granting applications to the end that the broad social and economic effects might be taken into account.† It devoted a substantial section of the Report to the "need of additional social and economic data," stating:

"It is the opinion of the Engineering Department that data is needed for intelligent planning and is essential before final conclusions can be made, and by reason of the lack of accumulated evidence bearing on the trends of broadcasting, the Engineering Department is impressed with the desirability, if not the necessity, of the Commission organizing better methods to secure statistical data of a social and economic character, and having available an expert to advise the interpretation of the data."

Among the methods suggested was the securing of "better factual data with reference to revenue, expenses and programs" through a questionnaire to be included in renewal applications. The Department clearly and expressly disavowed any thought of, or tendency toward, rate regulation.

Pursuant to this recommendation the Commission sent out elaborate questionnaires in March and April, 1938, the resulting information to be analyzed and summarized and to be employed in connection with the hear-

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\* See also its Preliminary Engineering Report of Jan. 11, 1937.

† The Engineering Department stated, in its report released Jan. 24, 1938, that it saw "no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of 50 kw. in the event that evidence and data should show conclusively that such power in certain individual cases is in the interests of the public."

## FEDERAL RADIO REGULATION—Continued

ing on the proposed rules and regulations governing standard broadcast stations, later held June 6-30, 1938. These questionnaires, having to do with the earnings and expenses of broadcast stations and networks for the year 1937, with employment and with programs, aroused a considerable degree of apprehension over possible rate-regulation. Some of the resulting information, and its effect on the issues of the June hearing, will be mentioned later in this article. The information was also used in connection with the network investigation which began November 14, 1938.

In the fall of 1938 the Commission commenced a second series of questionnaires relating to the issues involved in the network investigation (which, as elsewhere pointed out, extended to phases of the industry other than network operation), four in all, the last being dispatched January 5, 1939. These questionnaires were sent to a total of about 2,300 persons or concerns, including station owners, holding companies, officers and stockholders, and others holding direct or indirect interests in stations. They sought data on the innermost phases of ownership, voting proxies, operations, policies, investments and even the antecedents of personnel. They revealed a probe for full information on multiple ownership, absentee ownership, character of ownership, other business affiliations, tendencies toward monopoly, unfair competition or restraint of trade. There were claims that the questions transcended the scope of the Commission's authority, particularly insofar as they related to businesses other than broadcasting. The smaller station owners encountered great difficulty in interpreting and executing them and again there were widespread protests which were echoed in Congress. To a considerable degree, summaries and analyses of the resulting information were introduced in evidence in the network investigation.

On February 15, 1939, a 29-page questionnaire was sent to all broadcast stations, covering financial, personnel, and program statistics for 1938, to be returned by March 15. Its financial portion contained important innovations over the questionnaire for 1937, including requirements that a balance sheet be submitted by each station and for more detailed information as to the source of income from the sale of time, including specific breakdowns on receipts from networks, whether national or regional, plus bulk sales. The reasons for the innovations were closely related to the outcome of the June, 1938, hearings. The Committee's Report resulting from the hearing recommended against removal or increase of the 50-kilowatt power restriction on clear channels. It premised its conclusion largely on alleged insufficiency of economic data on the revenue of stations from the several classes of advertising, particularly what is known as national spot advertising. At about the same time, it was learned that shortly thereafter the Commission planned to send out even more elaborate questionnaire forms, double in size or more, to be employed for 1939 data.

At this point a storm broke loose. The Board of Directors of the National Association of Broadcasters, at a special meeting on February 27-28, 1939, released a statement saying:

"At present broadcasting stations are being overwhelmed by questionnaires, demands for information which obviously come from an atmosphere of common-carrier regulation. Our feeling is that the continuation of the practice is not only harassing but also dangerous, in that it must inevitably lead to regulation of program content."

## FEDERAL RADIO REGULATION—Continued

The Montana broadcasters petitioned their Congressional delegations to intercede. The Commission's conduct was denounced on the floor of the House. At the same time it was pointed out by critics that the Commission's power to keep the returns on the questionnaire secret was more than doubtful under the statute, although the Commission was taking pains to assure everyone that the resulting information would be treated as confidential.

As a result of the protest, the Commission indicated its willingness to alleviate the requirements, particularly for the smaller stations. A series of conferences have taken place between an Association committee and the Commission's accounting staff. As matters now appear, the questionnaires for 1939 will probably not be sent to stations until early next fall. There will be three grades, one for stations (about 125) having annual time sales less than \$25,000, a second for stations (about 250) having time sales from \$25,000 to \$50,000, and a third for the remaining stations having time sales over \$50,000. The questionnaires will probably be divided into two separate schedules, the financial schedule to fill about 20 pages, and the program-employment schedule about two pages. The Commission's aim is said to be the establishment of a progressive system of bookkeeping whereby a station's accountants can at any time, without undue difficulty, supply information requested by the Commission.

Notwithstanding the unquestioned good faith and laudable intentions which led to the questionnaires, no illusion may be entertained as to the outcome if the tendency is not kept within bounds.\* The search for information by government agencies has, as its usual sequel, the paternalistic conviction that there are evils to be remedied and help to be given the industry (particularly the weaker units in the industry), by rules and decisions based on the information acquired, and that the agency's powers and jurisdiction should be enlarged for such purposes. The present momentum of events, when considered together with the preponderating role now being played at the Commission by economic and program factors over technical factors, is heading surely and directly toward economic regulation of broadcasting by the usual route of uniform cost accounting, inquisition of books and records, and eventually rate-regulation and perhaps also taxation of a regulatory character. Until recently it was also heading just as surely to-

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\* **DIRECTORY** Editor's Note: Aside from their legal and similar implications, the statistics on revenue, etc., issued by the FCC are undoubtedly of considerable value to the radio industry. Without them, the radio industry would have only meager indices on its revenue as an advertising medium, especially since the National Association of Broadcasters no longer issues time-sale dollar-volume figures. The editors of the **DIRECTORY**, however, believe that the FCC's compilations—laudable and accurate as they are—can be improved in several respects, as follows: (1) the reports from year to year should follow the same formula, and employ the same categories or "breakdowns," so that comparisons may be made; (2) inasmuch as all media employ "gross revenue" as yardstick, the FCC (which issues "net" revenue figures) should provide a yardstick for converting the "net" into "gross"; (3) the industry balance sheet now issued by the FCC is strictly an accounting tool, and should be accompanied by a simplified breakdown useful to radio as an advertising medium; (4) some of the items included in the balance sheet are, without benefit of footnote, apt to be highly misleading when made public. For instance, a radio station owned directly by another firm—such as an insurance company or newspaper—must report that parent firm's revenue to the FCC, which makes the information public. However, if the station is owned by an insurance company or newspaper through an intervening subsidiary corporation, the information is not issued by the FCC. On the whole, however, the figures have many day-to-day industry uses, and are of utmost reliability.

## FEDERAL RADIO REGULATION—Continued

ward program regulation. Call it what you will, the result is the equivalent of public utility regulation on the one hand and censorship on the other.

**APPLICATION FORMS.** When the simple two and four-page application forms originally prescribed by the Federal Radio Commission are recalled, the elaborate and intricate forms adopted in the early part of 1939 furnish a striking contrast. There has, of course, been a gradual growth in the dimensions, in the details and in the number of application forms during the intervening years. An application for the Commission's consent to the assignment of a construction permit or license totals 39 mimeographed pages, and must be accompanied by elaborate inventories, income statements and balance sheets on separate printed forms. An application for the Commission's consent to transfer of control of a licensee corporation totals 56 mimeographed pages and must be similarly accompanied by returns on the printed forms.

### C. CONGRESSIONAL PROPOSALS FOR INVESTIGATION AND REORGANIZATION

The preceding review of developments in the Commission's personnel, internal organization, and procedure, gives a helpful background for the course and fate (to date) of proposals in Congress to investigate and to reorganize the Commission. A further necessary part of the background is furnished by the Commission's policies (or lack thereof) on *substantive* matters in the regulation of broadcasting, and the dissension and vacillation within the Commission over the principles to be applied. The chief controversial issues, such as the use of high power by clear channel stations, newspaper ownership of stations, so-called trafficking in licenses, alleged tendencies toward monopoly in the industry, and censorship of broadcast programs, will be considered under the next heading.

As the account proceeds, it will be observed that controversy over some of these issues (for example, newspaper ownership and so-called trafficking in licenses) originated *outside* and not within the Commission, and that differences of opinion within the Commission were not the cause but the *consequence* of external attacks. It is true that, once controversy over such an issue was set in motion, it was attended by a state of reciprocal oscillation between developments within the Commission and demands for investigation. It is a regrettable but thoroughly understandable phenomenon of administrative regulation that criticism by persons occupying influential official positions elsewhere in the Government affects the regulatory agency's policies and decisions, sometimes at the expense of undisputed facts and of generally accepted expert opinion. On the side of the critics, it must be conceded that really important problems are all too frequently ignored by the regulators until they have become so acute as to be forced on public attention by the efforts of interested parties. An atmosphere in which the regulators are torn between a desire to vindicate their past conduct and at the same time to appease their critics is far from ideal for the formulation of sound conclusions in the public interest.

**INVESTIGATION OF THE COMMISSION.** At no time since the establishment of the Federal Radio Commission under the Radio Act of 1927 was either it or its successor free from criticism and demands for investigation in Congress. The same was true of the Secretary of Com-



## FEDERAL RADIO REGULATION—Continued

merce, the licensing authority under the Radio Act of 1912. Broadcasting, as an agency of mass-communication, touches most of the public so intimately, is so little understood on its technical side by the layman, and furnishes so tempting a vehicle for publicity, that it has ever been the easy prey of plausible theories, claims, and alarms.

Because of differences of opinion as to the merits of radio regulation under the Radio Act of 1912 and distrust of the licensing authority on the part of certain Senators, enactment of an adequate statute was delayed two or three years beyond the date when it was imperatively needed. When, under the Radio Act of 1927, a five-man commission was appointed, the same differences and distrust led to confirmation by the Senate of only three of the five nominees and the failure by Congress to make any appropriations for the first year. Shortcomings on the part of the Commission in fulfilling the highly conflicting expectations of members of Congress led to virulent criticism on the floor of both Houses, severe inquisitions of members of the Commission by Congressional committees, and legislation in March, 1928, cutting the terms of the Commissioners to one year and prescribing a rigid and technically impossible standard for the geographical distribution of broadcast stations. The criticism, it must be conceded, was largely deserved since, during its first year, the Commission had done little more than temporize with pressing allocation problems and, in some respects, made matters worse rather than better. The onslaught was, however, repeated in March, 1929, when, after further severe inquisitions before Congressional committees and a filibuster which threatened to extinguish the Commission entirely, the terms of the members were cut to one year and the original jurisdiction of the Commission was limited to a 9-months' period expiring December 31, 1929.

Yet, it was during this stormy period, the real equivalent of which has not yet been witnessed by the present Commission, that the standard broadcast allocation of November 11, 1928, was prepared and adopted by a bare majority, largely through the courage, expert technical knowledge and tireless energy of former Commissioner O. H. Caldwell,\* assisted by Acting Chief Engineer J. H. Dellinger. This allocation was sufficiently sound to stand unaltered in its essential features for over 10 years and is now being only slightly revised to become the basis for allocation for all of North America. It was also during this period that the present allocation of the high-frequency (short-wave) portion of the radio spectrum from 1500 kc. to 30,000 kc., then newly opened to practical use, was devised by the Commission's Assistant Chief Engineer, T. A. M. Craven, now a member of the Federal Communications Commission. It, too, has not had to be greatly changed and, in substance, has become the basis for allocation in the entire Western Hemisphere and, to a large extent, in the entire world. The action of Congress at the end of 1929, placing the Commission on a permanent basis, was due in no small measure to recognition of these accomplishments. They stand as enduring monuments long after the timorous apprehensions of the minority of the Commission, and the resounding criticisms against the majority by outsiders have sunk into oblivion.

During the next few years, further crucial situations developed from time to time but, until the past three years, did not rival the furor of the earlier

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\* Who had been confirmed by the Senate in 1928 by a vote of 35 to 34 and who never could have been confirmed in 1929, when he retired from the Commission, urging on Congress that the Commission be relieved of its original jurisdiction as the licensing authority.

## FEDERAL RADIO REGULATION—Continued

period. Among the issues at the forefront were those created by the demands of particular groups, including labor and a group of educational institutions, for allocation of broadcast facilities (for example, a specified percentage of frequencies in the standard broadcast band). The repercussions were severe and, for a while, had a considerable effect on the decisions and policies of the Commission, but are now all but forgotten. At all times, including the present, it must be added, there has been an undercurrent of charges and suspicions that the Commission's decisions in individual cases have been too often the result of political pressure and other off-the-record considerations rather than of evidence received in open hearing, and that the Commission has not hesitated, for reasons best known to itself, to ignore its own rules and regulations to the advantage of certain favored applicants, or to rest decisions granting applications on substantially the same facts and arguments as those cited as reasons for denying other applications.

Beginning in about 1936, agitation against the Commission has revived and, by a succession of events, has been fanned into a flame which recently threatened to parallel that of 1928-9. In a general way, the agitation may be said to have begun with complaints stirred up in Congress against the network companies by a religious organization endeavoring to secure better facilities for its broadcast station in New York. This led to charges in Congress of undue favoritism to the networks on the Commission's part, of failure to exercise the power conferred on it by Congress to adopt regulations on chain broadcasting, of permitting the networks to acquire ownership or control of too many stations (specifically the high-power clear channel stations), and of tying up too large a proportion of the remaining stations by contracts with unduly restrictive provisions. The charges were aggravated by the Commission's approval, in the summer of 1936, of a sale of a 50-kilowatt clear channel station in Los Angeles to one of the networks at the price of \$1,250,000 and subsequent attempts on the part of the same network to secure other stations by purchase or lease, leading to the claim that the Commission was sanctioning "trafficking in licenses" and the "sale of wave-lengths." Into the resulting melee was tossed the issue of newspaper ownership of stations. To all this was added a continuing indictment of the Commission for improper practices in the decision of cases. There were thus initiated a succession of violent attacks on the Commission in both Houses of Congress and of insistent demands for investigation both of it and of the industry.

A resolution introduced by Senator White calling for such an investigation by a sub-committee, with an appropriation of \$25,000, was favorably reported by the Senate Committee on Interstate Commerce on August 11, 1937, and escaped adoption only by a narrow margin due to the strategy of Administration leaders. It was no secret that the President's appointment of Mr. McNinch as chairman of the Commission was for the purpose of bringing about sufficient remodeling of the Commission's policies and practices to deflect the pressure for investigation.

Senator White's resolution slumbered in the hands of the Senate Audit and Control Committee until the spring of 1938. In the meantime, the Senator, the original sponsor in the House of the Radio Act of 1927 and generally acknowledged the leading radio authority in Congress, was appointed Chairman of the American Delegation to the International Telecommunications Conference at Cairo and was absent from the country for

## FEDERAL RADIO REGULATION—Continued

several months. Upon his return in April, pressure for enactment of the resolution was revived. On May 10, 1938 the Senate Audit and Control Committee reported the resolution without recommendation. Administration leaders in the Senate announced opposition to the proposed investigation, characterizing it as a political move and pointing out that the Commission was already engaged in investigating most of the important subjects enumerated in the resolution. The reference was to the Commission's Order No. 37, adopted March 18, 1938, calling for an investigation by a committee of the Commission of networks and alleged tendencies toward monopoly in the broadcasting industry, and on which hearings actually commenced some eight months later.

In May, 1938, pressure for adoption of similar resolutions in the House gained impetus and hearings were held before the House Rules Committee. At these hearings Chairman McNinch answered arguments for an investigation by explaining that the Commission was undertaking an inquiry of its own into the network-monopoly subject (referring to Order No. 37), telling of extensive work which had already been done, and stating that the Commission would be prepared to submit legislative recommendations to Congress at its next session. By a vote of seven to six, the House Committee reported one of the resolutions favorably. On June 14th, the resolution came before the House. There followed a tumultuous session characterized by impassioned speeches on both sides. Those supporting the resolution bitterly attacked what was described as the "radio lobby" for the "radio trust," charging wrong-doing by the Commission and comparing its internal strife with that of the Tennessee Valley Authority. Those opposing the resolution relied principally on the points made by Chairman McNinch and urged that he should be given a reasonable opportunity to carry out his program and to make definite legislative recommendations before subjecting the Commission to Congressional scrutiny. The issue was complicated by an unfavorable impression created by another member of the Commission, who had testified before the House Rules Committee and had been unable to substantiate charges he made against his colleagues. The resolution was voted down by an overwhelming majority of 234 to 101.

Congress adjourned on June 16, 1938 without enacting any of the resolutions. With the opening of the next Congress on January 3, 1939, it seemed almost certain there would be an investigation in view of continued dissatisfaction with the Commission, the widely-publicized reports of dissension within the Commission, the slowness of the Commission in moving forward with its network-monopoly hearing, and the great reduction in Administration forces due to the election. On January 25th, immediately after the President's proposal that the Commission be reorganized, separate resolutions for investigation were introduced by Representatives Wigglesworth and Connery in the House and, on March 6, 1939, by Senator White in the Senate. The White resolution enumerated the subjects to be investigated in 11 paragraphs, including, generally, the acts, practices and policies of the Commission; censorship; the term of licenses; newspaper ownership; network ownership and control; ownership of two or more stations; transfers of licenses and control of stations; financial and other aspects of network operations; duplication of programs; the use of high-power; competition; the Commission's questionnaires; possible license fees; and other matters. While the House resolutions contained considerably more detail, in the nature of specific charges of improper practice against the Commission, they did not differ sufficiently in scope to justify a separate sum-

## FEDERAL RADIO REGULATION—Continued

mary. Senator White stated that he regarded the network-monopoly inquiry as one in which members of the Commission were passing on their own prior conduct, in other words, were studying conditions which they, themselves, had created. It is impossible, within reasonable limitations, to advert to the many speeches on the floors of both Houses, criticizing the Commission. It was obvious that Congressional dissatisfaction was greater than ever.

At present writing, none of the resolutions has been reported by the Committees to which they were referred. It is impossible to predict their fate with any confidence although it seems more likely than not that there will be no action on any of them at the present session, both because of a recent apparent relaxation in the pressure for their adoption, and because of the many other matters that urgently call for the attention of Congress prior to its adjournment this summer.

### PROPOSALS FOR REORGANIZATION OF THE COMMISSION.

In his statement explaining the actions of a majority of the Commission on November 9, 1938, abolishing the Examining Division and the Information Section, Chairman McNinch declared he had no plan whatever regarding the Commission itself and had made no recommendations to the President, but added that there had been discussions as to the size of boards. There were, however, persistent rumors of an impending legislative proposal for reorganization of the Commission. Early in December the *Washington Post* published a front-page story to the effect that a bill to substitute a three-man agency for the seven-man Commission was being drafted by Messrs. Corcoran and Cohen. On December 7, the Chairman asserted that the article was "utterly without foundation," as was also the statement that any such legislation had his approval. He charged that "this misinformation must have come from a source desirous of sabotaging the Commission's work."

On January 24, 1939, without advance warning, President Roosevelt sent letters to the chairman of the Senate and House Committees on Interstate Commerce reading, in part, as follows:

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

The President expressed the hope that the committees "will consider the advisability of such new legislation" and stated that he had asked Chairman McNinch to discuss the problem with them and to give them his recommendations.

Immediately following the publication of the President's letter, Chairman McNinch issued a statement describing himself as "wholly sympathetic with the President's proposal" and adding that he had "recommended to the President some time ago that the Commission be reorganized."

## FEDERAL RADIO REGULATION—Continued

While it appeared that on Sunday, January 22, and on the two preceding Sundays, Mr. McNinch had conferred with the President on the subject, the sudden move for reorganization was generally viewed as having been precipitated by an incident occurring January 18. On that date the Committee on the Proposed Rules and Regulations which had presided over the hearing in June, 1938, (described in Part II of this article) made public Part I of its Report on the hearing and, in so doing, did not comply with the Chairman's edict that all such matters clear through the newly organized temporary information section. This caused the sub-surface disension to break out in open warfare.

It was then announced that a two-phase legislative program had been decided upon by the President, Senator Wheeler (Chairman of the Senate Committee), and Mr. McNinch: (1) the first part, to be executed as quickly as possible, would be restricted to reorganization of the Commission, and (2) the second part, to materialize within about two months, would embrace the formulation and prescribing of policies to guide the reorganized Commission. At a press conference January 24 the President stated that the principal difficulty with the existing law was its failure to prescribe policies on such matters as newspaper ownership, transfers of station licenses, limitations on power, liability of broadcasters for defamation, alleged network dominance and the like. So far as is known to the writer, no bill was ever drafted to carry the second part of the program into effect, and certainly none was introduced, presumably because of the intense opposition which completely thwarted endeavors to carry out the first part.

On February 9, a bill (S. 1268) was introduced to effect reorganization of the Commission, drafted by Senator Wheeler in collaboration with Mr. McNinch and with the Administration's approval and support. Its principal features were: (1) substitution of a new three-man commission for the present seven-man commission, (2) enlargement of the powers of the chairman, who would become "the principal executive officer of the Commission," (3) establishment of three "administrative assistants," under the "administrative supervision" of the chairman, for broadcasting, communications carriers, and international matters, respectively; (4) extension of scope within which the Commission might delegate its functions to an individual member or to one or more of its employees; (5) establishment of a new department of research and information, and (6) important extensions in the Commission's power to dismiss or reclassify employees. Senator Wheeler issued a statement in which, among other things, he declared that the bill was "intended to correct looseness and uncertainty as to functioning and diffused responsibility" and charged that in the Commission

"such conditions have been aggravated because the Commission for years has been plagued by politics—not simple party politics alone but the politics of big business too."

The next day, February 10, Chairman McNinch delivered an address over a national network in which, to an unprecedented extent, he aired scathing charges against a minority of his colleagues who had disagreed with his views both on procedural and policy matters. He criticized them directly or by necessary implication for lack of cooperation, hostile tactics, public detraction of their fellow members, individual struggle for power, the seeking of personal prestige and advantage, inability to resist the urge for personal acclaim, inefficiency, lost motion, wasted time, injudicious

## FEDERAL RADIO REGULATION—Continued

action, inaction, unjust action, a breakdown of regulation, playing into the hands of industry and leaving the public interest unprotected, and susceptibility to political influence. One of his most interesting statements, in view of his first step in the reformation of the Commission in 1937 (abolition of the three divisions and dismissal of their directors) was his justification for establishment of three "administrative assistants." He said that "approximately ninety per cent of the time and energy of the staff and the Commission are devoted to broadcasting," and that the effect had been "to cause measurable neglect of the regulation of the telephone and telegraph industries," which "should not longer go without aggressive, intelligent, fair regulation." He also bitterly attacked the author of an article in that week's *Saturday Evening Post*, which had charged the Commission with exercising censorship.

It was at first thought that the bill could be passed without hearings. Vigorous opposition, however, was manifested on Capitol Hill, based on objections that a three-man board would be too small in view of the diverse character of the Commission's jurisdiction, that its enactment would mean virtually a one-man dictatorship over each of the important fields of regulation, that the bill was really a device to "unpack" the Commission and eliminate the dissenting minority, that the President's appointments to the new commission might be of the rubber-stamp variety under the thumb of the Chairman, that injustice and spoils politics would be visited on the employees, that the proposed department of research and information was really an apparatus for program regulation and censorship (which was the subject of acute differences of opinion within the Commission at the time), and that no amendment of the Act was necessary to authorize the appointment of "administrative assistants" (i. e., directors) or to achieve the efficiency sought by the Chairman.

Senator White announced his opposition in a forceful statement, and, on February 22, introduced a bill (S. 1520) constructed on an entirely different model and dealing both with reorganization of the Commission and with substantive matters. It proposed that the Commission be increased from seven to 11 members; that it be divided into two autonomous divisions, each of five members, one of which would have jurisdiction principally over broadcasting and related services, and the other principally over communications common carriers and related services; that the chairman would be the chief executive officer but would not sit as a member of either division, and that the requirement of examiners' reports be reinstated.

The industry made it clear that it would oppose any restrictive legislation, that it was against the McNinch bill, and that it favored segregation of regulation of broadcasting from regulation of common carriers, because of the tendencies at the Commission already noted. During this same month of February, deep-seated differences of opinion within the Commission on the subject of censorship broke into the open and made the McNinch proposal seem all the more dangerous.

Thereafter the atmosphere on Capitol Hill became increasingly calm. The McNinch bill had also been introduced in the House, but Chairman Lea of the Interstate Commerce Committee stated repeatedly that his committee would not consider the legislation until the Senate had acted. Senator Wheeler's committee in the Senate was concentrating its attention on railroad legislation. For a while there were indications that Senators



## FEDERAL RADIO REGULATION—Continued

Wheeler and White would work out a reorganization measure meeting with mutual approval, and that any bill would have to provide for at least five members on the Commission. It was generally agreed that the House would never assent to a three-man Commission. In the face of the opposition, enthusiasm for the McNinch measure, on the part of both the White House and the Chairman himself, appeared to dwindle to the vanishing point. Recently the Commission's standing with Congress has improved materially, considered with the industry and efficiency with which it has operated since early in May. At present writing it appears certain that there will be no reorganization legislation before Congress adjourns, and, subject to developments during the interim, there is not likely to be any great pressure for such legislation during the next session.

The story would not be complete without reference to legislative proposals of a more far-reaching character, affecting federal administrative agencies (including the Federal Communications Commission) generally. Since 1933 there has been a rising tide of reaction against such agencies, due in part to real or alleged misconduct, arbitrary action and inefficiency on the part of some of the agencies, in part to an increasing sentiment, chiefly among lawyers, that too broad a combination of legislative, executive and judicial powers has been reposed in many of the agencies with inadequate provision for judicial control of their decisions, and in part to opposition to the Government's invasion of certain fields of regulation. The Federal Communications Commission has been among the agencies most frequently cited as examples of the need for reform. This reaction has been expressed in a number of ways, including bills introduced in Congress.

Among the proposals has been one suggested early in 1937, in the Report of the President's Committee on Administrative Management, with particular reference to the so-called independent regulatory commissions, describing them as

"a headless 'fourth branch' of the Government, a haphazard deposit of irresponsible agencies and uncoordinated powers."

The Report proposed that the staff of such commissions be absorbed into one or the other of the Executive Departments of the Government (e. g., the Department of Commerce in the case of the Federal Communications Commission and the Interstate Commerce Commission), and that the Commission itself become a board practically independent of the Department, to sit in review on all controverted cases of a judicial character. This would be somewhat on the model of the Board of Tax Appeals with reference to the Bureau of Internal Revenue in the Treasury Department, and would be not radically different from what was proposed in the Radio Act of 1927 as originally enacted.\* Having become badly entangled in politics, the proposal of the President's Committee has made little or no progress in Congress. In the Reorganization Act adopted by Congress, approved April 3, 1939, however, there were indications (which did not materialize) that an attempt would be made to include the Federal Communications Commission among the agencies over which the President would have broad powers of remodeling.

Another important proposal has been incorporated in a bill sponsored

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\* Under the Act, after the end of one year, the Secretary of Commerce was to be the licensing authority, the Commission to hear controverted matters and to sit in review of the Secretary's decisions. Because of later legislation by Congress, this provision never became effective.

## FEDERAL RADIO REGULATION—Continued

by the American Bar Association since 1937. Early in 1939 companion bills were introduced in the Senate and the House and for a while made remarkable progress, receiving a favorable report from the Senate Judiciary Committee and favorable action on the part of a subcommittee of the House Judiciary Committee. At present, its prospects for enactment are dim, due to an increasing appreciation by members of Congress of the need for further study before drastic or reckless reforms are imposed on the agencies generally, and to the appointment by the Attorney General of a committee of eminent persons to make this study.

**THE COMMISSION'S APPROPRIATION.** Since 1934, the Commission's appropriation has been increased from year to year. For the fiscal year just closed, the appropriation was \$1,700,000 for salaries and expenses (exclusive of printing and binding). In the fall of 1938 the Commission submitted an estimated budget of \$2,385,000 for the fiscal year beginning July 1, 1939, basing its request on a need for additional personnel, including additional attorneys and engineers in the Washington headquarters, and proposed new branch offices of its Accounting Department in seven cities. The need for additional funds was stressed in the Commission's Annual Report to Congress. The sum actually submitted to Congress was \$2,038,175.

Because of dissatisfaction with the Commission in Congress, and the unsettled state of affairs, hearings on the request which were scheduled to begin before a subcommittee of the House Committee on Appropriations in December were indefinitely postponed but were eventually held January 23, 1939, behind closed doors in what proved to be a very heated session, in the course of which the Chairman and others were subjected to vigorous examination of the Commission's actions and policies. This was on the same day that the President made public his letter calling for reorganization of the Commission. An unexpected result of this situation was that the House Appropriations Committee determined not to act on the appropriation until the reorganization matter was settled and, on February 8, the House passed the Independent Offices Supply Bill without any provision for funds for the Commission, and, on February 22, the Senate followed the example of the House and the bill became law.

From that time until well along in June all efforts to obtain an appropriation for the Commission were unavailing. Rumors were prevalent that the appropriation, if passed, would be greatly reduced or would be for only a limited period, or would be contingent on adoption of a resolution for investigation of the Commission, or might not be made at all. There was a substantial possibility that the experience of the Federal Radio Commission in 1927 would be repeated. With the improved standing of the Commission during the last two months, however, the way was paved for an about-face by Congress. Hearings were held before the House subcommittee on June 20, a deficiency bill carrying an appropriation of \$1,838,175 for the Commission was passed by the House on June 23, and, by last-minute action, the bill was passed by the Senate and was approved by the President on June 30. The hearings before the subcommittee and the debate on the floor of the House were far from free of criticism of the Commission (particularly with respect to the recent rules governing international short-wave broadcasting), but, in comparison with earlier experiences, they were surprisingly mild.



## FEDERAL RADIO REGULATION—Continued

### PART II

#### REGULATION OF STANDARD BROADCAST STATIONS

For reasons based on the nature of the developments during the period covered by this article, the material has been organized with reference to *subject-matter* rather than *method* of regulation. In the two prior articles, a distinction was made between the exercise of the Commission's *legislative* functions, expressed in rules and regulations, and the exercise of its *judicial* functions, expressed in its actions and decisions in granting or denying applications. In this article its actions of whatever character will be summarized under three broad headings denoting the principal *fields* in which it regulates, or attempts to regulate, broadcasting.

The three fields, in general terms, are (1) allocation, (2) ownership and control of stations, and (3) program content. The first deals with the assignments of stations with respect to location, frequency, power and hours of operation and with measures taken to minimize interference, to produce efficient use of facilities, and to assure a maximum of broadcast service in the physical sense. At present, it appears to have two important subheadings. Originally it consisted almost entirely, if not entirely, of technical factors. In more recent years, according to the view taken by the Commission, there are also "economic and social factors," often more important than technical factors, to be considered and regulated.

The second heading has to do with the determination of what persons and corporations shall be permitted to acquire or retain control over broadcast stations, and the permissible limits of such control. The third has to do with regulation of what programs may be broadcast, including the limitations imposed on the Commission by the Constitutional guaranty of free speech and the prohibition against censorship in Section 326 of the Communications Act of 1934.

It is not difficult to demonstrate from the language of the statute, its legislative history, and the circumstances which led to its original enactment in 1927, that the principal functions which Congress intended to confide in the Commission were, first and foremost, regulation of the *technical* factors of allocation, including relief from the chaos of interference created in 1926, and a fair and equitable geographical distribution of stations; and, secondly, regulation of ownership and control in such manner as to preserve competition and prevent monopoly in radio communication. One purpose served by the arrangement followed below is to bring into bold relief the Commission's straying from the original concept of the law, to the point where so-called "economic factors" prevail over technical facts, and the forbidden field of program regulation and straw men have engrossed its attention frequently at the expense of problems urgently calling for study and constructive action. A by-product of the arrangement consists in the occasional glimpses it affords of the currents and cross-currents which have assisted to produce the results.

#### A. REGULATION OF BROADCAST ALLOCATION

##### PROCEEDINGS LEADING TO REVISION OF REGULATIONS.

Of transcendent importance in the regulation of broadcasting was the adoption by the Commission on June 23, 1939 of a thorough-going revision of its rules governing standard broadcast stations. The revision deals principally, but not entirely, with allocation matters, and discussion of it will occupy most of this subheading.

## FEDERAL RADIO REGULATION—Continued

The earlier proceedings were recounted in last year's article.\* Beginning on June 6, 1938, an extended hearing was held on "Proposed Rules Governing Standard Broadcast Stations" and on "Proposed Standards of Good Engineering Practice Concerning Standard Broadcast Stations," as set forth in two bulky documents, before a committee of the Commission consisting of Commissioners Case, Chairman, Craven and Payne. The hearing, which was expeditiously and efficiently conducted, closed on June 30, with a record of nearly 2,200 pages and over 400 technical and statistical exhibits. The principal (although not the only) issues were (1) the number of channels to be preserved as clear channels, and (2) the maximum power of clear channel stations. On one side of these issues was the so-called Clear Channel Group, an informal organization consisting of 14 licensees of independently-owned clear channel stations. On the other side were the National Association of Regional Broadcast Stations, an organization of the owners of some 74 regional broadcast stations, and National Independent Broadcasters, an organization of the owners of some 105 local broadcast stations. There were, of course, other parties to the hearing.

Early in September, 1938, briefs were filed with the Committee by the principal parties. On January 18, 1939, the Committee released Part I† of its Report on the issues raised at the hearing and on April 7, 1939, Part II\*\* of the Report. Part I of the Report comprised 35 single-spaced mimeographed pages and contained two sections, Section I being devoted to introductory matter and Section II, entitled "General Policy Considerations," covering a number of subjects, including the principal issues raised at the hearing together with newspaper ownership, economics, programs and other items. Part II of the Report added 149 such pages (accompanied by about 300 pages of appendices, including many elaborate charts and tabulations). It contained Section III entitled "Social Aspects" and Section IV entitled "Economic Aspects."

Dissatisfied parties were given an opportunity to file exceptions and briefs and, on June 1, 1939, a day was consumed in oral argument before the Commission. As already stated, final action on the proposed regulations and standards was taken June 23rd.

It is impossible, within reasonable limitations of space, to present an adequate picture of either the contents of the Committee's Report or the provisions of the revised regulations. Discussion will be limited to noting the outstanding features of the regulations and the disposition of the principal issues.

**TERM OF BROADCAST LICENSES.** Notwithstanding repeated attempts by the broadcasting industry for years to persuade the Commission to avail itself of the power given it by Congress to issue licenses for a period up to three years, the Commission had steadfastly shied away

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\* VARIETY RADIO DIRECTORY, II, pp. 526-532.

† It was the release of this document by the Committee without making use of the newly organized temporary Information Section of the Commission (and possibly also its contents) which, as pointed out in Part I-C of this article, was apparently the cause for the President's letter of January 23, 1939, and the move to force legislative reorganization of the Commission.

\*\* In compliance with the Chairman's wishes, Part II was released through the Information Section but, to the consternation of parties and their attorneys, was distributed to the press three days before copies were available to them.

## FEDERAL RADIO REGULATION—Continued

from any increase beyond the six-months' period which has obtained since April, 1931—until its action of June 23, 1939, in which a one-year period was inaugurated. This was pursuant to a recommendation made in Part I of the Committee's Report.

Back in May, 1938, just prior to the hearing on the proposed regulations, Chairman McNinch, in a letter to the president of the National Association of Broadcasters (which organization planned to participate in the hearing in behalf of the industry) had stated his personal belief that discussion of an increase in the six-months' license period "would not be opportune now or at any time soon." As late as January 23, 1939, in his appearance before the House Appropriations subcommittee, Mr. McNinch declared that in his opinion a majority of the Commission did not favor a longer license period, despite the recommendation of the Committee only five days before.

The change in attitude came about largely through a growing realization on the part both of certain members of the Commission and members of Congress that the short license period, combined with the procedure employed on renewal applications, was, in addition to being an unnecessary burden on the industry and on the Commission's staff, a constant threat of censorship. Senator White's bill, introduced on February 22, 1939, proposed a minimum period of one year and, on March 2, 1939, Representative McLeod introduced a bill to establish a minimum period of three years, with a maximum of five, and at the same time to eliminate the possibility of political reprisals against stations by the Commission.

With the adoption of the revision on June 23, it was stated at the Commission that, had it not been for the uncertainty with respect to Mexico's ratification of the North American Regional Broadcasting Agreement (see Part V—B), a three-year license period would have been approved.

**CLASSIFICATION OF CHANNELS AND STATIONS.** In last year's article\*, the classification of channels and stations as originally proposed in the revision was set forth. It is necessary to point out only the modifications in the revision as finally adopted, which are few in number.

The subclassification of Class I stations into Class I-A and Class I-B was abandoned, but in name only, since the distinction applying to nighttime duplication) is preserved with respect to the frequencies on which they operate. All told, 44 frequencies are designated as "clear channels." On 26 of these frequencies, nighttime duplication is not to be permitted. The revision originally proposed that 25 be free of such duplication, the increase being due to the addition of 1170 kc (WCAU, Philadelphia) to the list. The remaining 18 are to be subject to nighttime duplication under restrictions designed to minimize interference.

The attempt to persuade the Commission to increase or remove the 50 kw. power limitation on the unduplicated clear channels was unsuccessful, and the dominant stations on those channels are subject to both a maximum and a minimum power limitation of 50 kw. The dominant stations on the remaining 18 clear channels have a maximum of 50 kw. and a minimum of 10 kw. A Class II, or secondary, station on a clear channel may have power ranging from 50 kw. down to 250 watts.

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\* VARIETY RADIO DIRECTORY, II, p. 530. In the preceding article, VARIETY RADIO DIRECTORY, I, p. 278, the situation heretofore existing was set forth.

## FEDERAL RADIO REGULATION—Continued

The maximum nighttime power of Class III-A (regional) stations was increased from 1 kw. to 5 kw., and of Class IV (local) stations, from 100 watts to 250 watts, in both instances upon individual application and where engineeringly feasible.

For the first time, formal recognition of the "Standards of Good Engineering Practice" is given in the regulations, although there are qualifications which partly vitiate this welcome step. Heretofore, these standards, which have been developed over a period of some 10 years in an evolutionary manner by Assistant Chief Engineer Ring and his staff, have had only a semi-official status, representing merely recommendations of the Commission's Engineering Department.

Except for reallocation of frequencies to make room for assignments to Canada, Cuba and Mexico, the new rules, accompanied by the standards, give effect to virtually all the provisions of the North American Regional Broadcasting Agreement. It had been hoped that the Agreement and the regulations might go into effect simultaneously, but this has been prevented by Mexico's failure to ratify.

The revision of regulations and standards constitutes the first substantial change in the general reallocation of November 11, 1928. Taken in conjunction with the Agreement, it represents remarkable accomplishments in the practical solution of a number of baffling problems. If it is not free from defects it can be said only that, in view of the difficulties, it is surprising that the defects are not more numerous and more serious in their consequences.

**SPECIAL EXPERIMENTAL AUTHORIZATIONS.** No changes were made in the rules covering this type of authorization as summarized in last year's article\*. They are of particular interest in view of the decisions of the Commission and of the Court of Appeals in the WLW case, as well as certain authorizations now outstanding. The applicant must sustain the burden of making a satisfactory showing of a program of research and experimentation and that the operation will be under the direct supervision of a qualified engineer with an adequate staff. In case the authorization permits additional hours of operation,

"no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other, additional facilities, no additional charge shall be made by reason of transmission with such facilities."

The authorization will not be extended after the actual experimentation is concluded. A report must be filed with each application for an "extension."

**SHOWING TO BE MADE IN SUPPORT OF ALLOCATIONS.** The provision quoted in last year's article† having to do with the showing to be made on program service, and involving a serious issue of censorship, was omitted. Likewise were omitted the proposed requirement of a showing of adequate commercial support and that an applicant for a Class IV station be a resident in and familiar with the needs of the community to be served. A requirement that the transmitter

"be so located that primary service is delivered to the city in which the main studio is located"

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\* VARIETY RADIO DIRECTORY, II, p. 531.

† VARIETY RADIO DIRECTORY, II, p. 531.

## FEDERAL RADIO REGULATION—Continued

was retained, over the objection of a number of station-owners.

**THE WLW CASE.** On July 18, 1938, shortly after the hearing on the proposed new rules, the Committee entered on a ten-day hearing on the application of the Crosley Corporation for extension of its special experimental authorization to operate WLW, Cincinnati, with power of 500 kw. Except for a brief interruption in 1935, the authorization had regularly been renewed since it was first issued in the spring of 1934. Notwithstanding the fact that on the face of the record the issues were primarily technical, namely, the feasibility of the experimental operation and the question whether it should be continued, a large portion of the hearing was taken up with a minute inquiry into WLW's program service and its alleged shortcomings, and with the economic issue as to whether or not WLW's operation at 500 kw. had caused regional and local broadcast stations in other cities to lose advertising revenue.

On October 17, 1938 the Committee rendered its report recommending denial of the extension, relying both on the ground that the authorization was unnecessary from the technical experimental viewpoint and the ground of economic injury. In its decision February 8, 1939, rendered after exceptions had been filed and oral argument heard, the Commission followed the Committee's recommendation and denied the extension, effective at 3:00 A. M. March 1, but omitted reference to the economic issue as a ground for its decision. A petition for rehearing having been filed February 17th and denied February 20th, an appeal was taken to the United States Court of Appeals on the latter date. A motion for stay order was denied on February 28th, and the power of WLW was reduced to 50 kw. on March 1st. On June 26th the Court dismissed the appeal (see Part IV).

**NEED FOR IMPROVEMENT IN SERVICE.** The subject cannot be left with a bare recital of the results. Both at the October 5, 1936, and at the June 6, 1938 hearings, there were presented to the Commission the most thorough-going exploration into the problems of broadcast service, the nature and extent of the need for improvement, and the methods available to effect the improvement, that is to be found anywhere. As to the technical facts, there was no substantial dispute and, although in some of their most important aspects they were not accorded recognition in the outcome, it is necessary that they be kept constantly in mind in the hope that on a future and more auspicious occasion a suitable further revision of the regulations may be achieved.

As of 1930, the United States has a population slightly over 122,000,000 and a land area slightly under 3,000,000 square miles. During the daytime a population of over 16,000,000, residing in about 40% of the area, does not receive a satisfactory signal from a single broadcast station. At night, a population of over 50,000,000 people, residing in 82% of the area and mainly in rural regions and in small towns and cities having no stations of their own, is entirely dependent on clear channel stations for service. Out of these totals, a population of over 21,000,000 residing in about 60% of the country's area receives only *sky-wave* service from clear channel stations at night, subject to the well-known vagaries of fading and the wide variations in average signal strength from hour to hour, season to season, and year to year. The service received by this population of 21,000,000 residing in 60% of the area, measured merely on the minimum standards of satisfactory

## FEDERAL RADIO REGULATION—Continued

daytime service, is nowhere sufficient to constitute adequate service, at the present power of clear channel stations. An additional 7,000,000 while receiving *ground-wave* service at night from clear channel stations, receives only signals of inadequate strength.

The above figures are based on *minimum* standards as to what constitutes satisfactory service, as recognized by the Commission's Engineering Department, and are based on reception from *only one station*, that is, they do not take a choice of at least two programs into account as a necessary element in good service. The inadequacy extends, in one form or another, into every State in the Union, from Maine to California.

The test of satisfactory service, in the physical sense, is a combination of two factors. The first factor is the *strength of the electric signal* at the point where it is received by the listener, expressed in terms of small fractions of a volt, millivolts (thousandths) and microvolts (millionths). The second factor (in the absence of interference from other stations) is the *strength of interfering electrical noise*, which may be due to natural static produced by thunderstorms and other atmospherics, or man-made static produced by innumerable kinds of electrical apparatus usually found in profusion in inhabited communities. As a rule, natural static predominates in rural communities and man-made static in towns and cities. The strength of the broadcast signal must be sufficiently strong to override the interfering electrical noise. According to the Standards of Good Engineering Practice, in city business or factory areas a broadcast signal of from 10 to 50 millivolts is necessary; in city residential areas, from 2 to 10 millivolts, and in rural areas, from 100 microvolts to 1 millivolt, depending on the season and the region (natural static being greater in the south). According to the same standards, although subject to wide variations in individual cases, a city of 10,000 population or more is regarded as requiring a signal of at least 10 millivolts; and a city of from 2,500 to 10,000, a signal of at least 2 millivolts.

By and large, and subject to minor exceptions that would not materially affect the result, the only method of effecting improvement in service from standard broadcast stations for these people and areas is by increasing the power of clear channel stations above the present maximum fixed by the rules of the Commission. At night, on any channel where simultaneous operation of two or more stations is permitted, no horizontal increase of the power of the stations, however large, will change the pattern of areas served and those not served, since the stations limit each other by mutual interference. The several hundred regional and local stations in the United States, taken all together, give interference-free service to only about 18% of its area. In the main, they are located in cities with the result that most of the urban population of the United States receives a broadcast service far superior to that enjoyed by most of the rural population. During the daytime, theoretically, improvement could be brought about by very large increases in the power of existing regional and local stations and by establishing a number of new daytime stations in the more sparsely settled parts of each state, but prohibitive economic obstacles stand in the way.

The benefits of the higher power have been thoroughly demonstrated through the operation of WLW at 500 kw. for a period of five years, and by the operation of high-power stations in other countries. In 1935 and again in 1937 extensive listener surveys were conducted by the Commission among the country's rural population. The first of these surveys revealed that WLW was first choice of the rural listeners in some 13 or 14 states

## FEDERAL RADIO REGULATION—Continued

and second choice in six or seven more. The second showed that about 80% of the rural listeners relied primarily on service from clear channel stations at night and about 59% by day.

There are 72 broadcast stations in other countries operating with power in excess of 50 kw., most of them with 100 kw. or more, including 60 in Europe and 4 in Mexico. One of the Mexican stations, located on the border, has been authorized to use 850 kw. and appears actually to be using 500 kw.\* Stations are operating with 500 kw. at Moscow and Warsaw. Germany, with a present area slightly less than that of Texas, has three 120 kw. stations, seven 100 kw. stations, and one 60 kw. station.

In the face of these facts, the Commission has decreed that the urban population, which least needs improved service, shall have the benefit resulting from substantial increases in the power of regional and local stations, whereas the rural and small-town population which now suffers most from inadequate service shall be denied any betterment. Fortunately, however, by leaving 26 channels really clear (i.e., unduplicated) it has left the door open for future remedy of the inadequacy.

**ECONOMIC FACTORS.** The Committee's recommendation against increasing or removing the power maximum is based on "possible disadvantages of an economic and social character." It is apprehensive of adverse economic effects upon smaller stations primarily serving the smaller metropolitan areas. It concedes that the claim that, in its five years of operation at 500 kw. WLW had not caused such injury, "was not successfully controverted in the testimony." The evidence showed that, at most, only a tiny handful of stations, located within the primary service areas of the clear channel stations, ran any hazard of losing revenue. It argues simply that there are "uncertainties" and that additional data are necessary, particularly with respect to what is known as national spot advertising.

Implicit in the Committee's reasoning, however, are conclusions based on the financial data compiled from the questionnaires (see Part I-B) sent to all broadcast stations and networks, covering the year 1937. According to these figures, the net income of the entire industry for 1937 (before federal income taxes) was \$22,630,174,† of which \$4,543,890 was earned from network operations and \$18,086,284 from the 624 commercial stations, including 23 stations owned or managed by two of the national networks. The 33 stations having power of 50 kw. or more, including WLW, accounted for just half the total for the 624 stations. This, reasoned the Committee, is too large a proportion (overlooking the fact that almost the entire station revenue proceeds from not over 200 stations). These figures, however, proved to be misleading. When the revenue figures for the 23 stations are included in the network figures, the total for the networks becomes \$9,828,932 and for the remaining 601 stations, \$12,801,242, while the figure for the independently-owned 50 kw. clear channel stations undergoes a marked drop to a figure not out of line with the earnings of regional stations under similar circumstances. Further analysis shows that the Committee not only did not take earnings on investment into account but, in making its comparisons, placed undue emphasis on power and not sufficient emphasis

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\* Editor's Note: This station is XERA, Villa Acuna, Mexico, operating on 840 kc. with an allowable wattage of 850,000.

† Editor's Note: The net operating profit of the industry in 1937 was \$18,883,935 (net excess of revenue over expenses after federal income taxes).



## FEDERAL RADIO REGULATION—Continued

on such matters as desirability of frequency, population within the station's primary service area, and national network affiliation. One regional station, for example, actually showed larger net earnings than 13 out of 15 independently-owned clear channel stations.

These facts are recited, not to re-argue the case for higher power, but as further evidence of the significant *trend* of radio regulation referred to in Part I of this article. The significant thing is that, in the face of the undisputed facts showing a need for improved service for a large population over wide areas and the obvious remedy for the need, the Commission should give greater weight to a *possibility* of loss of income on the part of a few stations resulting from disturbing the *status quo* and to an implied sentiment that certain stations are taking too large a share of the industry's profits. This reasoning is in the direction of *economic* supervision of the industry, and, if not checked, leads inevitably to regulation of the public utility common carrier type. It is responsible for the questionnaires which have already flooded the industry and will be responsible for even more searching questionnaires in the future.

This is not an appropriate occasion for a legal discussion of the nature and extent of the Commission's power to take so-called economic factors into account in its regulation of broadcast stations. In passing, however, it may be noted that in 1927, when the standard of "public interest, convenience or necessity" was originally prescribed by Congress for the Commission's guidance, the standard could not have had any substantial economic aspect since the future of the industry's financial support was not generally appreciated or foreseen. Congress must have intended to place some limitation on the Commission's power with respect to economic factors when it declared in the Communications Act of 1934 that a broadcaster shall not "be deemed a common carrier" and did not subject him to the provisions of Title II of the Act which deal with economic regulation. Throughout its career, the Federal Radio Commission declined (almost consistently) to recognize any economic or competitive interest in licensees or applicants. Even now, the Federal Communications Commission does not accord complete recognition of such an interest and is resisting the assertion thereof before the Court of Appeals.

The present ascendancy of real and pseudo-economics had an innocent genesis, in practices participated in by applicants and their lawyers, and they are fully as responsible as the Commission for the result. The story is not unlike that which culminated in the present threat of censorship of broadcast programs. The seeds were sown when, early in the days of the Federal Radio Commission, the practice was initiated of making showings of proposed and past program service in support of applications, with the natural result that those who opposed the applications sought to expose the applicant's shortcomings in program service and the Commission eventually sought to prevent the evils and to subject them to discipline. Similarly, parties seeking to establish new stations or improved facilities for existing stations gradually acquired the habit of making elaborate showings of a "need" in the community to be served and of available commercial support. Their opponents countered with claims that there was no such need, that service from existing stations was adequate, that commercial support was not available except at the expense of existing stations, and that *ergo* the application could not be granted without causing economic injury to those stations and impairing their ability to serve



## FEDERAL RADIO REGULATION—Continued

the public interest. From this point it was but a short and plausible step for the Commission to conclude, without any considerable dissent from the broadcasters, that part of its duty, in administering the standard of "public interest, convenience or necessity," is to protect existing stations from what it may choose to regard as excessive competition on the particular facts of each case and to think in terms of trade areas instead of broadcast service areas and listeners. This it has now done to the extent of giving effect to the philosophy in its regulations and of calling a halt on improvement in radio reception. If it is correct in its conclusion it may, with an equal show of logic, decide to take further steps to prevent threatened impairment of service, including the prevention of various forms of rate-cutting and unfair trade practices, or to assure that each class of station gets its fair share of the various types of advertising revenue. The underlying tendency, by whatever name it be called, is today the most portentous development in the regulation of broadcasting,\* particularly since the tendency toward censorship now shows definite symptoms of being on the wane.

**OTHER FACTORS.** On June 13, 1938, in the very midst of the hearing on the proposed new rules, the Senate adopted a resolution reciting it to be the sense of the Senate that the Commission

"should not adopt or promulgate rules to permit or otherwise allow any station operating on a frequency in the standard broadcast band (550 to 1600 kilocycles) to operate on a regular or other basis with power in excess of 50 kilowatts."

Passage of this resolution was the price paid for securing ratification of the North American Regional Broadcasting Agreement, two days later (see Part V-B). In addition, in the several resolutions introduced in Congress during the past two years seeking investigation of the Commission, "super-power" has usually been in the enumeration of proposed subjects of inquiry.

From almost the beginning of broadcasting, popular prejudices and fallacies have succeeded in attaching themselves to the phrases "clear channels" and "high power." Each proposed increase in power has been tagged as "super-power." In 1922, when WLW increased from 20 watts to 50 watts, its competitor station in Cincinnati raised this cry. In the fall of 1924, when there was a movement forward from 500 watts to 5 kilowatts, there was an alarm which has not been equalled until this past year. The Secretary of Commerce, then the licensing authority, received thousands of letters from men, women and children expressing fear of "a monopoly of the air," and "the blotting out of smaller competitors." At the Third National Radio Conference in October, 1924, debate on the issue reached dramatic heights, and a spokesman for the opposing groups, referring to 5 kilowatts as "super-power," stated

"If the power is increased without any limitation of hours or season, it will result in less enjoyment to millions of people."

The principal spokesman against "super-power" of 500 kilowatts at the June 6, 1938, hearing, almost repeated the alarm voiced fourteen years before, when he declared that such power "would be a curtailment of service to millions" and that it would

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\* Contrast the present tendency with that exhibited in the Report of the Federal Radio Commission entitled "Commercial Radio Advertising," submitted to the Senate on June 9, 1932, in response to S. Res. 129.

## FEDERAL RADIO REGULATION—Continued

“probably upset the whole present structure of the broadcast industry and its service to the public.”

At the time of the re-allocation of November 11, 1928, agitation in Congress against clear channels and “super-power” of 50 kilowatts so impressed the Federal Radio Commission that it omitted the word “clear” from its order and provided that the maximum power on such channels should be 25 kilowatts plus an additional 25 kilowatts “experimentally,” and later, in 1930, restricted the number of 50 kilowatt stations to 20 in this entire country (a restriction which was removed without ceremony some three years later). Yet each advance in power has simply reflected the progress of science (which, it is hoped, will not be arrested by Government fiat) toward transmitting apparatus capable of giving better service over wider areas and thus taking advantage of radio’s greatest asset and contribution as an agency of mass-communication, *radiation*. As stated by O. H. Caldwell, one of the original members of the Federal Radio Commission:

“Having laid the tracks for good reception, one can then decide what is going to be supplied on those tracks. *But the first thing is to get the tracks laid.*”

### B. REGULATION OF OWNERSHIP AND CONTROL OF STATIONS

**STATUTORY PRESCRIPTIONS.** Within the four corners of the Communications Act of 1934 are three specific indications by Congress of policies to be followed by the Commission in determining eligibility for license or renewal of license, (1) the barring of alien ownership or control, (2) the preservation of competition, and (3) by implication, satisfactory standards as to character and “financial, technical and other qualifications of the applicant.” In the opinion of the writer, the broad standard “public interest, convenience or necessity” does not add anything to the foregoing, that is, it does not authorize the Commission to impose other and different tests of eligibility.

The barring of alien interests is covered by definite provisions in Section 310 (a) and need not detain us. The provisions are, in origin and purpose, closely associated with considerations of national defense, more likely to arise in the regulation of international communications, and, while they may conceivably assume importance for broadcasting in time of war, have not so far presented any substantial problem. To make these provisions effective, and to prevent tendencies toward monopoly were, historically, the principal reasons for giving the Commission control over assignments of license and transfers of control in Section 310 (b).

With respect to eligibility tests as to the character of an applicant, and his technical and other qualifications, there is so little to be said at present that a separate subheading is not justified. Very little attention has been, or need be, paid to an applicant’s technical qualifications since ordinarily the applicant himself (or itself) will not claim to be qualified in this respect and must rely on the employment of engineers. Such broad terms as “character” and “other qualifications,” if not reasonably construed, do, of course, open the door to a wide latitude of arbitrary and capricious conduct on the part of the licensing authority, including censorship, and, if they are to be used as reasons for rejecting applications, should be translated into intelligible standards and formal regulations.\*

\* The Commission’s new regulations provide simply that the applicant must make a satisfactory showing that he is “legally qualified” and “is of good character and possesses other qualifications sufficient to provide a satisfactory public service.”

## FEDERAL RADIO REGULATION—Continued

The requirement of "financial qualifications" has occupied a large, and at times quite disproportionate, amount of time and attention in hearings and in the Commission's consideration of cases,\* complicated as it has been with the seeming necessity for also making a showing of adequate commercial support. Its significance is, however, tending to diminish. The new regulations stipulate that the applicant must show that he "is financially qualified to construct and operate the proposed station," with a footnote referring to a portion of the Standards of Good Engineering Practice in which the sums required to construct and complete electrical tests of stations of different classes and powers are tabulated.

The policy of preservation of competition has proved the source of the principal real or apparent problems in regulating the ownership and control of broadcast stations, and, at bottom, is directly or indirectly (or allegedly) associated with nearly all the topics hereinafter discussed under this subheading.

The issue of monopoly has been raised, in one form or another, from the earliest days of radio communication, within a few years after Marconi first placed his invention in practical use. The issue was largely responsible for the first endeavor to negotiate a general international radio treaty at Berlin in 1903, successfully consummated at that city in 1906, and, in its earliest aspect, is still reflected in an article in the International Telecommunications Convention of 1932 and in Section 322 of the Communications Act of 1934. Section 322 requires land and ship stations open to public service to exchange communications "without distinction as to radio systems or instruments adopted by such stations."

In a somewhat different guise, the issue of monopoly developed shortly after the advent of broadcasting and led to an extensive investigation and report by the Federal Radio Commission in 1923, in response to a resolution adopted by the House of Representatives. It was largely a controversy over an alleged undue control of the manufacture of radio apparatus (and consequently of radio communication) through patents, and of international radio communication through traffic agreements. The apprehensions resulting from this controversy found expression in several provisions in the Radio Act of 1927, carried over into the Communications Act, such as Sections 311 and 313. By Section 311 the Commission is directed to refuse a license to any person finally adjudged guilty by a Federal court

"of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition."

Section 315 extended the anti-trust laws of the United States to the manufacture and sale of, and trade in, radio apparatus.

A third phase came to a head only barely in time to be included in the Radio Act of 1927. When the bill passed the House on March 15, 1926, it contained no provision regarding chain broadcasting. In the Senate, a clause was inserted which, as described in the report of the Senate Committee, authorized the Commission "to control chain broadcasting." The bill passed the Senate on July 2, 1926. When it emerged from conference on January 27, 1927, in its present form, it was again debated and, on Feb-

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\* See VARIETY RADIO DIRECTORY, I, p. 285; II, pp. 536-7.

## FEDERAL RADIO REGULATION—Continued

ruary 3, 1927, the Senator from Louisiana read a telegram from Mr. Henderson of Shreveport, one of broadcasting's most picturesque characters of that era, pointing out that the press had "this morning carried headlines of 35 stations to be chained together" and that "chain stations will monopolize and independent stations . . . are practically done for." The Senator asked how the bill covered the matter. Senator Dill, the sponsor of the bill in the Senate, replied with a statement which was, and remains, practically the only explanation of the legislative intent behind the provision contained in Section 303 (i) of the Communications Act of 1934, authorizing the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting." After referring to the fact that various radio organizations were building up chain stations "without let or hindrance and without any restrictions," he said, in part,

"Unless this proposed legislation shall be enacted they will continue to do so, and they will be able by chain-broadcasting methods practically to obliterate the independent small broadcaster."\*

As explained in last year's article, except for an abortive foray by the Federal Radio Commission in 1928, no regulations were ever promulgated under Section 303 (i).† The actual or prospective use of chain programs has, however, played a decisive role in determining the fate of many applications, sometimes one way and sometimes the other.

**THE NETWORK INVESTIGATION.** The antecedents of the current network investigation were reviewed in last year's article.\*\* On July 6, 1938, the Commission appointed William J. Dempsey (later appointed general counsel) as special counsel for the proceedings. During the preceding month, Chairman McNinch had, in his appearance before the House Appropriations subcommittee, prophesied that the hearings would run from four to six weeks and that the Commission would be prepared to submit legislative recommendations to Congress for the next session.

On September 20, 1938, the Committee charged with the investigation, consisting of Chairman McNinch and Commissioners Brown, Sykes and Walker, announced that public hearings would begin October 24, and released the notice of hearing. The notice enumerated 20 items which each network organization was expected to cover in its presentation, extending into virtually every phase of network development, network ownership of stations, contractual relationships between networks and affiliated stations, advertising agencies and advertisers, extent of control exercised over affiliated stations, financial arrangements including basis for charges made by networks and affiliates, network policies on program standards and advertising continuity, agreements with wire companies, and other subjects. Nearly a score of networks, national and regional, were asked to supply data, along with more than 150 transcription and recording companies.

Later, the opening of the hearing was postponed to November 14, 1938. The subject-matter was divided under four general headings, to be heard in the following order: (1) network operations, (2) management contracts,

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\* Congressional Record, Vol. 68, p. 2881.

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† VARIETY RADIO DIRECTORY, II, p. 533.

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\*\* VARIETY RADIO DIRECTORY, II, pp. 533-4.

## FEDERAL RADIO REGULATION—Continued

leases, etc., (3) nature and extent of common ownership of broadcast stations, and (4) transcription services.

The hearing opened on the date scheduled. Contrary to earlier estimates as to the time it would consume, it was three months before the presentation of the three major or national networks was concluded, and it was April 19, 1939, before the hearing adjourned, to resume for a brief three-day session on May 17-19, when it finally closed, with a record of nearly 9,000 pages and some 700 exhibits, many of them bulky. The time consumed was partly due to the fact that the Committee sat for only four days a week and in some weeks less, the daily hours of hearing were relatively short, and there were occasional interruptions.

By the time the hearing closed it seemed fairly clear that the principal issues raised, in the minds both of the Commission and the parties, had to do with the contractual relations between network companies and their affiliated stations. The chiefly controverted features of those contracts, exhibited either generally or in a large portion of the contracts, were (1) the exclusive feature which obligated the affiliate not to take programs from any other national network, (2) the option feature, by which, with respect to all its hours, or a large portion of its most desirable hours, the affiliate was obligated to give right-of-way to a commercial network program on 28 days' notice, and (3) the term of years covered by the contracts. Also, the question was raised whether one company should be permitted to operate two national networks.

Toward the end of the hearing a motion was filed in behalf of Mutual Broadcasting System asking the Committee to recommend to the Commission the adoption of a temporary regulation to prevent new contracts, or extensions or renewals of existing contracts, beyond a date to be fixed by the Commission, alleging among other things that, particularly in cities having less than four stations with comparable facilities, such contracts prevented Mutual's entry into those areas and handicapped it competitively, and that National Broadcasting Company and Columbia Broadcasting System were in the process of renewing or extending such contracts for a further period of five years after their present expiration dates. At present writing the motion has not been acted on by the Committee.

On June 7, 1939, the Committee planned its procedure for a report based on the investigation. S. King Funkhouser, an attorney of Roanoke, Va., who had been engaged in December, 1938, to assist in the investigation, was designated to assist in preparing the report, under the supervision of General Counsel Dempsey with Rosel H. Hyde, of the Commission's Law Department, as chief legal assistant. At present writing, it appears that a preliminary report will not be ready until September and that submission of a report by the Committee to the Commission is not likely until sometime later in the fall.

**MULTIPLE OWNERSHIP OF STATIONS.** The Commission has adhered to the principle, announced in a case mentioned in last year's article,\* that acquisition of a second station in a city by the licensee of an existing station is ordinarily contrary to public interest. On May 27, 1938, it denied an application for its approval of a transfer of WREN, Lawrence, Kans., to the Kansas City Star, owner of WDAF at Kansas City, for a price of \$295,000. It held that joint ownership of the two stations would create a competitive situation dangerous to another Kansas City station

\* VARIETY RADIO DIRECTORY, II, p. 535.

## FEDERAL RADIO REGULATION—Continued

and would "materially reduce competition in the area," citing its earlier decision. At the time, it appeared that the newspaper-ownership feature might also have been a factor in the Commission's decision.

On October 20, 1938, however, a majority of the Commission (including Chairman McNinch) approved the sale of WNAX, Yankton, S. D., to the South Dakota Broadcasting Corporation for \$200,000. The principal stockholder of the assignee corporation was an Iowa newspaper publisher identified with the ownership of two of the three broadcast stations in Des Moines and of the only station at Cedar Rapids. The majority opinion stated:

"The purchase price for a station may be so high that the conclusion is inescapable that a valuation has been placed on the station's operating assignment, or that burdening of the station in a financial way will result so that its inability to operate in the public interest may not be clear from the record,"

but concluded that such was not the case before it. Commissioner Craven, however, dissented, expressing himself in favor of "a diversification of licensees controlling regional broadcasting stations," and against "a concentration of such licensees in the same or allied interests," and recommended that the case be remanded for further hearing. From the majority decision, it would appear that the Commission does not intend to extend its principle of multiple ownership to stations in different cities, but it would be premature to venture a conclusion to this effect. Cases are pending before it, involving somewhat the same issue, and they have been designated for hearing.

There has still been no indication that the Commission intends to apply its restriction in multiple ownership in the same city retroactively.

The most significant development, at least in its potentialities, was the searching inquiry into ownership and control initiated by the questionnaires sent out in the fall of 1938 and the early winter of 1939, the compilations drawn from the returns by the Commission's Accounting Department, and the introduction of the compilations in the form of 117 exhibits at the network hearing on March 30, 1939, accompanied by elaborate indices. The exhibits were not all instances of multiple ownership since many of them dealt solely with situations where a substantial interest in a licensee corporation having a single station was held by another corporation. The exhibits tended to show that some 341 stations were affected by multiple ownership or control, although in some instances, the relationship was exceedingly tenuous.

**ABSENTEE OWNERSHIP.** In the proposed revision of its rules governing standard broadcast stations, as submitted for hearing in June, 1938, there was a requirement that an applicant for a Class IV (local) station must be "a resident in, and familiar with the needs of, the community to be served." This was eliminated in the rules as finally adopted on June 23, 1939.\* In support of its recommendation that it be eliminated the Committee stated:

"If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent non-resident applicant, the Committee of course would recommend that preference be given to the application of the local resident."

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\* See VARIETY RADIO DIRECTORY, II, pp. 522, 536.

## FEDERAL RADIO REGULATION—Continued

**NEWSPAPER OWNERSHIP OF BROADCAST STATIONS.** On June 27, 1939, after a tumultuous experience of some three years, the issue of newspaper ownership of broadcast stations passed away, at least temporarily and certainly without fanfare. The demise was brought about by an action of the Commission, unanimous as to the six active members, reconsidering an earlier action setting for hearing a case involving assignments of license of two stations in Allentown, Pa., to a newspaper-controlled corporation, and granting the applications without hearing. The two stations shared time on 1440 kc. One of them, having slightly more than half the time, was owned by a company publishing the only morning and evening newspapers in the city. The transaction resulted in giving the newspaper publisher 65% control of the resulting full-time station, the only station in the city.

On March 13, 1939, a bare majority of the Commission (Commissioners Case and Craven dissenting and Brown not participating) had designated the applications for hearing

“to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operation of the stations”

by the newspaper would be in the public interest. The majority action was not accompanied by any statement of reasons. In an able and vigorous dissenting opinion, which will probably be recorded as the final turning-point in the controversy, Commissioner Craven declared that the action meant that the majority had already adopted in their own minds, or contemplated adopting, a principle adverse to newspaper ownership (or, at least, a class thereof), and in enumerating his reasons for voting against such a policy, stated that the Commission had no power under the statute to exclude newspaper publishers; that, even on the assumption that it has the power, its exercise would be contrary to public interest, and that a hearing on the particular applications involving stations in a comparatively small city in one State

“is not a proper or fair method of determining whether such a policy should be adopted.”

He cited the fact that as of January 15, 1939, some 238 broadcast stations in the United States had newspaper publishers identified with their ownership and that the number had increased since that date. If the Commission were to adopt the policy in question

“it must be prepared to extend it to all cases, existing and future. It must be prepared to refuse to renew the licenses of some 240 broadcast stations and to destroy or hand over to others the investments which their owners have in these stations.”

The continuous record of some 18 years of newspaper ownership of a number of broadcast stations, he argued, refutes any implication that such stations as a class render less meritorious service or exhibit greater evils or dangers than stations under non-newspaper ownership. He directed attention to the fact that, by common knowledge, the newspaper extras of former days have almost disappeared, that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are both important customers of news services and creators of news agencies. Facsimile may ultimately mean that the newspaper of the future will be transmitted by radio into the home.

## FEDERAL RADIO REGULATION—Continued

Chairman McNinch immediately released a statement commenting on the dissenting opinion, saying

“What objection can there be to allowing the people directly affected by a proposed local monopoly of communications to say what they want in an open hearing?”

So far as is known, however, no one had protested against the proposed assignments of license.

On May 1, 1939, the Commission issued its notice of hearing in the case, specifying three issues, including the specific question of alleged monopoly, and the hearing was scheduled for June 6. On May 18 the applicants filed a motion to quash the hearing on the ground that the Commission had no power to consider the question. This motion was referred to the full Commission because of the “novelty of the issue,” but was denied on June 6, Commissioner Craven dissenting. Suddenly and somewhat unexpectedly, the Commission reconsidered and granted the applications on June 27th.

Another indication of the more recent views of the Commission is found in the testimony of Commissioner Brown, then Acting Chairman, before the House Appropriations subcommittee on June 20, 1939. In response to a question he said:

“Except through its decisions, the Commission had not arrived at any definite policy. In that connection, I would like to refer the Congressman to this language in a recent decision of the Court of Appeals of the District, in which the court stated, ‘We know of no statute which would prohibit a newspaper from owning a broadcasting station.’ That is our position.”

The history of the question is both interesting and instructive. It is one of the principal examples of issues that originated and developed *outside* the Commission, finally to assume such proportions as to force itself on the Commission's attention and to persuade some of its members of its merits. There is nothing in the Radio Act of 1927 or the Communications Act of 1934 which even remotely suggests that Congress intended to make newspaper ownership a disqualification. On the contrary, in 1927 and even more so in 1934, a large number of the better-known broadcast stations were owned by newspaper publishers without substantial objection or complaint.

The birth and growth of the anti-newspaper school of thought has been ascribed to a number of factors and is probably due to a combination of several of them rather than to any one. In the first place, after 1934 there began a general movement of newspaper publishers to secure stations and in several instances, including the Hearst organization, a multiplicity of stations. In the second place the President, after his experience with opposition from the press, was known to look on newspaper ownership with askance, as were also other public officials and members of Congress. In the third place, several influential members of Congress had specific situations in mind which, in their opinion, presented dangers. Additional factors sometimes mentioned included a tendency on the part of certain representatives of national networks to exploit the issue as a red herring to deflect charges made against their organizations, the business practices of a few newspaper-station combinations, and possibly others. In any event, by the summer of 1937, as pointed out in an earlier article,\* the

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\* VARIETY RADIO DIRECTORY, I, pp. 286-7.



## FEDERAL RADIO REGULATION—Continued

school of thought had found expression in a minority opinion by one member of the Commission, in speeches and statements by prominent members of Congress, and in a bill introduced to require a complete divorce of newspaper and broadcast station ownership.

With the appointment of Mr. McNinch as Chairman in 1937 there were unmistakable indications that newspaper ownership would be considered a major issue. In his first press conference, he stated that he regarded it as "one of the important policy problems to be thought through and either determined by the Commission or presented to Congress with recommendations, if any, as the Commission may see fit to make." In the meantime, resolutions introduced in Congress in 1938, and again in 1939, for investigation of the Commission regularly specified newspaper ownership as a subject of inquiry. For a period of a year or more, while no application was denied solely and expressly because the applicant was identified with a newspaper, a number of applications by newspaper publishers met adverse decisions on other grounds.

By the end of March, 1938, as appears from last year's article,\* it seemed that there had been sufficiently definite pronouncements by both the Commission and the Court of Appeals and that henceforth it was unlikely that newspaper publishers would be at a disadvantage. In addition, the Report on Social and Economic Data submitted to the Commission by its Engineering Department on July 1, 1937, and made public January 24, 1938, contained a sensible discussion of the subject, which was elaborated in Part I of the Report of the Committee on Proposed Rules, made public January 18, 1939.

The issue, however, still persisted into the year 1938-1939. In a report submitted early in November, 1938, an examiner recommended denial of an application involving transfer of control of a station to a newspaper concern already owning 49% of the licensee's stock, saying that a grant would give that concern

"all the means of disseminating news or other information in the area and complete control of all advertising media available in the area. \* \* \* In view of these facts, it appears that this would tend to restrict competition in the dissemination of news and information, and in advertising."

During oral argument on this case on May 11, 1939, Commissioner Thompson, newly appointed to the Commission in April, gave indications by his questions that he viewed the situation as a prospective monopoly. The matter of newspaper ownership was commonly regarded as one of the focal issues in the background of the President's move on January 23, 1939, for reorganization of the Commission and amendment of the Act, and was specifically mentioned by him at his press conference the next day. Nevertheless, in a number of cases, with Commissioners McNinch and Walker dissenting in certain of them, the Commission approved the acquisition of stations by publishers, frequently and to an increasing extent without hearing.

A curious twist to the newspaper question arose in Part II of the committee's report on rules and regulations, released June 7. In stating reasons for refusing to authorize power in excess of 50 kw., and in pointing to "certain policies" in the argument in behalf of the higher power, the

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\* VARIETY RADIO DIRECTORY, II, pp. 535-6.

## FEDERAL RADIO REGULATION—Continued

committee stated that it cannot be concluded safely that if radio competition with other media should be "highly successful," the public interest would be served by permitting the "economic annihilation of these other media." The committee further states:

"Consequently, it may be possible that influence might be exerted to stem an economic trend having adverse social effects. Such a movement has been attempted already but so far without success. However, since radio is an industry dependent upon governmental license to use the public domain, it cannot safely be argued that Congress will always permit radio licensees unlimited opportunity to secure all advertising business to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media. The latter have a far greater capital investment and affect the employment of many more thousands of people than radio. Labor displacement resulting from technological development is one of the social problems of the modern age and consequently this is a significant economic factor to be considered in the future of radio advertising business."

This was followed by press association stories interpreting the language as forecasting steps by the government to protect newspapers from unlimited radio competition. The interpretation was promptly denied at the Commission.

**SALE AND LEASE OF BROADCAST STATIONS.** Except for leases, management contracts and similar arrangements, the issue of "trafficking in licenses" and "sale of wave-lengths" has run a course closely parallel to the issue of "monopoly" based on newspaper ownership. Applications for the Commission's consent to an assignment of license or a transfer of control, which until a few months ago would regularly have been subjected to severe scrutiny, expensive hearing, and hazard of denial, are now granted without hearing almost as a matter of course. An important subdivision of such cases, involving the sale of a station to be moved from one city to another, was, by "proposed decisions" rendered June 21, 1939, and June 27, 1939, tentatively held to be not within the scope of Section 310 (b) of the Act requiring the Commission's consent to assignments of license and transfers of control. Thus, quietly and almost unnoticed, a dispute which at all times was more over words than ideas but which nevertheless gave provender for endless demagoguery, has, after a meteoric career, all but burned itself out. It, too, was an issue which originated *outside* the Commission.

In view of the phraseology and legislative history of Section 310 (b), there is room for no great difference of opinion as to its meaning or the intent of Congress. It was originally inserted in the Radio Act of 1927 to fill a gap left by the Radio Act of 1912, so as to give the licensing authority control over changes in the ownership and control of stations and to subject the purchaser to the same tests of eligibility as were applied to applicants for new stations. The first consideration which Congress had in mind was to prevent stations from passing into the control of aliens. Another consideration which came to the forefront in the years immediately prior to 1927 was to prevent and control any tendency toward monopoly. Whether or not the price paid by the purchaser was too high was *not* regarded as a material consideration requiring regulation by the government. In fact, when the bill which became the Radio Act of 1927 came before the Senate

## FEDERAL RADIO REGULATION—Continued

an amendment was added forbidding the Commission to approve any transfer where the price exceeded the physical assets, "to prevent the selling of wave-lengths for profit." This amendment, however, was stricken from the bill as it finally passed.

From 1927 to 1936 no substantial issue was raised. In a large number of cases, the Federal Radio Commission and, after 1934, the Federal Communications Commission, approved transfer after transfer, more often than not without hearing, although an increasing tendency to require data as to price and value of assets was exhibited. In 1934 the section was elaborated to extend to transfers of control in licensee corporations but otherwise no material change was made. A proposal to require a hearing in each case was rejected.

A milestone was erected by the Commission's approval, on August 18, 1936, after hearing, of the sale of KNX, a 50 kw. clear channel station in Los Angeles, to Columbia Broadcasting System for \$1,250,000, whereas the original cost of the physical property was \$177,982.15 and its depreciated value only \$63,763.30. The Commission's decision passed on the reasonableness of the price and justified its conclusion by pointing out that, on the basis of the present and probable future earnings of KNX, a return of approximately 16% or 17% would be received on the consideration paid. This case was followed in the fall of 1936 by applications seeking Commission approval of the sale of WOAI, a 50 kw. clear channel station at San Antonio, Texas, to Columbia Broadcasting System, for a price of \$825,000 on facts showing a larger proportion both of value of physical assets and of earnings to purchase price than in the KNX case. By this time, however, pandemonium had broken loose, in Congress and elsewhere, on the subject of "trafficking in licenses" and "sale of wave-lengths," and the examiner who heard the WOAI case turned in a scathing report in December, 1936, denouncing the transaction and recommending denial. Because of the expiration of the contract of purchase, the case was not passed on by the Commission. At about the same time, Commission approval was asked of an assignment of the license of KSFO, San Francisco, to the Columbia Broadcasting System, under a lease. The examiner who heard this case in December, 1936, later turned in a report recommending denial.

The furor over the "sale of wave-lengths" was really closely related to the then current agitation against the national networks on the score of monopoly, but curiously neither the Commission, its examiners, nor the complaining members of Congress seemed to realize that the question whether a network organization already had too many stations, or should be allowed to acquire another, was a separate issue, and might be passed on as such without reference to the price paid. In any event, in speeches on the floor of Congress, in hearings before Congressional committees, and in resolutions seeking investigation of the Commission, the charge of permitting "trafficking in licenses" became and remained one of the principal allegations against the Commission from 1937 to 1939. When Mr. McNinch became Chairman of the Commission, at his first press conference in October, 1937, he declared that, according to his understanding, a licensee has nothing to sell except the physical property, that there is no good will to pass on, and that, as applications came before the Commission for action, he would be interested to know "what is the actual, legitimate cost or value of the equipment that would follow with the transfer of license." The subject was one of those mentioned by the President on January 24, 1939, in

## FEDERAL RADIO REGULATION—Continued

support of the statements in his letter on the previous day that "new legislation is also needed to lay down clearer Congressional policies on the substantive side."

During 1937 and for a considerable portion of 1938, matters remained at a standstill at the Commission, and applications, including a number that had been heard, were subjected to interminable delays while a flood of oral arguments and briefs were submitted, and members of the Commission debated and failed to agree. The pressure of need for action on normal business transactions became too great to be longer resisted, however, and the issue was compromised (and its solution avoided) by the simple device of issuing decisions approving transfers, in which the facts were recited and no reasons, principles or grounds were stated. This process, which began in April, 1938, was applied to a gradually increasing extent to other cases, some of them involving just as great a disparity (proportionately) between the value of physical assets and the purchase price as in the KNX case and several of them being the subject of adverse examiners' reports. With two exceptions to be noted below, virtually the only applications denied were in cases where other considerations intervened and predominated, such as multiple ownership.

The first exception was a proposed transfer of license of WTIC, a 50 kw. station at Hartford, Connecticut. The license was held by a subsidiary corporation of the Travelers Insurance Company and the application was for approval of an assignment to another newly-organized subsidiary corporation. The motive for the transaction was more efficient bookkeeping and operation through combining ownership of the station property and equipment (which had theretofore been owned by the parent corporation and leased to the subsidiary) and operation of the station in one corporation. Losses of nearly \$2,000,000 had been incurred in the operation of WTIC over a period of years, and the subsidiary had given the parent corporation a note for \$1,500,000, payable as to both principal and interest only out of profits. Under the proposed transfer the new subsidiary would take over this note. The application, filed in the spring of 1937, had been heard before an examiner in October of that year. The examiner (the same one that had turned in the report in the WOAI case and a number of others in which a similar philosophy was given effect) recommended denial in a document fulminating against the transaction which he characterized, in substance, as the sale of a wave-length for \$1,500,000. The case was argued orally before the Commission in May, 1938, and on November 1, 1938, a bare majority of the Commission (Commissioners Brown and Craven dissenting and Case not participating) rendered a decision denying the application without, however, placing it squarely on the question of price. In a courageous dissenting opinion, which must now be regarded as a landmark in the history of this issue, Commissioner Craven reviewed the subject at length, including reference to the legislative history of Section 310 (b) and stated that he knew of no law, philosophy or regulation making it good public policy to deprive a pioneer of the opportunity to regain moneys expended for development when the development has resulted in benefit to the public. He expressed himself strongly against the "bare bones" policy in transfer cases, and pointed out that if this policy were the law it was just as illegal to pay \$25,000 more than the value of the assets as it is to pay \$1,500,000 more. He further pointed out the hardships, injustices and difficulties that would be corollary to such a policy, as well as of other poli-

## FEDERAL RADIO REGULATION—Continued

cies that had been suggested. On November 28, 1938, a petition for rehearing was filed. It slumbered in the Commission's Law Department for over six months. Finally, on June 20, 1939, the Commission reopened the case for further oral argument on July 13.

The second exception has to do with transfers of license under a lease by which the assignee pays the assignor a rental over a period of years and is obligated to re-assign the license to the assignor at the expiration of the lease. As pointed out in last year's article,\* the Commission's position on this question was forecast in a negative action having to do with WMAL, Washington, D. C., on April 20, 1938. The position crystallized in a decision rendered October 20, 1938, in which an application (filed and heard in 1936) for approval of assignment of the license for KSFO, San Francisco, to Columbia Broadcasting System was denied.† The majority opinion stated that to recognize a right in the assignor to recapture the license upon expiration of the lease "would be tantamount to the recognition of an outsider to the use of a frequency for a future time" and that the arrangement "is misleading to the public generally and particularly misleading to the investing public." Referring to previous actions in earlier years, in which consent had been given to similar transactions, it stated that if any of them might be considered as approval of such lease provisions, "then to that extent such actions are hereby overruled." The case was appealed and is now pending before the Court of Appeals (see Part IV).

On May 16, 1939, the Commission adhered to this position in denying an application involving an assignment of the license of WAPI, Birmingham, Ala., to a new corporation, of which Columbia Broadcasting System held 45% of the stock. The Commission labelled the arrangement as "subversive of the general public interest," stating that it would have a tendency toward

"domination and control of radio broadcast facilities by persons or corporations to whom licenses therefore are once issued by the Commission, and who, therefore, although not operating the stations themselves, exact tribute in the form of rental from those actually using the facilities to serve the public,"

and that the Commission did not

"consider it in the public interest to permit a practice to continue which has the effect of permitting existing broadcasting licensees who disassociate themselves from the operation of their stations for a period of years to be in the same position as those who continue to operate their stations."

On June 2, 1939, a petition for rehearing was filed and is still pending.\*\*

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\* VARIETY RADIO DIRECTORY, II, p. 542.

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† Commissioner Brown concurred in the result but not in the reasons.

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\*\* A further example of the same principle is furnished by a decision of the Commission in December, 1938, in which the Commission made its approval of a transfer conditional upon modification of the sales contract to preclude recapture by the assignor should the assignee fail to comply with its terms.



## FEDERAL RADIO REGULATION—Continued

It is possible that the principle thus applied to leases of stations may be extended to lesser arrangements whereby control of the station passes in part (or is alleged to do so), such as in the so-called "management contracts" under which, for a 10-year term, National Broadcasting Company manages four broadcast stations owned by and licensed to the Westinghouse company. On June 1, 1938, the Commission ordered a hearing on these contracts, and the inquiry was later conducted as part of the network investigation. During the investigation it was alleged, furthermore, that the prevalent contracts between networks and their affiliated stations constituted *pro tanto* assignments of licenses.

Following the adoption of the elaborate new application forms in the early part of 1939 (see Part I-B), the Commission adopted the policy of dispensing with any hearing at all in assignment cases where only a sale was involved, and thereafter granted such applications without hearing, apparently without any regard for or consideration of the purchase price. Since no decisions or findings are made or published under such circumstances, it is impossible to state dogmatically what principles (if any) have been agreed on or are being followed by the Commission, but it seems fair to say that the "bare bones policy" has been completely discarded. This is all the more remarkable in that, as late as January 23, 1939, in his appearance before the House Appropriations subcommittee, Chairman McNinch disclosed that the Commission had been unable to agree upon any formula or yardstick to be applied to transfer cases.

It remained for the closing days in June, 1939, to provide a fitting anticlimax to the shadow-boxing. On June 27, the Commission announced its "proposed decision" in what the parties and all persons following the proceedings had treated and regarded as a transfer case but which, according to the Commission, was no such thing. The Greater New York Broadcasting Corporation (controlled by Arde Bulova), the owner of two part-time stations in New York City (WBIL, having one-fourth time on 1100 kc., and WOV, operating daytime only on 1130 kc.), entered into an arrangement to purchase WPG, Atlantic City (having the remaining three-fourths time on 1100 kc.) for \$275,000.\* The net result of the proposed transaction was that the owner of the two stations in New York would end up with one full-time station in that city on 1100 kc., and Atlantic City would lose its station. Following the procedure which has been regularly followed and prescribed for years, an application was filed asking the Commission's consent to assignment of the license for WPG to the New York corporation, accompanied by the usual application for a construction permit. The hearing was one of the most hotly contested in recent years, the principal issue being over the alleged sale of a wave-length.†

The Commission's proposed decision gives effect to the transaction but holds that, in essence, the application was for the establishment of a full-time station in New York on 1100 kc., that it "does not involve a transfer of license now held by the City of Atlantic City," and that this contract "in so far as it deals with the purchase of the facilities of Station WPG

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\* Bulova had already paid large sums for the acquisition of WBIL and WOV and it is said that his total outlay for acquisition of the three stations was close to \$900,000.

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† The case has a long history, WBIL having formerly been owned by the Paulist Fathers, a religious organization which played an important role in stirring up agitation against the networks in 1936.

## FEDERAL RADIO REGULATION—Continued

is a matter of private concern between the City of Atlantic City and the Greater New York Broadcasting Corporation and does not require Commission consent or approval."

On June 21, 1939, the same reasoning had been applied to a proposed purchase of a station in Los Angeles, to be moved to San Diego but, since the procedure did not square with the new theory (although it had been expressly approved in previous decisions of the Commission), the "proposed decision" denied the application—to the discomfiture of the attorneys for the parties. It is interesting (but futile) to speculate how the Commission will henceforth dispose of transfers involving a change of site, frequency, power or hours of operation in the same city.

### C. REGULATION OF PROGRAM CONTENT

**STATUTORY PRESCRIPTIONS.** If there is any one thing clearer than another in the Radio Act of 1927 and in the Communications Act of 1934, it is that Congress intended that the Commission should *not* have the power to regulate the contents of broadcast programs. Section 326 of the Communications Act, which cannot be too frequently repeated, provides in part:

"Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

If it be necessary to demonstrate that this language was intended to mean what it says, and that it should be construed in accordance with its intent, reference may be had to its legislative history and to the experience of the Federal Radio Commission and of the Federal Communications Commission in deviating from its mandate.\*

There are, it is true, certain express prohibitions in the Act. Section 326 forbids the utterance of "any obscene, indecent, or profane language by means of radio communication." Broadcasters must afford equal opportunity to legally qualified candidates for public office. The broadcasting of any lottery matter is forbidden. Announcements must be made of sponsored programs. Unauthorized rebroadcasting is prohibited.

Violation of any of these provisions is made a criminal offense, punishable by heavy fine and imprisonment. A person charged with such a violation is entitled to a jury trial and to numerous other procedural guarantees and safeguards which are lacking in a proceeding on an application for renewal of license or a revocation-of-license proceeding before an administrative agency such as the Commission. Logic would seem to require that, before the Commission may take such an offense into account (if it is to do so at all), there should first be a conviction by a court of competent jurisdiction. Some doubt, however, is bred by Section 312(a) of the Act which authorizes the Commission to revoke a license "for violation of or failure to observe any of the restrictions and conditions of this Act," and, until the courts pass on the question, it remains uncertain whether the Commission itself is to determine the violation from the facts or whether it must await a conviction by a court. During the past year its

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\* See VARIETY RADIO DIRECTORY, I, pp. 290-293; *ibid.*, II, 539-541; also articles by the writer *Freedom of Speech and Radio Broadcasting* (1935), 177 *Annals of Amer. Acad. of Pol. & Soc. Sci.* 179, and *Comments on the Procedure of Federal Administrative Tribunals* (1939), *Geo. Wash. Law Rev.*, April, 1939.

## FEDERAL RADIO REGULATION—Continued

power to determine the violation itself was directly challenged with reference to alleged lotteries and, while the Commission has not obligated itself, it has implied that henceforth it will refer reported violations of the Act over to the Department of Justice.

**PROGRAM STANDARDS.** From the outset until the past year the Commission has consistently taken the position that it has no power under the Act to prescribe standards of program service, or even of advertising, by formal rule or regulation, although strongly urged to do so at times by interested groups and by members of the Commission itself. The promulgation of such standards, it has said, would be censorship in violation of Section 326. Its attitude was expressed in the following excerpt from a report which the Federal Radio Commission made to the Senate in 1932:

"Any plan to reduce, limit, and control the use of radio facilities for commercial advertising purposes to a specific amount of time or to a certain per cent of the total time utilized by the station must have its inception in new and additional legislation which either fixes and prescribes such limitations or specifically authorizes the Commission to do so under a general standard prescribed by that legislation. While the Commission may under the existing law refuse to renew a license to broadcast or revoke such license because the character of program material does not comply with the statutory standard of public interest, convenience, and necessity, there is at present no other limitation upon the use of radio facilities for commercial advertising."\*

The experience of the Commission during the period covered by this article has confirmed the wisdom of its earlier view. Under the proposed revision of regulations presented as the basis for the hearing of June 6, 1938, an applicant for a new station or for an increase in facilities of an existing station would be required to make a satisfactory showing among other things:

"(1) That the proposed programs are of such standard as to provide a meritorious service, *including such cultural programs as may be required*, to the listening public; that there is a need for such service; and that the necessary program material is available to provide such service." (Italics supplied.)

This proposal raised a storm of protest, voiced at the hearing by representatives of the industry and others. In Part I of the Committee's Report, released January 18, 1939, it recommended that the proposed rule be deleted from the revision, and the Commission followed this recommendation on June 23, 1939. The Committee also, however, discussed at some length "rules governing program service" and "standards of public service," making a distinction between the two. It rejected the idea of rules

"because it has the danger of requiring the Commission to exercise a regimented control of program service which would result in the imposition of its judgment upon the American people"

and because of "the specific prohibition against censorship."

The Committee showed a more receptive attitude toward the promulgation of "standards of public service." It stated that "it is the duty of the Commission to see to it that the radio service is not debased and that it shall be operated in the public interest," and that the Commission shares

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\* Report on Commercial Radio Advertising, in response to S. Res. 129, Doc. No. 137, 72d Cong., 1st Sess.



## FEDERAL RADIO REGULATION—Continued

in the responsibility that each station licensee "offer programs which will fully satisfy the public needs in the particular area served." It concludes that some standards "might not be unreasonable," but

"that such standards should be minimum standards and that they should be utilized solely as guides and subject to variation in accordance with changed conditions and even then should not be requirements of the Commission."

It then proceeds, in 13 paragraphs, to enumerate such standards, preceded by the statement,

"For example—subject to exceptions to the rule—a station licensee might be considered to have earned the right of expectancy of renewal of license if he had adhered to the following practices in the operation of a broadcasting station:"

Following the enumeration, the Committee expresses the opinion that "the Commission should not prescribe such standards at this time. However, this matter might be the subject of a future hearing of a legislative character in which may be considered not only the feasibility of adopting standards but also the procedure for making them effective."

These 13 paragraphs of standards are most illuminating. With respect to programs, they would ban

"programs in which there is obscenity, profanity, salaciousness, immorality, vulgarity, viciousness, malicious libel, maligning of character, sedition, and malicious incitement to riot or to racial or religious animosities so as to contrive the ruin and destruction of peace, safety, and order of the public,"

and would require that

"all programs should be formulated for broadcasting to the home, so that no listener would be compelled to tune out the station because of doubtful effect on youth."

A station must at all times maintain "a liberal reaction to public opinion and demands with respect to the service rendered by the broadcasting station"; must be "fair and equitable when making its broadcasting facilities available to citizens and organizations of the community . . . regardless of race, creed, or social and economic status"; must render "a balanced program of service of diversified interest to all the public"; must exercise "care to insure that the listening public has an opportunity to hear opposing schools of thought on controversial subjects of public interest"; and must avoid "making the station's facilities available for editorial utterances which reflect solely the opinion of the licensee or the management of the station."

With respect to advertising, the station must avoid

"the broadcasting of lottery information, false, fraudulent or misleading advertising, and programs containing uninteresting and lengthy advertising continuity."

In the advertising of medical services or products, the station must require that

"the representations made be strictly truthful and decorous,"

and must use

"as a basis for determining the truth of such advertising the findings

## FEDERAL RADIO REGULATION—Continued

of the United States Food and Drug Administration, the Post Office Department, the Federal Trade Commission, the local medical authorities and the expression of the Federal Communications Commission as found in its decisions."

The station must exercise

"care in making its facilities available on an equitable basis to all if to any advertisers in the community."

In Part II of the Committee's Report, released April 7, 1939, some 52 pages are devoted to "Program Service," (as compared with less than 22 pages devoted to the technical facts showing need for improved service) with a succession of tabulations and analyses of program data resulting from the questionnaires sent out in the spring of 1938, in an attempt to determine the apparent effect and influence of various factors such as (1) class of station, (2) time designation of station, (3) power classification of station, (4) size of community, (5) network affiliation of station, (6) revenue classification of station according to net sales, (7) geographic regions, and (8) media of rendition. The Committee found the data inadequate as a basis for final conclusions and stated there was a

"need for additional data thoroughly analyzed and presented both as to listener preference for a pattern of program service as provided by the broadcasters."

To obtain the desired data a revised and more complete questionnaire form was recommended, the Committee saying,

"This procedure would tend to lead toward a general and satisfactory standardization in classification of programs and make possible for comparative purposes a more ready evaluation of the program service of broadcast stations."

The distinction made by the Committee between a "rule" forbidding a certain type of program and a "standard" under which the Commission may refuse to renew a license for broadcasting the same type of program, is too subtle for the writer. In practical operation, it is to be feared that the only difference would be that the "standard," qualified vaguely by "exceptions," would simply serve as a device for permitting discrimination between two licensees guilty of the same offense, a situation which has arisen altogether too frequently in the past. Notwithstanding the Committee's protestations to the contrary, the inevitable tendency of its reasoning, its conclusions and its recommendations is toward formal regulation of program content to the point of regimentation and censorship. All that can be said in its favor is that, if this is to be the tendency, it is better that it be done openly in the form of published standards of which licensees may have advance knowledge than that it be done purely *ex post facto* in decisions denying applications for renewal of license.

In its action of June 23, 1939, adopting the revised regulations, the Commission took no action on the Committee's proposal with respect to standards, and, it may be predicted, it is not likely to take such action in the near future. In the interim, the tendency toward censorship was overtaken and, it is believed, turned back by a succession of events, the principal of which will be mentioned below, including the Mae West, the "Beyond the Horizon" and "War of the Worlds" incidents, the release on February 27, 1939, of a report of the Committee on Program Complaints, accompanied

## FEDERAL RADIO REGULATION—Continued

by a robust dissent by Commissioner Craven, and the Commission's adoption on May 23, 1939, of its rules relating to international broadcasting (discussed in Part III-C), each action followed by a country-wide flood of complaint, criticism and charge of censorship.

**PROGRAM COMPLAINTS—PROCEDURE.** On March 9, 1938, the Commission set up a "Committee on Informal Complaints," consisting of Commissioners Payne, chairman, McNinch and Sykes. Mr. McNinch asked to be relieved and, two weeks later, Mr. Craven was appointed in his stead. The occasion for the Committee was the extensive criticism then prevalent of the Commission's procedure in handling complaints of all kinds against stations, including program complaints. The Commission's practice, instituted several months before, was to notify stations of all complaints received against them, no matter from what source or with how little foundation. Without any investigation worthy of the name, licensees would be given only "temporary" renewals of license, instead of regular renewals, and the fact of their uncertain status would be made public, to their great damage and to the advantage of competitors. After investigation, if the charges proved unjustified, the "temporary" licenses would be replaced by regular licenses; otherwise, the renewal applications would be set for hearing. The price of securing a regular license and of escaping hearing was frequently the discontinuance or modification of the program objected to, to meet the demands of the Commission (or, more frequently, its Law Department).

The Committee held a meeting in April, 1938, at which it asked the Law Department for certain information, which was supplied late in July. The Committee then asked the Law Department to submit a plan of organization and procedure, defining the manner in which complaints should be handled and routed through the Commission's staff.

In the meantime, in May, it became known that the Commission's Secretary, presumably upon direction of the Commission, was sending out a new form letter stating that thereafter it would not be the practice to supply any person with copies of complaints against stations, and that, in following up each complaint which on its face appeared meritorious, the Commission would request the station to supply certain information. It then developed that the Commission was asking stations for verbatim copies of continuity of the program in question, although neither the law nor the regulations required the keeping of transcripts of all words uttered and such a requirement entailed a tremendous and expensive burden for many stations. On July 6, 1938, a letter from the Secretary in response to an inquiry was construed as indicating that the Commission expected stations to maintain complete transcripts of all programs broadcast. Reports from the field indicated that inspectors were becoming more active in monitoring and investigating stations, particularly with respect to programs.

By the middle of August, while the Commission was in the midst of a summer slump of partial inactivity, the industry was in a state amounting almost to an uproar. About 24 stations had had their renewal applications set for hearing, most of them because of program complaints, and an additional 15 stations held "temporary" licenses pending investigation of similar complaints. On September 27th, the Commission set the renewal applications of some 10 more stations for hearing because of the broadcast of "Beyond the Horizon" and issued "temporary" licenses to them. Com-

## FEDERAL RADIO REGULATION—Continued

missioner Craven had expressed disagreement with the Commission's action. At this point, because of the brisk and unanimous public reaction to this incident, there was a noticeable abating of the tide. On October 25th, on the initiative of Commissioners Sykes and Craven, the Commission rescinded its action with respect to the 10 stations, and gave them regular license renewals (although at the same meeting it set another renewal application for hearing and issued a "temporary" license to the station). It also instructed its Law Department to make a study of the whole subject of program jurisdiction, especially as to lottery information and profanity,\* it being understood that this study was not to supplant the work of the Committee on Program Complaints. The general counsel was instructed to confer with the Department of Justice, which he did, and thereafter submitted a memorandum to the Committee. It was understood that the Department had offered its services on program violations falling within the penal clauses of the Act, which would permit the Commission in such cases simply to notify the Department of the results of its investigations and to let the Department take the responsibility thereafter.

By December it became known that there was disagreement within the Committee, which had been asked to submit its report by December 15th. The disagreement persisted and was later reflected in the release, on February 27, 1939, of a majority report by Commissioners Payne and Sykes, and a minority report by Commissioner Craven. The majority report was adopted on that day by the other six members of the Commission. It was intended to deal primarily with the procedure to be followed in handling complaints. Without distinguishing between complaints as to kind or seriousness, it directed the Law Department to investigate all complaints "of an informative character . . . in such manner as may appear warranted," and provided:

" . . . Thereafter and upon the completion of the investigation the Law Department should report its findings with appropriate recommendation either upon the renewal of license application or with a memorandum on the subject of revocation of license, as the case may appear to warrant. As to revocation few single complaint matters will warrant such action. In addition, such proceedings may or may not appear warranted in cases of specific violations of the Act, orders or rules and regulations of the Commission where the complaint matter is being *contemporaneously* reported to the Department of Justice for possible criminal action."

Naively enough, the report included "a summary of the usual complaint matters handled," under two headings. The first heading embraced violation of the statute and of the Commission's regulations. The second heading was "Programs contrary to public interest," over the following enumeration:

1. Fortune telling.
2. Astrology.
3. Solicitation of funds.
4. False, fraudulent and misleading advertising.

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\* In pleadings filed in August, 1938, the Commission's jurisdiction over program offenses subject to criminal proceedings and penalties under the Act had been challenged by the owners of two stations.

## FEDERAL RADIO REGULATION—Continued

5. Defamatory statements.
6. Refusal to give equal opportunity for discussion on controversial subjects.
7. Suggestive programs bordering on obscenity or indecency.
8. Programs offending the religious sensibilities of listeners.
9. Programs in which the station takes sides on political, religious or racial questions.
10. Children's programs.
11. Liquor and cigarette advertising.
12. Programs in which a concert or music is interrupted for the interpolation of advertising announcements.
13. Programs containing too much advertising.
14. Too many recorded programs.

Naturally, the enumeration was widely construed as a code of forbidden programs.

In his minority report, Commissioner Craven, for the first time in the Commission's history, expressed the view that the procedure theretofore followed was tantamount to censorship. He strongly recommended that

"the Commission abolish entirely its past and present procedure of handling complaints, as well as the practice of designating applications for renewal of license for hearing for isolated instances of infractions of the Act or the Commission's Rules and Regulations, or of conduct of the station contrary to the standard of public interest."

He stated:

"Everyone will agree that there is nothing more vital to our form of government than the preservation of liberty of expression. Broadcasting has largely replaced the public platform of former days as the forum for discussion of issues of public interest, and, if the Constitutional guarantee of free speech is to have any real meaning, it must extend to utterances before the microphone,"

and suggested that the Commission impose four restrictions on itself designed to restrict discipline of stations for program offenses within a narrow compass.

The publication of the majority and minority reports was followed by country-wide reverberations. On March 1, Chairman McNinch issued a blast about what he termed the "gratuitous, alarmist statements by Commissioner T. A. M. Craven in a one-man minority report," using such expressions as "grandstand play," "stump speech" and "flag-waving." Commissioner Craven did not reply.

During the winter and spring of 1939, however, one by one nearly all the pending proceedings against stations on program complaints were dropped and regular renewal licenses were granted. For months, there have been no new instances of "temporary" licenses or the holding up of renewal applications for this cause. There has also been at least one indication of a change in procedure. On February 20, 1939, for the first time in its history, the Commission employed the revocation procedure to terminate a license, because of false statements by the licensee with respect to control of the station. There have also been indications that advantage is being taken of the offer of the Department of Justice.

## FEDERAL RADIO REGULATION—Continued

**PROGRAM COMPLAINTS—SUBSTANCE.** The complete story has yet to be written—and probably never will be—as to the kinds and varieties of programs which the Commission and its Law Department have deemed serious enough to justify it in initiating disciplinary proceedings. A large proportion of them have never seen the light of day because of steps immediately taken by the station's owner to correct the alleged evil and thus avoid the issuance of a temporary license and eventually an expensive and hazardous hearing on a renewal application.

The more sensational cases have been the Mae West, the "Beyond the Horizon" and the "War of the Worlds" incidents. The first of these was recounted in last year's article.\* Chairman McNinch's letter to the network executive on January 14, 1938, had flatly stated that

"upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest."

A few months later, however, he testified before the House Appropriations subcommittee that the Commission had agreed the broadcast was "legally not a violation of the statute."

On July 28, 1938, WTCN, Minneapolis, together with some nine other stations affiliated with NBC, broadcast Eugene O'Neill's play, "Beyond the Horizon." The play had won the Pulitzer prize some years before and another federal agency, The Federal Theatre, had three times presented the same play, uncensored. The program was broadcast as a sustaining (non-commercial) program over a network, and the affiliated stations, such as WTCN, had no control over what was in the broadcast. During August, on the single complaint from a man and his wife in Minnesota, and, so far as is known, without verifying the authenticity of the complaint, the Commission asked the station to supply a certified verbatim transcript. The station having no copy, it requested NBC to supply it, which was done.

On September 27 the Commission set WTCN's renewal application for hearing because of allegations of "numerous expressions of profane language." At various junctures in the continuity were the words "God" and "damn." The citation led to a peak (up to that time) of press and public criticism of the Commission and, as already pointed out, the action was rescinded less than a month later.

On October 30, 1938, occurred the now-famous "War of the Worlds" (Men from Mars) broadcast of Orson Welles over CBS, resulting in a furor more in the press than in actual fact, since the listener reaction was apparently greatly exaggerated. By this time, however, the Commission had learned to exercise more caution and, in a statement issued by Chairman McNinch the following day, he said, in part,

"I withhold final judgment until later, but any broadcast that creates such general panic and fear as this one is reported to have done is, to say the least, regrettable."

He invited the heads of three national network organizations to a conference in Washington. There was a strict injunction of secrecy on the discussion, but it was known that program standards constituted the principal topic. After the conference he issued a statement saying that the three network heads saw no reason to alter the present bulletin practice

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\* VARIETY RADIO DIRECTORY, II, p. 539.

## FEDERAL RADIO REGULATION—Continued

but that it was agreed that such terms as "flash" should be used with discretion in the dramatization of fictional events to avoid possible general alarm. In an announcement a few days later, Mr. McNinch expressed the belief that program standards, general in character, might well get a start after the Law Department had completed its initial study on lotteries and profanity.

These three incidents, while they did much to crystallize public sentiment against censorship by the Commission, do not by any means represent all, or even the most important instances of the tendency during the same period. Most of the others have occurred without attracting publicity and have been buried in a procedural labyrinth. From about May 1, 1938, to about December 1, 1938, renewal applications were set for hearing, or "temporary" licenses were issued, because of complaints as to such programs as the following: discussion of the processing tax in South Dakota, an attack on a medical school and anti-vivisection, discussion of pension plans in California, CIO talks, talks sponsored by the "League for Civic and Political Decency," anti-Catholic broadcasts, depiction of a white-slave situation, an Italian verse in which Woodrow Wilson was referred to as "potzo" (crazy), and pro-Fascist broadcasts. One of the most interesting involved WAAB and WNAC, two Boston stations owned by the Yankee Network. Their renewal applications were designated for hearing on such issues as whether the licensee or any of its officers, directors or employees had used the stations

"to promote or oppose the interest of any candidate in the 1937 mayoralty election"

in Boston, or

"at other times to promote or oppose the interest of any candidate for public office or has used the station to promote the viewpoint of the licensee or persons in control thereof, on public questions in general, particularly during any program identified as 'editorial' or release of the Colonial Network News Service Broadcast during certain periods from 1937 to 1938."

On November 1, 1938, an indefinite postponement of the hearings was ordered, and some months later the stations were granted renewal applications without hearing.

During the same period, similar action was taken with reference to alleged objectionable advertising in a number of instances. Most of the continuities involved fortune-telling or astrology, lotteries and various kinds of contests (including a radio version of Bingo), and medical and patent medicine advertising. In one case, on June 20, 1938, the Commission, in its release justifying its designating a renewal application for hearing, said that its investigation of the programs

"did not disclose that the advertising was in accord with stipulations entered into by the manufacturers with the Federal Trade Commission and Food and Drug Administration, Department of Agriculture, following proceedings had and cease and desist orders entered by those agencies."

The continuities in question were commercial announcements for Cystex, an internal remedy, and Kolor-bak, a hair preparation. A large number of other stations had been carrying the same announcements. The action was later rescinded.

## FEDERAL RADIO REGULATION—Continued

Almost the only ray of hope during this period was the announcement on October 27, 1938, that a protest by the president of the Bach Society of New Jersey against the broadcasting of music "swinging" the classics and asking that offending stations be penalized by suspension or revocation of license, had been rejected by the Commission on the ground that it had no jurisdiction over the matter.

The last occasion on which the Commission actually denied a renewal application for any such cause was on May 27, 1938. On that date it announced decisions which deleted three stations. In two of the cases the offenses were violations of technical regulations. In the third, the grounds were that the station had been used "to broadcast information relating to a lottery" and that it had "failed to exercise proper control over the broadcasting of foreign commercial announcements." In a decision on January 16, 1939, granting a renewal of license, the Commission made it clear that it intended to hold stations strictly accountable for commercial programs making fraudulent claims "concerning the treatment of human disease and misery." The license was renewed because the station's management had changed and the programs had long since been discontinued. The announcements found objectionable were of the Basic Science Institute, a chiropractic organization, and the Samaritan Institute, which advertised a 48-hour treatment for alcoholism.

The question of selling time for religious or quasi-religious broadcasts was brought to the front late in November, 1938, following the widely-publicized addresses of Father Charles E. Coughlin, speaking over an independent hook-up of some 50 stations. Three stations declined to carry the broadcast when he failed to submit his manuscript in advance, and certain New York stations were thereupon subjected to picketing and near-rioting, and there was a deluge of literature urging listeners and advertisers to boycott them. In an address on November 19, Chairman McNinch stated that if any attempt were made to debase radio as an instrument of racial or religious persecution in this country, the Commission would employ every resource at its disposal "to prevent any such shocking offense." Later, in an address on January 26, 1939, he expressed himself strongly against censorship but also said that broadcasting cannot

"become a propaganda medium serving the interests of any administration, Democratic or Republican, or any political, religious or economic organization, or any individual, however rich or powerful, to the exclusion of others."

An important factor in steering public sentiment against censorship in addition to editorials and columns in the press, was a series of magazine articles. In an article appearing in *Fortune* in the spring of 1938 there had been a warning against meddling with broadcast programs. Articles entitled "Radio Gets the Jitters" in the March, 1939, issue of the *American Magazine* and "Freedom, Radio, and the FCC" in the May, 1939, issue of *Harper's Magazine* also contributed. The principal and most effective presentation, however, was the essay "Not So Free Air," by Stanley High, in the February 11, 1939, issue of the *Saturday Evening Post*. Its charges against the Commission on the score of censorship so stirred Chairman McNinch that in his radio address February 10 he paid his respects to the author of the article. Organizations such as the Federal Council of Churches and the National Council on Freedom from Censorship also evidenced deep interest in the issue of censorship.



## FEDERAL RADIO REGULATION—Continued

**THE ADOPTION OF PROGRAM STANDARDS BY THE INDUSTRY.** At the beginning of the network hearing on November 14, 1938, Sarnoff, president of RCA, proposed self-regulation of broadcasting through a voluntary code embodying program standards. The suggestion was promptly acted upon by the Executive Committee of the National Association of Broadcasters, and a representative committee was appointed to draft a plan. On June 10, 1939, after extended studies and meetings, the committee submitted its proposed "Code and Standards of Practice of the NAB." The code is subject to revision and action by the Association at its annual convention to be held at Atlantic City beginning July 10th. Considerable controversy over its provisions, and over the proper method of enforcing them, has already been manifested and its adoption is a matter of uncertainty.

**REGULATION OF ADVERTISING CONTINUITY BY THE FEDERAL TRADE COMMISSION.** On October 18, 1938, the Federal Trade Commission set up a new bureau, known as the Radio and Periodical Division, displacing the special board which had reviewed advertising continuities and copy since 1929. Under the Wheeler-Lea Amendment to the Federal Trade Commission Act, the Commission's jurisdiction extends to any case involving false or misleading practices in advertising, with no requirement that unfair practice resulting in injury to a competitor be shown.

The division scans advertising matter for possible violations of the statute. In its systematic review of broadcast advertising copy, calls are issued to individual stations about four times yearly for commercial script covering specified 15-day periods. National and regional networks report on a continuous weekly basis. Producers of electrical transcription recordings submit monthly returns of the commercial portions of all recordings produced by them for broadcasts. The material is supplemented by periodic reports from individual stations listing the programs of recordings, transcriptions and other essential data.

**MISCELLANEOUS.** For years it has been the practice for applicants, both in their applications and in their evidence produced at hearings, to make extensive and attractive showings as to their proposed program services. To a considerable extent the Commission's decisions have relied in whole or in part on such showings as grounds for granting or denying the applications, and this has not infrequently been the case when it has had to choose between two or more competing applications. To those who have watched the process and have observed that in a substantial proportion of such cases the successful applicant has later paid little or no attention to the optimistic picture he presented to the Commission, it has only been a question of time before the Commission's attention would be invited to the fact by a defeated applicant. Such a case is now pending before the Commission.

Under Section 325 of the Communications Act, a permit from the Commission is necessary in order to transmit programs to a station in a foreign country so located that it may be received consistently in the United States. An interesting case arose out of a protest by a Detroit station which resulted in the Commission's setting for hearing an application of Mutual Broadcasting System for renewal of its authority to transmit programs to

## FEDERAL RADIO REGULATION—Continued

Canadian stations, particularly CKLW, at Windsor, which serves an audience in Detroit as well as in Canada. As part of its case, the Detroit licensee urged alleged program deficiencies and unfair advertising practices on the part of CKLW with respect to that station's own programs (it being conceded that there was no complaint against Mutual programs). On June 27, 1939, the Commission issued its proposed decision in which it would grant Mutual's application and, as one of its conclusions, recited:

"This record does not disclose sufficient facts to justify Station WJBK's claim that it has been impaired by unfair practices. Therefore, at this time, consideration of the maintenance of a free interchange of programs with stations licensed by the Government of Canada outweighs the present suggestion of possible adverse effect upon the service rendered by the American station."

**COMMENTS.** From what has been set forth under this subheading, it must not be concluded that the Commission, or any of its members, has intentionally or consciously determined to exercise censorship in contravention of Section 326 of the Act. Each of the Commissioners, if asked, would say (as several of them have said repeatedly in public utterances) that he is opposed to censorship, that the Commission has never been guilty of it, and that it has no intention of exercising it. It must be recognized that men (and courts) differ in their conceptions of what constitutes an unlawful restraint on liberty of expression. Much of what the Commission has done is actually based on, and well within, principles announced in decisions of the United States Court of Appeals for the District of Columbia back in 1931 and 1932,\* and the issue, so far as broadcasting is concerned, has yet to reach the Supreme Court. There have been times when influential and vocal members of Congress have taken the Commission to task just as strongly for its failure to discipline alleged program offenses, as they now criticize it for doing so. Bills are introduced every year (including the current session) which, if enacted, would constitute or lead to one form or another of suppression of broadcast programs or advertising. Even the National Council on Freedom from Censorship has sponsored bills that tend in this direction, and one of the militant organizations of educational institutions, the National Committee on Education by Radio, has strongly urged that the Commission develop and enforce program standards. Consequently, it is hardly a cause for wonder that the Commission has had differences of opinion within its own ranks, or that it has taken actions that have led to criticism.

The writer ventures the opinion that, unless war or other national emergency or hysteria develops, the tendency toward censorship of broadcasting is now definitely checked and that it is no longer the serious danger that it appeared to be a year ago.

### PART III REGULATION OF RADIO SERVICES RELATED TO BROADCASTING

The achievements of science in opening vast new portions of the radio spectrum to immediate or potential practical use, and in developing new

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\* *KFKB Broadcasting Ass'n v. Federal Radio Commission*, 47 F (2d) 670; *Trinity Methodist Church, South v. Federal Radio Commission*, 62 F (2d) 850.

## FEDERAL RADIO REGULATION—Continued

forms of public service for radio, have gone forward at an accelerated pace, so much so as at times to threaten to outdistance the Commission in its efforts to make its regulations keep pace with and conform to technical progress. What has come to be known as the "ultra-high frequency" portion of the spectrum, extending from about 25 mc. or 30 mc. to 300 mc.\* and higher, and impressive forward steps in television, facsimile, and a new system of transmission known as frequency modulation, have provided a series of remarkable and frequently sensational events.

The year just ended, and particularly its closing months, have witnessed extensive efforts on the part of the Commission to translate these events into appropriate rules. The subjects covered exhibit such variety and overlapping that they are not easily organized into satisfactory sub-headings. There are, furthermore, miscellaneous developments which must be noted but which, strictly speaking, have no necessary relation to the above title.

It is appropriate to note, by way of preface, that on May 16, 1939, the Commission announced that, effective June 15th, a codification of its rules and regulations had been adopted, constituting a framework into which all specific rules would be fitted. For simplified reference, the codification is arranged in five parts, including procedural, technical, administrative and related phases of radio regulation. In itself, the codification involved no basic change in policy.†

### A. RULES GOVERNING BROADCAST SERVICES OTHER THAN STANDARD BROADCAST

On April 17, 1939, effective the same day, the Commission adopted its "Rules Governing Broadcast Services other than Standard Broadcast," in a 42-page mimeographed document. The contents were subdivided into seven parts which, after a part containing general provisions, were devoted to relay broadcast stations, international broadcast stations, visual broadcast service (television and facsimile broadcast stations), high frequency broadcast stations, non-commercial educational broadcast stations, and developmental broadcast stations. The part devoted to international broadcast stations was, however, omitted, with the explanation that such rules would be promulgated at a later date. They were published on May 23, 1939.

It is impracticable to attempt more than a superficial summary of the new rules. On the other hand, such a summary, even in detail, would not reflect important developments with respect to certain of the services. It seems advisable, therefore, to confine this sub-heading to a word about the general provisions, and to a general account of the Commission's allocation of the ultra-high frequencies to the several services, and to deal with specific services under separate sub-headings.

The general provisions in the first part of the revised rules deal with a number of subjects, some of them highly technical, such as frequency tolerance, frequency monitors, station's records, equipment charges, emission authorized, and the like. The normal license period is specified as one

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\* For convenience, the term megacycle (abbreviated "mc.") will be used in referring to the high and ultra-high frequencies. A megacycle is 1,000 kilocycles (kc.), a kilocycle being 1,000 cycles.

† Only mimeographed copies are now available, but the Commission plans to issue the codification in printed form as soon as funds are available.

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year, with dates of expiration staggered for the several classes of stations. Various limitations and restrictions are imposed to insure that stations licensed experimentally will be actually conducted experimentally. Specific and rigid rules are prescribed to govern rebroadcasting by international and non-commercial educational broadcast stations, as well as by the other classes.

The frequencies allocated to the broadcast services covered by the rules cover a wide range from 1,600 kc. to 300 mc. and above. They may be summarized as follows:

**Relay Broadcast Stations:** 12 frequencies in the band 1,600-3,000 kc., 12 frequencies in the band 30-40 mc., 8 frequencies in the band 130-140 mc., and any four frequencies above 300 mc.

**International Broadcast Stations:** 58 frequencies in the bands provided by the International General Radio Regulations, as revised at Cairo in 1938, in the bands 6,000-6,200 kc., 9,500-9,700 kc., 11,700-11,900 kc., 15,100-15,350 kc., 17,750-17,850 kc., 21,450-21,750 kc., and 25,600-27,000 kc.

**Television Broadcast Stations:** A total of 19 channels, each of 6,000 kc., of which seven channels are in the range 44-108 mc., and 12 are in the range 156-294 mc., and, in addition, any 6,000 kc. channel above 300 mc.

**Facsimile Broadcast Stations:** 10 frequencies in the 25 mc. band, 11 frequencies in the 43 mc. band, four frequencies in the 116 mc. band, and any frequency above 300 mc.\*

**High Frequency Broadcast Stations (amplitude modulation):** 24 channels of 25 kc. each in the 25 mc. and 26 mc. bands, 12 channels of 40 kc. each in the 42 mc. band, five channels of 120 kc. each in the 116 mc. band, and any frequency above 300 mc.

**High Frequency Broadcast Stations (frequency modulation):** Four-200 kc. channels in the 26 mc. band, five-200 kc. channels in the 42 mc. and 43 mc. bands, four-240 kc. channels in the 117 mc. band, and any frequency above 300 mc.

**Non-Commercial Educational Broadcast Stations:** 25 channels, each of 40 kc., in the 41 mc. band.

**Developmental Broadcast Stations:** A number of frequencies, also available for assignment to all other stations in the experimental service, ranging from 1614 kc. to above 300 mc.

Assignments above 300 mc. are all subject to an exception for the band 400-401 mc.

The foregoing allocations, particularly in so far as they involve the ultra-high frequency portion of the radio spectrum, were preceded by intensive study and investigation, and a moderate amount of controversy between the interests affected, dating back to the extensive hearing held by the Commission in June, 1936, on the initiative of Commissioner Craven, then chief engineer. By its Order No. 18, promulgated in October, 1937, the Commission adopted an allocation of the ultra-high frequencies to the various services, to go into effect a year later.

\* Other broadcast or experimental frequencies may be authorized on condition that a need be shown and that there will not be interference.

## FEDERAL RADIO REGULATION—Continued

A number of protests having been filed, a hearing was held June 20-23, 1938, before a special committee of the Commission. There was little objection to the allocations in the lower portions in the band and the hearing was confined principally to the range from 60 mc. to 300 mc. It was contended, among other things, that too large a portion of this band had been marked off for government and other specified services, and that too little had been left open for research and experimentation without restriction as to type of service. On August 2, 1938, the Commission extended the effective date of its Order No. 18 to April 13, 1939. Provision was made, however, for putting allocations below 60 mc. into immediate operation, including two television channels.

On March 13, 1939, the Commission finally adopted an allocation, effective April 13th. Relatively few changes were made in Order No. 18 as originally promulgated.

### B. RELAY BROADCAST STATIONS

A "relay broadcast station" is a station licensed to transmit, from points where wire facilities are not available, programs to be broadcast by one or more regular broadcast stations. The new regulations limit the issuance of such licenses, in general, to licensees of standard broadcast stations, although suitable exceptions are provided. The programs transmitted may be commercial or sustaining, or orders concerning such programs, and they may be broadcast by several stations simultaneously or furnished to the network with which the licensee is regularly affiliated.

### C. INTERNATIONAL BROADCAST STATIONS

No action of the Commission during the period covered by this article had led to more criticism and unfavorable comment (and, it may well be added, misunderstanding) than its adoption on May 23, 1939, of revised rules dealing with international broadcast stations.

This type of station is defined as "licensed for the transmission of broadcast programs for international public reception." The frequencies allocated for this purpose are, as already pointed out, in the range from 6,000 kc. to 26,600 kc., the allocations being governed primarily by the General Radio Regulations annexed to the International Telecommunications Convention. Except for the bands in the upper portion of this range, the frequencies are capable of regularly spanning tremendous distances day and night because of their sky-wave propagation characteristics. On the other hand, their ground-wave service areas are small and there are intervening zones in which, depending on the hour, the season, and the year, there is a skip-distance effect resulting in an absence of an intelligible or satisfactory signal. Their interference range being so great, each such frequency must be used exclusively by a single station over the entire world, subject to exceptions due to conditions which need not be enumerated, or to special precautions.

In the light of the events of recent years, the importance of this class of station looms large. The use of these frequencies by other countries to reach large areas outside their own boundaries, sometimes for alleged propaganda purposes, has been brought to the attention of the public in a wealth of literature, varying in tone from moderate to lurid. Several such stations, the so-called short-wave stations, have been in operation in the United States for years, but until fairly recently have largely confined

## FEDERAL RADIO REGULATION—Continued

themselves to broadcasting the same programs as those disseminated by standard broadcast stations operated by their owners.

The principal controversial issue raised by the new regulations is one of censorship. Discussion of it will be preceded by a brief review of some of the other provisions.

An applicant for a license must make a satisfactory showing that there is a need for the international broadcast service proposed to be rendered, that the necessary program sources are available to the applicant to render an effective international service, that the technical facilities are available without causing interference, that directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed, that the station will be conducted by qualified persons, and certain other general matters.

Heretofore, this class of station has not been permitted to be conducted on a commercial basis. Within limitations this restriction has been liberalized, although not sufficiently to be free from objection by existing licensees of such stations. Commercial program continuities are limited to the name of the sponsor and the name and general characteristics of the commodity, utility or service, or attraction advertised. The commodity must be regularly sold or promoted for sale in the open market in the foreign country or countries to which the program is directed. There are further restrictions. The station may transmit the program of a standard broadcast station or network system, provided restrictions with respect to commercial continuities are observed and, when station identifications are made, only the call-letter designation of the international station is given. In the case of chain broadcasting, the program may not be carried simultaneously by another international station, directing service to the same foreign countries, except another station owned by the same licensee operating on a different frequency to obtain continuity of service.

No international broadcast station will be authorized to install equipment or be licensed for operation with a power less than 50 kw.\* As applied to existing stations this provision becomes effective July 1, 1940. Directive antennas must be so designed and operated that the station's signal toward the countries served shall be 3.16 times normal.

The provision giving rise to the criticism above referred to reads as follows:

"A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service."

At the time the regulations were adopted, Commissioner Craven objected to this phraseology, on the ground of censorship. The charge that the language constitutes censorship, in violation of the First Amendment to the Constitution and Section 326 of the Communications Act, was voiced from one end of the country to the other immediately after the rule was made public. It has furnished material for countless newspaper editorials

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\* This requirement stands in curious contrast with the Commission's action of June 23, 1939, limiting its domestic broadcast stations to a maximum of 50 kw.

## FEDERAL RADIO REGULATION—Continued

and dissertations by columnists, for thundering reverberations in Congress including an attempt to annul the regulations by a rider to the Commission's appropriation, for a vigorous protest filed with the Commission on June 3, 1939, by the President of the National Association of Broadcasters, and for a petition filed by the American Civil Liberties Union on June 9, 1939.

In fairness to the Commission, it must be said that the language was innocuous in origin and in intent. It was designed as a gesture of international goodwill based on, or drawn from, language originally used in the convention resulting from the Pan American Conference at Montevideo in 1933 with reference to the allocation of five frequencies for use in furthering the good-neighbor policy between nations in the Western Hemisphere. The language, as interpreted by members of the Commission, was for descriptive and not regulatory purposes. Following the outcry, the Commission granted a hearing on the petition of the American Civil Liberties Union, ignoring the protest filed in behalf of the National Association of Broadcasters, but providing an opportunity for it and any other interested organization or person to participate. The hearing, originally scheduled for July 12, was postponed to July 14. The National Association of Broadcasters and certain of the licensees of international broadcast stations are objecting not only to the above-quoted provision but also to some of the commercial and other restrictions imposed by the new regulations.

As a helpful background, references to proposed legislation in Congress during the past two years will not be amiss. Early in 1938 bills were introduced in both Houses proposing the establishment of a government-owned short-wave broadcast station at San Diego, California, to promote "good will" among the American nations. Similar bills were introduced for the establishment of such stations in Florida, Texas and the Canal Zone. Hearings were held before subcommittees in both Houses, at which the bills were strongly opposed by representatives of the broadcasting industry on the ground that they would serve as the entering wedge for general government operation of broadcast stations and for censorship. Support for the bills faded away quickly and Congress adjourned without further developments.

In the 1939 session the bills were re-introduced in slightly different form. A bill introduced by Representative Celler proposed government construction of a "superpower short-wave station" for transmission of programs to "all parts of the United States and from this country to other countries in the western hemisphere," to be located in Panama. The Secretary of the Navy would be authorized to construct the station. Its policies and programs would be determined by an advisory council headed by the Secretary of State. Senator Chavez introduced a somewhat similar bill. Both bills have remained pigeon-holed in committee and neither has any present prospect of enactment.

An inter-departmental committee, which had been appointed by the President late in 1937 or early in 1938, under the chairmanship of Mr. McNinch, to deal with the subject of international broadcasting and to consider the most effective means of combating alleged propaganda broadcast to the Latin-American nations primarily by stations in Germany, Great Britain and Italy, was expected to submit a report to the President but, so far as is known to the writer, no report has been forthcoming. In

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an oral statement on January 27, 1939, Mr. McNinch declared himself opposed to government ownership or operation of broadcast stations "except possibly in the international field."

On November 29, 1938, an inter-departmental committee on cooperation with the American republics, headed by Sumner Welles (also a member of the committee on international broadcasting), submitted a report to the President enumerating three projects for expansion of broadcasting and communications as part of a broad program of cooperation. The fact that none of the projects envisaged expenditure by the government encouraged the belief that the idea of a government short-wave broadcast station had been abandoned.

### D. VISUAL BROADCAST SERVICE

The term "visual broadcast service," as used in the regulations, means a service rendered by stations broadcasting images for general public reception. It comprises two classes of broadcast stations, television and facsimile. A television broadcast station is licensed

"for the transmission of transient visual images or moving or fixed objects for simultaneous reception and reproduction by the general public."

The transmission of the synchronized sound is considered an essential phase, and both the visual and the aural broadcast will be authorized in a single license. A facsimile broadcast station is licensed

"to transmit images of still objects for record reception by the general public."

An applicant for a television license must sustain the burden of making a satisfactory showing

"That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art"

and that the program will be conducted by a qualified engineer. An applicant for a facsimile license must sustain a burden expressed in the same language except that the words "facsimile broadcast service" are substituted for "television broadcast art," and except for the additional condition

"That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed."

These apparently simple differences in phraseology have significant differences in implication with respect to eligibility for license and the scope of privileges conferred thereby.

The licensees of both classes of stations are prohibited from making any change, directly or indirectly, for the transmission of programs. The aural program of a television broadcast station may be broadcast by a standard broadcast station subject to restrictions as to announcements and call-letter designations. Limitations are placed on the power of both classes of stations, and both are required to file supplemental reports with each renewal application, showing the number of hours of operation, the research and experimentation conducted, the conclusions and program for further development, all developments and major changes in equipment, and any other pertinent developments.

Progress in the manufacture of television transmitting and receiving apparatus, the satisfactory public demonstrations of experimental operation



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of television broadcast stations, and the resulting pressure for a liberalization of the Commission's regulations on the subject, have led to important developments not yet reflected in regulations, resulting in a report submitted to the Commission on May 22, 1939, by a committee of its members, consisting of Commissioners Craven, chairman, Brown and Case. This document, constituting Part I of a complete report on the subject, was adopted by the Commission June 27th. The remaining portion of the report, Part II, is to be completed at an early date but probably will not be acted on by the Commission until September.

For over a decade television licenses have restricted their holders to purely experimental operation. In addition to the prohibition against commercial features, the regulations have required each licensee to contribute to the technical advancement of the art by conducting regular laboratory experiments and by submitting periodical reports. The sort of experimentation which would consist in carrying on operations to gauge public reaction and to mold program technique would require a change in the regulations.

By way of contrast, television was introduced to the public in Great Britain some three years ago by the British Broadcasting Corporation operating in London. From the point of view of geographical location and distribution of population, the London station is operated under extremely favorable conditions, since there are approximately 14,000,000 persons within range of the station. While technically the results seemed satisfactory (the British system being practically the same as the American), the public reaction, as expressed in the purchase of receiving sets, has not been overly encouraging. Recent estimates, referred to in the Committee's report, indicate that not more than 14,000 sets have been sold.

As of November 1, 1938, there were 19 authorizations in effect for experimental television transmission in the United States, some of them, however, representing licenses issued to the same licensee to operate on more than one channel. In reality, there were 10 concerns actually in the television field, with two more holding construction permits. The Radio Corporation of America (RCA) and its subsidiary, National Broadcasting Company (NBC), have been operating an experimental station on top of the Empire State Building in New York for some time. Columbia Broadcasting System has recently purchased a transmitter, which, with other equipment, represents an outlay of \$650,000, which it expects to place in operation on top of the Chrysler Building in New York. Early in the fall of 1938, RCA announced a plan to open the television field to others through sale of standard 1 kw. transmitters along with experimental receivers.

On January 27, 1938, began what was described as "television's first road show" at Washington, D. C., consisting of a seven-day public demonstration by RCA and NBC. On April 30, with the opening of the New York World's Fair, the public was afforded a large-scale demonstration of high-definition television broadcasting by stations located in New York. The Crosley Corporation, which had filed an application in March, announced that it had leased the 48th floor of the tallest building in Cincinnati for television studios. During April the Don Lee Broadcasting System announced plans to erect a television station on one of the highest peaks overlooking Hollywood. During this period, broadcasters throughout the country manifested increased interest in the subject and a desire to engage in

## FEDERAL RADIO REGULATION—Continued

experimental transmission, more, however, from the point of view of determining public reaction than to carry on purely technical experiments.

In the meantime, the public was not permitted to become over-optimistic on the early advent of television on a regular basis. The principal obstacles, repeatedly emphasized in public pronouncements by the representatives of reputable concerns, are economic and, among other things, have to do with the expense of program production and with network distribution of programs.

The initial outlay for a television transmitter need not in itself be prohibitive. It has been estimated that the cost of a 1 kw. unit, accompanied by certain necessary equipment, will run about \$60,000,\* although large additional sums would have to be expended for a complete studio outlay. For wire transmission of programs from one city to another, however, a very expensive type of cable, known as a coaxial cable, is necessary, and the only such cable now existing links New York and Philadelphia. It is believed, however, that this obstacle will be overcome by automatic booster stations on ultra-high frequencies placed at frequent intervals between cities, involving a cost of only about \$500 each, and not requiring the attendance of operators. Recent experiments have also indicated reasonable success in transmitting television pictures over an ordinary telephone line especially adapted for the purpose by appropriate accessories.

Program production is another matter. It has been said that motion pictures range in cost from about \$3,000 to \$25,000 a minute, and that television must find some way of cutting this cost to about \$50 a minute before it can safely consider commercial operation. In February, the president of NBC conjectured that it would be five years before television could ask for advertising support, and that to maintain a program of five hours a week would require an expenditure of approximately \$1,000,000 annually.

The progress in technical development, combined with realization of economic obstacles, has brought the Commission face to face with serious problems. One problem is whether (and to what extent) standards should be adopted so as to facilitate the public use and acceptance of television. It would obviously be unfortunate if television transmitters and receivers should be developed on different systems so that a particular type of receiver would not be able to reproduce the programs of some of the stations. On the other hand, it would be unfortunate if by specifying standards the Commission should hamper or discourage technical improvements. The equipment used and sold by RCA and by some of the others is based on the cathode ray and is constructed for 441 lines, framed at the rate of 30 per second, interlaced to provide 60 exposures per second. The demonstrations at Washington in January were on receivers giving images 9 inches by 7½ inches.

The RCA announcement started a movement for standardized equipment. On October 20, 1938, the Radio Manufacturers' Association released a statement recognizing that experimental television service to the public was at hand and submitted to the Commission proposed standards for television transmission and reception. At the same time, other manufacturers and experimenters expressed opposition to promulgation of such standards.

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\*Editor's Note: A booklet issued by RCA ("Television," p. 12) states: "At the present time, the minimum cost of a 1 kw. RCA Television Transmitter is approximately \$100,000, including studio equipment, but not including installation."

## FEDERAL RADIO REGULATION—Continued

A second problem was created by the filing of applications by broadcasters not equipped to do the purely experimental or laboratory type of research, but desiring to gauge public reaction and to experiment with program production. The first such application was one filed by The Milwaukee Journal in the fall of 1938, after contracting for the purchase of an RCA transmitter. This application was followed by others, including the Crosley Corporation at Cincinnati and Earle C. Anthony, Inc., in Los Angeles.

In its annual report transmitted to Congress in December, 1938, the Commission stated that while technical phases of television were progressing satisfactorily, it was not ready for standardized or commercial use. On January 3, 1939, the Commission appointed the committee, above referred to, to study the whole subject and to prepare recommendations, including the matter of proposed standards and the policy to be followed with reference to applications.

The committee held informal sessions immediately. For a while, it seemed likely there would be an immediate general hearing, but the committee later determined that this would not be advisable. On April 11, the committee, accompanied by members of its engineering and legal staff, visited the principal laboratories during a five-day fact-finding expedition. By May 15, it had completed its conferences with manufacturers.

On May 22, 1939, the committee submitted Part I of its report, dealing principally with the proposed standards. It recommended, among other things, that the Commission neither approve nor disapprove the standards proposed by the Radio Manufacturers' Association, explaining that this was not to be understood as a holding that the standards were objectionable, but rather because it appeared undesirable to take action which might discourage private enterprise or decrease the incentive to research to effect further improvements. It recommended that future applicants proposing external transmitter performance on standards other than those in general use be required to demonstrate not only at least equal quality but also public interest; and that the Commission adopt a policy of cooperation with the industry, enabling it to keep abreast of technical developments to acquaint the industry with the resulting problems. While the belief was expressed that constructive results could not be obtained by a public hearing at this time, it suggested that such a hearing might be opportune after experimentation had made it possible to gauge public reaction more accurately.

According to the report, while television is now emerging from the technical research stage, practical television service on a nation-wide scale is not to be expected for some time. Facilities for network distribution of programs have not been developed, and much has yet to be learned concerning program production and the financing thereof. Only the larger metropolitan centers will receive television service in the immediate future, and the smaller centers must wait several years. Because of the high cost of operation, cities of less than 100,000 population may have difficulty in supporting a single television station, and cities of less than 1,000,000 population may not support two stations, on the basis of income from advertising. Further, according to the committee, the proposed standards do not at this time appear to be suitable for the 12 undeveloped ultra-high frequency channels above 150 mc. The patent situation is chaotic, and no accurate conclusion can be reached as to the ultimate holder of any patent

## FEDERAL RADIO REGULATION—Continued

essential to a complete television system. Reference was also made to the problem created by electrical interference from devices such as X-ray, automobile ignition and similar apparatus, which may have the effect of blurring or blotting out images.

Somewhat less spectacular but nevertheless of great potential importance has been the advance in facsimile. As stated in last year's article, provision was made for the use of facsimile by standard broadcast stations by order of the Commission in September, 1937. With this step, facsimile may be said to have left the technical research stage (in which the Commission's regulations have so far left television), and a number of broadcasters were authorized to use the early morning hours, when their stations are normally silent, for this purpose.

In January, 1939, the Crosley Corporation announced that it was placing a facsimile receiver on the market, at a retail price of \$79.50, reproducing pictures and printed matter in black on a grey paper two columns wide. A group of three clear channel stations, WGN, WLW and WOR, disclosed a plan for an experimental network of television programs. In March, 1939, plans for a chain of facsimile newspapers were announced by Transradio Press Service. Facsimile, like television, is receiving a large-scale demonstration at the New York World's Fair, with an exhibit called "The Newspaper of Tomorrow." Some idea of the technical progress already made is afforded by the announcement in June, 1939, by Finch Telecommunications Laboratories, Inc., in New York, of the development of a facsimile transmitter with recording equipment, producing a five-column copy of tabloid size at a speed of 20 square inches a minute or eight full pages an hour. It was described as capable of transmitting and receiving printed matter, drawings, photographs, advertisements and, in sum, all the usual features of a modern newspaper.

Television is already the subject of legislative attention. Early in 1939 a bill was introduced in the Senate by Senator Barbour to eliminate the existing statutory provision which would prohibit the televising of prize-fights across State lines. Passage of the bill was urged before a subcommittee of the Senate Committee on Interstate Commerce by the president of the National Association of Broadcasters on May 25, 1939, who pointed out that programming will be one of television's major problems and that the existing ban on prize-fights will deprive television broadcasters of valuable program material.

### E. HIGH FREQUENCY BROADCAST STATIONS

A "high frequency broadcast station" is  
"a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception."

The applicant is required to make a satisfactory showing that he has a program of research and experimentation indicating reasonable promise of substantial contribution to the development of high frequency broadcasting; that substantial data will be taken on propagation characteristics, on noise level, on the field intensity necessary to render good broadcast service, on antenna design and characteristics, and on allied phases of broadcast coverage; and that the research and experimentation will be conducted by qualified engineers. No charge may be made, directly or indirectly, but the programs of a standard broadcast station or network, including com-

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mercial programs, may be transmitted under certain restrictions. Supplemental reports are required to be filed with renewal applications.

As has been shown under sub-heading "A" above, the frequencies allocated to this class of station are, in terms of band-width, about equally divided between two types of transmission, known respectively as "amplitude modulation" and "frequency modulation." Beneath the somewhat forbidding technical exterior of these terms lies what may prove to be a startling revolution in broadcasting service, rendering obsolete all or a large portion of existing transmitters and of the 35,000,000 receiving sets now in use by the public. The system now used by all standard and international broadcast stations, and nearly all other classes of broadcast stations, is amplitude modulation, requiring a minimum channel 10 kc. in width and increasing somewhat in width in the higher frequencies because of the limitations on precision apparatus and other considerations. The new system of frequency modulation, on the other hand, requires a channel of 200 kc. in width and is, therefore, feasible only in the ultra-high frequency spectrum.

The advantages of the new system were persuasively demonstrated by its inventor, Major E. H. Armstrong, at the general hearing held in June, 1936. Since then it has made impressive advances. In the Commission's Annual Report submitted to Congress in December, 1938, its Engineering Department expressed itself as foreseeing bright prospects for the system, declaring that available data indicate a material gain in effectiveness of reception through static, both natural and man-made, and, since the required signal-to-noise ratio is less, good reception at greater distances and a correspondingly larger service area may be had for the same amount of power.

It is claimed that, whereas under the system of amplitude modulation interference of 5% or less can be extremely annoying, the interference factor must be at least 50% to be objectionable under the system of frequency modulation. Stations on the same 200 kc. channel may be located as close as at New York and Philadelphia. There are indications that both the initial cost and the cost of operation are less. Among other things, the need for a studio engineer to "edit" musical programs is done away with. It permits broadcasting of multiple signals within the band or channel, for example, the simultaneous transmission of facsimile copy and sound from a single station.

A few stations employing the new system have been in experimental operation for some time, principally in New York. Early in June, the operation of such a station was commenced in New England, on the top of a hill about 1,400 feet above sea-level. With a power of only 2 kw. (which is to be later increased to 50 kw.), on a frequency in the 43 mc. band, its owner expects it to serve all of southern New England with static-free reception equivalent to that available from any local station. Other New England broadcasters have applications pending for the same sort of station.

In its new regulations, the Commission has given practical recognition to the new system not merely for high frequency broadcast stations but also, subject to limitations, for relay broadcast stations and non-commercial educational broadcast stations.

Earlier notions that the ultra-high frequencies are limited in range to

## FEDERAL RADIO REGULATION—Continued

the horizon are being badly disturbed by evidence that, under the new system, clear coverage over a primary area with a radius of 100 miles or more may be had.

### F. NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

A non-commercial educational broadcast station is licensed "to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

The advancement of the agency's program is to be "particularly with regard to use in an educational system consisting of several units." Each station "may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public." They are not required to operate on any definite schedule or minimum hours.

The broadcast service furnished shall be "non-profit and non-commercial."

"No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated."

This class of station is largely the product of the issue raised by a group of educational institutions some years ago, demanding the allocation of a substantial portion of the standard broadcast band to such institutions.

### G. DEVELOPMENTAL BROADCAST STATIONS

In the new regulations the term "developmental broadcast stations" appears for the first time, to replace the term "experimental broadcast stations" and thus to avoid confusion with other stations operating on an experimental basis. The term means a station

"licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license."

It is unnecessary to summarize the requirements with respect to the showing to be made by applicants, the limitations on program service and on commercial use, the reports to be filed, and other provisions.

### H. MISCELLANEOUS

**LOW-POWER RADIO FREQUENCY DEVICES AND DIATHERMY APPARATUS.** On August 30, 1938, the Commission ordered an informal conference to be held September 19 to consider proposed rules to govern use of low-power radio frequency devices which probably do not radiate more than one-billionth of a watt but which nevertheless have interference implications if not properly controlled. This was brought about by the sudden influx of radio-controlled devices, such as phonograph record players, so-called "mystery control" attachments for radio receivers, garage door openers, remote floodlight switches, and burglar alarms. These de-

## FEDERAL RADIO REGULATION—Continued

vices throw signals only from 20 to 50 feet. Later in the fall, such regulations were adopted.

On January 9, 1939, a meeting was held at Columbia University, New York, attended by approximately 100 representatives of the broadcasting industry, the medical profession, and firms manufacturing diathermy and other electrical medical apparatus, to discuss the problem of interference. The result of the meeting was the adoption of a resolution requesting the Physical Therapy Council of the American Medical Association and the Commission to cooperate in organizing a committee to study the problem and suggest a solution.

On May 24, 1938, Senator Wheeler introduced a bill (S. 4074) to enable the Commission to check interference to radio reception caused by diathermy apparatus. This was pursuant to a recommendation from the Commission.

The amendment would authorize the Commission to make such rules and regulations and prescribe such restrictions and conditions as it might deem necessary to prevent interference from such sources. Diathermy machines have interfered primarily with high-frequency transmission and might become an important factor in the event of development of television. No action was taken on the bill.

### REGULATIONS GOVERNING EXPERIMENTAL STATIONS.

On May 23, 1939, the Commission promulgated new regulations governing experimental stations generally. Experimenters are grouped under three general classifications:

1. Stations licensed for general or specific research and experimentation for advancement of the radio art along lines not specifically directed to any proposed or established radio service.

2. Stations licensed for research and experimentation directed toward the development of a proposed or established radio service, with several sub-classes, such as police, broadcast television, high-frequency broadcasting, etc.

3. Stations licensed to a citizen interested in radio technique solely with a personal aim to conduct experiments on his own behalf, requiring the use of radio facilities for a limited time.

The rules cover a variety of details.

**OPERATOR RULES.** Hearings were held July 11-12, 1938, regarding proposed changes in radio operator rules. The main exceptions to the proposed changes had to do with the "physical, mental and moral" standards as eligibility requirements, the provision that applicants for license renewals be required to pass examinations as for original licenses, and the requirement that operators point out all defects and imperfections in the radio equipment they operate. The first of the foregoing was described as an attempt to exercise "bedroom powers" by the Commission. Hearings were recessed, to resume September 14.

Revised rules were adopted December 19, to become effective May 1, 1939. They will affect between 3,000 and 4,000 commercial operators and apply to about 40,000 operators altogether. The rules as adopted made allowance for the major objections voiced at the hearing. The proposal to set up definite "physical, mental and moral standards" was deleted along with the rule which would have made the operator responsible for reporting deficiencies in the equipment he is operating. The proposal to issue

## FEDERAL RADIO REGULATION—Continued

renewal licenses upon re-examination only was modified to provide renewal based in large measure on experience and service. The license term was extended from three to five years.

### PART IV

#### APPEALS FROM THE COMMISSION'S DECISIONS

During a period of almost 14 months,\* 13† opinions have been handed down by the United States Court of Appeals for the District of Columbia in cases involving appeals from decisions of the Federal Communications Commission on broadcast station applications. In its total of decisions affirmed (including appeals dismissed), the Commission fared considerably better than in the previous year, but it was occasionally treated to pointed criticism by the reviewing court.

**APPEALABLE INTEREST.** In one case,\*\* three appeals were dismissed by the Court on the ground that none of the appellants had an appealable interest. Two appellants were the licensees of existing regional stations who had applications pending to increase nighttime power from 1 kw. to 5 kw., and whose interest arose from the fact that, if the proposed application were granted, it would create a situation which, because of considerations of interference, might operate as a bar to the granting of their applications. The Court said:

"This is a matter so wholly of policy under the provisions of the Act and so peculiarly within the special and expert knowledge of the Commission that to undertake to control it judicially would be clearly an impingement upon the jurisdiction of the Commission."

The present regulations of the Commission have, since 1928, limited the nighttime power of regional stations to 1 kw., but a proposal to amend the regulations to increase the maximum to 5 kw. has been pending for several years, has been virtually certain of adoption for over two years, and, in fact, was adopted June 23, 1939, effective August 1, 1939. In the meantime, several regional stations have been authorized by "special experimental authorization" to use the higher power and have done so for two years or more, on a regular commercial basis. The applications of others for a similar increase have actually (although not always openly) been taken into account by the Commission in precisely similar situations. Whatever may be the correct view on the question presented to the Court, the result has been highly discriminatory.

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\* From May 9, 1938, to July 1, 1939.

† *Pittsburgh Radio Supply House v. F.C.C.*, May 23, 1938, 98 F. (2d) 303; *Southland Industries, Inc. v. F.C.C.*, June 15, 1938, 99 F. (2d) 117; *Woodmen of the World v. F.C.C.*, June 15, 1938, 99 F. (2d) 122; *Sanders Bros. Radio Station v. F.C.C.*, January 23, 1939; *Courier-Post Publishing Co. v. F.C.C.*, March 6, 1939; *Pottsville Broadcasting Co. v. F.C.C.*, April 3, 1939; *McNinch et al v. Heitmeyer*, April 3, 1939; *Woodmen of the World v. F.C.C.*, April 17 1939; *Colonial Broadcasters, Inc. v. F.C.C.*, June 12, 1939; *W. P. Stuart v. F.C.C.*, June 12, 1939; *Evangelical Lutheran Synod v. F.C.C.*, June 26, 1939; *The Crosley Corporation v. F.C.C.*, June 26, 1939, and *Courier-Post Publishing Co. v. F.C.C.*, June 30, 1939.

\*\* *Pittsburgh Radio Supply House v. F.C.C.*, May 23, 1938, 98 F. (2d) 303.



## FEDERAL RADIO REGULATION—Continued

In another case,\* now a *cause celebre*, a similar question involving a more fundamental issue was presented, and, on motion of the Commission, the appeal was dismissed for want of jurisdiction. It involved the "extension" of the "special experimental authorization" of WLW, Cincinnati, to operate with power of 500 kw. instead of with power of 50 kw. as authorized in its regular license. The earlier proceedings in this case before the Commission have already been reviewed and need not be repeated. The Commission's regulations limit the power of clear channel stations to 50 kw. and, while a proposal to increase the maximum to 500 kw. has been pending for some three years, it was finally rejected by the Commission on June 23, 1939. WLW was first authorized to use 500 kw. in April, 1934, and extensions of its authority have been granted from time to time since then, always subject to

"the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises."

After hearing by a committee and report to the Commission, the Commission on February 8, 1939, denied an application for further extension, effective 3:00 A. M., March 1, 1939. The station's owner appealed and petitioned the Court to stay the effective date of the order. The Court, without opinion, denied the petition in the early evening of February 28, 1939.†

When the case came before the Court for argument, it was urged in behalf of WLW that the "special experimental authorization" was in reality a license and that the Commission could not, by calling a license by another name, deprive the licensee of the rights to notice, hearing, and appeal which are specifically conferred by the statute. This contention seems unassailable. In unambiguous and unqualified terms the statute (Section 301) provides, in substance, that

"no person shall use or operate any apparatus for the transmission of energy or communications or signals by radio . . . except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act."

Violation of this prohibition entails a fine of \$10,000 and imprisonment for two years. Section 309(a) makes notice and hearing prerequisite to any denial of an application for renewal or modification of license. Section 402 (b) gives the right of appeal to any person whose application for renewal or modification is refused.

The Court's answer to the contention is both surprising and uncon-

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\* The Crosley Corporation v. F.C.C., June 26, 1939.

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†Among the arguments urged by the Commission in opposition to the petition for stay order was that the Court could not grant it without, in effect, substituting itself for the Commission as the licensing authority. In view of the Court's final decision, as well as the procedural situation before the Commission, it seems unlikely that the Court gave effect to this argument. If it did, it disrobed itself of a power which it had regularly exercised, in its discretion, ever since its first decision on an appeal from the Federal Radio Commission. *General Electric Co. v. Federal Radio Commission* (1929), 31 F. (2d) 630; *Nelson Bros. Bond & Mfg. Co. v. Federal Radio Commission* (1932), 62 F. (2d) 854.

## FEDERAL RADIO REGULATION—Continued

vincing. It states that it is unnecessary to decide whether or not the "special experimental authorization" is a "license" (although, if it was not a license, the operation of WLW was a criminal offense and it is clear that neither the Commission nor the owner of WLW intended that the operation should be anything but lawful). The Court seems to say that either (1) the license was not the sort of license which Congress authorized the Commission to issue under Section 309 and authorized the Court to review, or (2) if it was anything more than for purely experimental purposes and subject to termination at the will of the Commission, it "would have been beyond the power of the Commission to grant under its own rules and regulations." The Court said:

"At the time the grant was made the Commission was required to limit licenses for standard stations issued under Sec. 309 of the Act to the power of 50 kw. When it gave appellant more than this manifestly it was assuming to act under Sec. 303(g),\* which authorized it to endeavor by trial and experiment to determine how and in what manner larger results might be obtained in the use of frequencies."

As pointed out in a concurring opinion by Justice Stephens, the opinion "implies that the Commission has power to issue and terminate special experimental authorizations without conformance to the provisions of the statute for notice, hearing and review, and that the Commission can by contract with a licensee render ineffective or inapplicable those provisions."

It seems unfortunate that the appeal was dismissed on this point of jurisdiction (as distinguished from affirming the Commission's decision on the merits), both for the reason suggested by Justice Stephens and because of the opening it gives the Commission by this device to inflict injury on existing stations by way of interference without possibility of recourse to the Court. The same device of "special experimental authorization" has been used for years to cover up departures from regulations so as to permit duplication on certain of the clear channels, power in excess of the maximum permitted on regional channels and other special privileges which have been continuously enjoyed on a regular commercial basis.

Another question of appealable interest of vital importance to the future development of rate regulation is now pending before the Court for decision. It involves principally the matter of so-called "economic injury" inflicted on existing broadcast stations in a given community when the Commission authorizes the establishment of a new station in that community, or an improvement in facilities of one of the existing stations. The subject is closely related to matters already discussed in connection with the plethora of questionnaires and the allocation regulations in Parts I and II of this article.

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\* Sec. 303 of the Communications Act of 1934 enumerates what may be described generally as the legislative or regulation-making powers of the Commission. Clause (g) authorizes it to

"Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest." This clause, which was not contained in the Radio Act of 1927, had never previously (so far as known to the writer) been understood or used to justify the issue of a new species of license not subject to the procedural requirements of the Act. The legislative history does not justify the interpretation given it by the Court.

## FEDERAL RADIO REGULATION—Continued

As already pointed out, the Commission was slow to give formal recognition to interests based on economic injury, although it frequently gave effect to such interests in actual practice. For several years now, however, it has become axiomatic that such interests are entitled to recognition, and persons asserting them have been given the right to notice and participation in hearings. This is still the case, although by a change put into effect during the last few days it is said that such parties will not automatically be given notice, but on petition may intervene.

In the main, the Court has followed and upheld the Commission's viewpoint in its various stages of evolution. In its first pronouncement on the subject\* the Court held the complaint of economic injury to be "so vague, problematical and conjectural as not to furnish a person substantial objection to the Commission's decision." Four years later, by way of dictum the Court did an about-face, saying:

"... we are by no means in agreement with the contention frequently urged upon us that evidence showing economic injury to an existing station through the establishment of an additional station is too vague and uncertain a subject to furnish proper grounds of contest. On the contrary, we think it is a necessary part of the problem submitted to the Commission in the application for broadcasting facilities. In any case where it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overweighing reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service. . . ."<sup>†</sup>

Carrying this same reasoning to its logical conclusion, the Court, in a case decided during the past year,\*\* reversed a decision of the Commission because of the Commission's failure to make appropriate findings of fact one way or the other on the economic issue. In this case the owner of an existing station appealed from a grant of a new station in the same city on the ground of economic injury.

At this point there developed a sudden change in philosophy on the part of the Commission's Law Department. A petition for rehearing was filed in the case just described, and motions were made, briefs filed, and arguments presented in other cases pending before the Court,\*\* disclosing a five-point program of contentions somewhat as follows:

- (1) Economic damage through loss of advertising, even though substantial, does not confer the right of appeal because such damage, in legal phraseology, is "without injury."

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\* *WGN, Inc., v. Federal Radio Commission*, December 11, 1933, 68 F. (2d) 432.

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<sup>†</sup> *Great Western Broadcasting Association, Inc. v. F.C.C.*, December 6, 1937, 94 F. (2d) 244.

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\*\* *Sanders Bros. Radio Station v. F.C.C.*, January 23, 1939, not yet reported.

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\*\*\* One of these cases involved the appeal of KTSM, El Paso, Texas, from a decision authorizing a new station in that city. The other case involved three appeals from a decision authorizing a large increase of power and improvement in assignment of WMEX, Boston; two of the appellants raising the economic issue and the third raising the question of interference.

## FEDERAL RADIO REGULATION—Continued

- (2) Similarly, loss of listening audience, talent, or program material resulting from the grant of a new station does not confer the right of appeal.
- (3) Injury from interference does not confer the right of appeal if the interference occurs outside the "normally protected" contour of the complaining station.\*
- (4) That the Commission is not required to render a written decision reciting findings of fact when it *grants* new facilities, and that the requirement extends only to cases where it *denies* an application.
- (5) That an applicant for new or additional facilities may not appeal from the grant of the same facilities to another applicant until such time as the Commission renders its decision on the former's case.

These surprising contentions, which would overturn principles recognized by the Commission and the Court for years, were argued at length orally before the Court early in March. With an exception not material to this discussion,† no decision has as yet been rendered by the Court, and the long interval since the date of oral argument, during which other cases have been both argued and decided, gives ground for apprehension that the Court is having difficulty in arriving at conclusions.

**EFFECT OF PENDING PETITION FOR REHEARING.** In two decisions the Court held that it lacked jurisdiction to review a Commission decision if, at the time the appeal was taken, a petition for rehearing was pending before the Commission.\*\* By this holding the Court completely removed the ambiguity, part of which had been removed in a decision three months earlier.†† In one of the two cases\*\*\* the Court said:

"We have heretofore suggested that rehearings should be availed of by aggrieved persons both for their own protection, and in order to afford opportunity to the Commission to correct errors or to hear

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\* By "normally protected" is meant the contours which, under the Engineering Department's Standards of Good Engineering Practice, should be protected from anything greater than a certain degree of interference. These Standards have never been given the status of regulations by the Commission and on the whole have been more honored in the breach than in the observance. Even under the new regulations adopted June 23, 1939, they are not controlling and may be disregarded by the Commission.

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† Colonial Broadcasters, Inc., v. F.C.C., June 12, 1939, not yet reported. Departing from its practice in previous years, the Court will continue to issue decisions during the summer, and it is not unlikely that these cases will be determined in the near future.

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\*\* Southland Industries, Inc. v. F.C.C., June 15, 1938, 99 F. (2d) 117; Woodmen of the World v. F.C.C. June 15, 1938, 99 F. (2d) 122.

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†† Saginaw Broadcasting Co. v. F.C.C., March 16, 1938, 96 F. (2d) 554, in which the Court had held that the filing of a petition for rehearing automatically suspended the running of the 20-day period during which an appeal must be taken under the statute.

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\*\*\* Southland Industries, Inc. v. F.C.C. *supra*.

## FEDERAL RADIO REGULATION—Continued

newly discovered evidence before appeal. This is not and should not be an arbitrary requirement. Whether a petition for rehearing should be filed in a particular case must be decided on the merits as each case arises. However, in our view, its use as an administrative remedy should not be discouraged, but instead should be encouraged—"not to supplant, but to supplement" appellate review. For that reason, in our opinion, the purpose of the law is defeated if the Commission declines to act upon such petitions when they are filed, or dismisses them without consideration, as was done in the present case. Its action, therefore, was arbitrary and capricious and constituted an improvident exercise of power. Until the Commission has considered and acted upon such a petition, the administrative remedy of the aggrieved person cannot properly be said to have been exhausted, and resort to this court in such cases is, therefore, premature."

**FINDINGS OF FACT BY THE COMMISSION.** As above noted, the Court reversed a decision of the Commission because of its failure to make appropriate findings of fact one way or the other on the issue of economic injury. Answering the contention that the record contained insufficient evidence of facts to support findings, the Court said:

"... it is not sufficient that they be marshalled and presented in the brief on appeal. They must be prepared as findings of fact, upon which the decision of the Commission may be rested." \*

Presumably this holding is still at least partly in suspense because of the petition for rehearing and the recent contentions of the Commission's Law Department.

Another decision of the Court is difficult to classify, but may properly be considered in this connection.<sup>†</sup> The Court reversed a decision of the Commission denying an application for a new station at Hannibal, Mo. Contrary to the findings of the Commission, the Court found there was a public need shown for the station, as well as a demand by the merchants at Hannibal for the service. The language of the opinion, written by a member of the Court who had not previously written opinions in radio cases, is difficult to reconcile with those written by other members of the Court. In defining what constitutes "substantial evidence," the Court cites a decision holding that it means such relevant evidence as a reasonable mind might accept as adequate to support a conclusion. The Court suggests that the Commission might have profited from a more careful consideration of the examiner's report.\*\* In meeting appellant's contention that the Commission had failed to apply standards which it followed in other cases, the Court said:

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\* Sanders Bros. Radio Station v. F.C.C., *supra*.

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† Courier-Post Publishing Co. v. F.C.C., March 6, 1939.

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\*\* This was not the first occasion on which the Court admonished the Commission to pay more heed to the reports of its examiners. In *Heitmeyer v. F.C.C.*, 95 F. (2d) 91, the Court said: "While the Commission is not bound by the findings of the Examiner, it is itself charged with the responsibility of making findings. . . . In this case it would have profited from a more careful consideration of those which the Examiner prepared."

## FEDERAL RADIO REGULATION—Continued

"In administering the law, the Commission must consider each case upon its individual grounds. The permit should be granted if it meets the statutory criterion of public convenience, interest or necessity, if not, it should be denied."

This is hardly consistent with the Court's tendency, exhibited in several pronouncements during the past two years, to require the Commission to formulate and adhere to more definite standards.

Another decision\* in which the Court affirmed the Commission's findings deserves mention because of the facts brought to the Court's attention. The application had been originally filed June 26, 1934, and was not finally acted upon until June, 1938. In the interim it had been granted three times, had been subjected to a bewildering succession of reconsiderations, examiner's reports, oral arguments, and petitions for rehearing.

An even more striking instance of delay, with ultimate hardship upon all parties involved, was exhibited by another appeal which was dismissed October 13, 1938, without opinion.† The case involved renewal applications which had been pending before the Commission since 1932, principally on charges of misconduct in program service. After an interminable controversy, in the course of which there were two hearings and a multiplicity of other proceedings, the Commission denied the renewal applications and the owners of the stations appealed. The cost of printing the record alone was \$6,118, paid by appellants. After appellants' brief was filed and before the case was argued, the Commission filed a motion with the Court conceding that its findings were inadequate and asking the Court to remand the case for the purpose of making further findings. The Court had no alternative but to grant the motion, but at a conference of interested attorneys the Chief Justice stated that it was "unconscionable" that the Commission should stipulate so expensive a record.\*\*

Three other decisions of the Court may be passed over briefly. In all three the Court affirmed the Commission's decisions, either wholly or partly, because the Commission's findings were deemed to be supported by the evidence. In one of them†† the Court also emphasized the necessity for designation of particular errors in an appellant's statement of reasons for appeal. In the second, the Court upheld the Commission's rule, pursuant to which it refused to postpone a hearing scheduled on an application until another application, filed subsequently to the date on which the first application was designated for hearing, was itself ready for hearing.\*\*\* In the third case the Court, in rejecting a contention that public interest

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\* *Woodmen of the World v. F.C.C.*, April 17, 1939, not yet reported.

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† *Voice of Brooklyn, Inc. v. F.C.C.*

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\*\* The court has prepared and has under consideration revised rules governing appeals from the Commission's decisions, in which a commendable effort is made to reduce the expense.

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†† *W. P. Stuart v. F.C.C.*, June 12, 1939, not yet reported.

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\*\*\* *Colonial Broadcasters v. F.C.C.*, June 12, 1939, not yet reported.

## FEDERAL RADIO REGULATION—Continued

requires "an equal division of time between respectable stations which operate on one frequency in one locality," stated:

"The public interest requires, on the contrary, that existing arrangements be not disturbed without reason."\*

**USE OF CONFIDENTIAL MEMORANDA.** The question raised by the Commission's use of confidential memoranda submitted by its staff *dehors* the record in arriving at its decisions was again raised.† The Commission having again specifically and formally denied the allegation, the Court applied the presumption of regulatory or official conduct but condemned any "Star Chamber procedures to deprive a citizen of a fair hearing."

**COMMISSION PROCEDURE FOLLOWING REVERSAL BY THE COURT.** A tangled and complex situation which has arrayed the Commission in open conflict with the Court has arisen in cases where Commission decisions denying applications for new stations have been reversed by the Court. In three such cases\*\* the Commission's procedure following the decisions has been such as to take the parties back into court.

The procedure followed in all three cases was substantially the same. After a decision denying an application had been reversed, the Commission refused to reconsider and grant the application, but, instead, ordered a new hearing, in which other applications for the same or competing facilities, filed subsequently to the original application, were also to be heard. In the language of one of its orders, the Commission announced that it would hear the several applications

"individually on a comparative basis, the application which in the judgment of the Commission will best serve public interest to be granted."

To prevent the carrying out of such an order, one applicant applied to the Court of Appeals for writs of prohibition and mandamus. The Court rendered an opinion severely condemning the Commission's conduct, declaring:

"... In saying this much, we do not wish to be understood as implying that the Commission may not, upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, remake the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right, and we think control is of necessity lodged in this court. But we think it is obvious that the particular objections of the Commission to a reconsideration on the record—to which we have referred—are mere

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\* *Evangelical Lutheran Synod v. F.C.C.*, June 26, 1939, not yet reported, citing *Chicago Federation of Labor v. Federal Radio Commission*, 41 F. (2d) 422, and *Journal Co. v. Federal Radio Commission*, 48 F. (2d) 461.

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† *Sanders Bros. Radio Station v. F.C.C.*, *supra*.

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\*\* *Heitmeyer v. F.C.C.*, December 27, 1937, 95 F. (2d) 91; *Pottsville Broadcasting Co. v. F.C.C.*, May 9, 1938, 98 F. (2d) 288; and *Courier-Post Publishing Co. v. F.C.C.*, March 6, 1939, not yet reported.

## FEDERAL RADIO REGULATION—Continued

makeweights, and that the real bone of contention is the insistence by the Commission upon absolute authority to decide the rights of applicants for permits without regard to previous findings or decisions made by it or by this court. . . .

" . . . In such a case petitioner ought not now to be put in any worse position than it occupied on the original hearing, and therefore ought not to be required any more now than originally to be put in hodge-podge with later applicants whose records were not made at the time of the previous hearing. On this state of facts, we are of opinion the Commission should rehear the application on the record and in the light of our opinion. We believe that this expression of our views on the subject will obviate the necessity of issuing the writ. If it becomes necessary for the protection of petitioner's rights, counsel may submit a proposed form of order within 30 days. Otherwise an order will be entered denying the petition for prohibition and mandamus."\*

In another case, while the procedure followed by the applicant was somewhat different, the result was the same.†

Notwithstanding the Court's pronouncements, the Commission has insisted on its right to consider other applications in its later proceedings. It finally became necessary for the Court to issue a writ of mandamus in one of the cases on May 24th.\*\*

In a second case, the Court issued a writ of mandamus on June 30, 1939.†† At present writing the matter is likely to be presented to the Supreme Court by petitions for certiorari by the Commission.\*\*\*

**ASSIGNMENT-OF-LICENSE CASES.** There is now pending before the court a case††† involving the right of appeal under Section 402 (b) from

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\* Pottsville Broadcasting Co. v. F.C.C., April 3, 1939, not yet reported.

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† McNinch et al. v. Heitmeyer, April 3, 1939, not yet reported. By reason of these and other decisions of the Court of Appeals, cited in the foregoing, it is now clear that the remedy by appeal under Section 402 (b) of the Act to the United States Court of Appeals for the District of Columbia is exclusive, and that proceedings for injunction or mandamus against the Commission in the lower Court may not be maintained in matters embraced within the section.

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\*\* The Heitmeyer case, Part IV-p. 13. On motion of the Commission, the Court, on June 20th, suspended the writ for 10 days to permit the Commission to file a statement of grounds for opposition.

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†† Courier-Post Publishing Co. v. F.C.C., not yet reported. In this case the application had been originally heard in competition with another application for the same facilities in the same town. The Commission had denied both applications. The other applicant had not appealed, so the decision of the Commission became final as to it, and being a corporation, it was subsequently dissolved by surrender of its charter. Nevertheless, after the Court's decision the Commission set the successful appellant's application for hearing in a consolidated proceeding and on a comparative basis with the other applicant.

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\*\*\* Petitions for certiorari to the Supreme Court have frequently been filed by parties defeated in the Court of Appeals. No petition, however, has ever been granted in a radio case by the Court except in two early instances, where petitions were filed by the Commission, and in one of these the petition was later dismissed. General Electric Co. v. Federal Radio Commission, 281 U. S. 464; Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co., 289 U. S. 266.

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††† Associated Broadcasters, Inc. v. F.C.C. See Part II, B.



## FEDERAL RADIO REGULATION—Continued

a Commission decision refusing its consent to a transfer of license and, on the merits, the Commission's power to approve or disapprove such a transfer. The Commission moved to dismiss the appeal, principally on the ground that the Act omits to provide for such an appeal in these cases, relying on a decision rendered by a majority of the Court several years ago.\* The case was argued orally early in March, and the long interval since then seems to indicate that the Court is having difficulty in deciding the issues. If it holds that such matters are not appealable, the only recourse open to a defeated applicant is to the statutory three-judge court in the district, where the applicant resides or does business, under Section 402 (a). That such recourse is open would seem to be indicated by a recent decision of the Supreme Court.†

**COMMENTS.** On the whole, for reasons sufficiently indicated in the foregoing review, progress in clarification of the law through decisions of the reviewing court has not been as satisfactory during the past, as during the preceding year. This conclusion is based not at all upon the count of decisions affirmed or reversed. In the writer's opinion, the Court's errors, if they be such, have been just as frequently at the expense of the Commission as in its favor. In one direction there has been a tendency too closely to restrict the Commission's discretion and its continuing power of supervision and regulation.\*\* In another direction unnecessary loopholes have been provided for arbitrary and capricious rulings.††

One phenomenon is so important that it cannot be ignored, and that is, the attitude of and the growing authority exercised by the Commission's Law Department. No matter what the case or the issue, the Department is relentlessly urging a point of view that would limit the scope of the Court's review, and would, in certain classes of cases, free the Commission from any judicial control whatsoever. In a word, its position is that of "administrative absolutism". At the same time, the Law Department is urging principles, such as on the question of economic injury, which are at least partly inconsistent with the position of the Commission itself, evidenced by its practice and its decisions over a period of years.

## PART V

### INTERNATIONAL RADIO REGULATION

Developments in international radio regulation, so far as it affects broadcasting, have been few in number.

#### A. THE INTERNATIONAL TELECOMMUNICATIONS CONVENTION

As pointed out in last year's article,\*\* the International Telecommuni-

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\* *Pote v. Federal Radio Commission*, 67 F. (2d) 509, *Justice Groner* (now Chief Justice) dissenting.

† *Rochester Telephone Corporation v. United States of America*, April 17, 1939.

\*\* For example, in the second decisions in the *Heitmeyer*, *Pottsville* and *Courier-Post* cases. Reference is had to decisions of the Supreme Court and other courts, in which the continuing right of supervision by administrative agencies is recognized, and the doctrine of "final decision" (in the sense in which the term is used as to court decisions) is rejected.

†† For example, in *The Crosley Corporation* and the first *Courier-Post* decisions.

\*\*\* *VARIETY RADIO DIRECTORY*, II, p. 546.

## FEDERAL RADIO REGULATION—Continued

cations Convention, signed at Madrid in 1932, and later ratified by the United States, was not subject to revision at the Conference held at Cairo beginning February 1, 1938. The General Radio Regulations, annexed to the Convention, were revised in a number of respects (effective January 1, 1939), including a very moderate increase in the bands of frequencies above 6,000 kc. allocated to broadcasting. The congestion of stations in these bands continues, however, because of the widespread use of these frequencies for long-distance or international broadcasting, together with their use in tropical regions to avoid static. It may safely be predicted that they will continue to constitute one of the principal problems of international radio regulation and that they will be one of the most controversial topics of debate at the next Conference to be held in Rome, probably early in 1943.

### B. THE NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

The North American Regional Broadcasting Agreement, negotiated at a six weeks' conference in Havana beginning November 1, 1937, and described in last year's article, was ratified by the United States following action by the Senate on June 15, 1938. Because of a sedulously circulated misinterpretation of the provisions of the Agreement, the Senate's action was not taken until after adoption of a resolution on June 13th, advising the Federal Communications Commissions that it was the sense of the Senate that power in excess of 50 kw. is against public interest and that its regulations should not be amended to permit higher power. The Agreement did not, however, call for or require the use of power in excess of 50 kw. on clear channels, but simply *permitted* the higher power, leaving each country free to adopt its own policy.

Unfortunately, the Agreement has encountered obstacles which may prevent it from becoming effective. According to its provisions, ratification by Canada, Cuba, Mexico and the United States is prerequisite to its validity (although if three of these countries ratify and the fourth evidences readiness to ratify, there is provision for its becoming valid by administrative arrangement). It does not become effective until one year after ratification by the fourth of these governments. Shortly after the Agreement was signed, Cuba ratified. On November 28, 1938, Canada ratified. Mexico, however, has so far proved a stumbling-block.

It was understood at the time of the Havana Conference that, under Mexico's Constitution, that country could not ratify earlier than December, 1938. On October 26, 1938, newspapers in Mexico City published stories to the effect that the Mexican Senate had approved the other treaties and agreements negotiated at Havana but, in secret session, had declined to ratify the Broadcasting Agreement on the ground that it

"imposed limitations upon Mexico without affording any benefits in return."

While the action was not necessarily final, it naturally created apprehension. It soon became known that the owners of the so-called border stations, who had been successful in frustrating efforts to reach agreement at a conference held in Mexico City in 1933, and whose stations (with one exception) would be eliminated, re-located, or reduced in power under the terms of the Havana Agreement, had again been politically active, and were largely responsible for the situation.

Overtures were made to the Mexican Government to clear up the mis-

## FEDERAL RADIO REGULATION—Continued

understanding. A collateral agreement, covering use of some of the clear channels, was considered as a temporary expedient. An effort was made to persuade the Mexican Post Office Department and the Ministry of Communications to take advantage of the Agreement's provision for an administrative arrangement in lieu of ratification. On January 11, 1939, the State Department was notified that the Mexican Government had this proposal under consideration, and the prospects for a successful outcome seemed bright. On January 23rd, the sudden resignation of the Mexican Minister of Communications took place, and on the following day a successor was appointed. While this incident disrupted negotiations, it was hoped that the disruption would be only temporary. On February 22nd, the Mexican Postmaster General, a personal friend of Commissioner Craven (who had headed the United States Delegation at Havana), paid an unofficial visit to Washington, and left the impression that his government would sanction the Agreement in the early future, probably not later than March 22nd. It was reported that the Mexican Cabinet had the matter under consideration, and that formal word of approval had been delayed only by the illness of the new Minister of Communications. Word was received that President Cardenas had signed the administrative arrangement on April 14th, and that formal ratification by the Mexican Senate would be had at a special session to be convoked late in April or early in May. Later it developed, however, that the administrative approval was subject to reservations on the subject of re-location of the border stations and that probably the intention was to attach similar reservations to the formal ratification. The latter would be objectionable to the United States.

At present the matter is at an impasse, and Mexican ratification appears not to be close at hand. During the last few days it is reported that the Mexican Senate has again rejected the Agreement without a provision that would permit use of Mexico's exclusive clear channels by the border stations. If this proves to be the case, it is a tragedy from the standpoint of the listening public not only in the United States but in the other North American countries. The Havana Agreement was a brilliant diplomatic and technical achievement over what appeared to be insuperable obstacles. Its provisions are unquestionably fair to all the participating countries, almost to the point of generosity in the case of Mexico. That the interests of a few border stations, largely owned and operated by citizens of the United States who have been deprived of licenses to operate stations in this country because of misconduct, and designed to serve an audience in this country and not in Mexico, should have so far prevailed over truly Mexican stations and the Mexican listening public, is regrettable.

## C. THE INTERNATIONAL RADIO CONSULTING COMMITTEE

The Fifth Meeting of the International Radio Consulting Committee (the C.C.I.R.) will be held at Stockholm, Sweden, in 1940. The earlier meetings have been held at The Hague in 1929, at Copenhagen in 1931, at Lisbon in 1934, and at Bucharest in 1937.

Provision is made for "international consulting committees" in Article 16 of the International Telecommunications Convention of 1932, the number, composition, duties and functioning of these committees to be defined in the several sets of Regulations annexed to the Convention. The General Radio Regulations, as revised at Cairo in 1938, provide for the International

## FEDERAL RADIO REGULATION—Continued

Radio Consulting Committee in Article 33. It is

“charged with the study of technical radio questions and operating questions the solution of which depends principally upon considerations of a technical character.”

It is formed principally “of experts of the contracting administrations and of private operating enterprises or groups of private operating enterprises recognized by the respective contracting governments.” In principle, its meetings take place every three years.

The results of agreements reached at these meetings are expressed in “opinions.” They have a very considerable practical importance both in saving time and unnecessary controversy at the general international telecommunications conferences, and in laying an interim basis for formal and binding agreements expressed later in revisions of the Regulations.

Preparation for the Stockholm Meeting has been in process for several weeks under the auspices of the Division of International Communications, Department of State, at a series of conferences to which all interested organizations and groups are admitted. The questions, including a few directly affecting broadcasting, are of a highly technical character and no attempt will be made to summarize them in this article.



# FEDERAL COMMUNICATIONS COMMISSION

## COMMISSIONERS

**McNINCH, FRANK R.** Nominated chairman of the FCC (to fill the unexpired term of the late Anning S. Prall) August 17, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1942. **Previously:** Lawyer; member, North Carolina House of Representatives, 1905; mayor and commissioner of finance of Charlotte, N. C., 1917 to 1921; member, Federal Power Commission, 1930 to 1933; chairman, Federal Power Commission, 1933 to 1937. **Born:** April 27, 1873, in Charlotte, N. C.

**CASE, NORMAN STANLEY.** Appointed to the FCC in July, 1934. **Political party:** Republican. **Length of appointment:** To July 1, 1945. **Previously:** Lawyer; Providence, R. I., City Council member, 1914 to 1918; General Staff Officer during World War; member of the Soldiers Bonus Board of Rhode Island, 1920 to 1922; U. S. Attorney for the District of Rhode Island, 1921 to 1926; elected lieutenant governor of Rhode Island in 1926, succeeding to the governorship in 1928 on the death of Governor Pothier; elected governor in 1928, and again in 1930. **Born:** Oct. 11, 1888, in Providence, R. I.

**CRAVEN, COMMANDER T. A. M.** Became member of the FCC in August, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1944. **Previously:** Radio officer on USS Delaware, 1913 to 1915; fleet radio officer, U. S. Asiatic Fleet, 1915 to 1917; in charge U. S. Naval Coastal and Transoceanic Operations, 1917 to 1920; battleship force radio officer, 1921; fleet radio officer, U. S. Atlantic fleet, 1921 to 1922; fleet radio officer, United States fleet, 1922 to 1923; in charge of radio research and design section, Bureau of Engineering, 1923 to 1926; private consulting radio engineer, 1930 to 1935; appointed chief engineer to the FCC on Nov. 20, 1935. **Born:** Jan. 31, 1893, in Philadelphia, Pa.

**PAYNE, GEORGE HENRY.** Became FCC member July 11, 1934. **Political party:** Republican. **Length of appointment:** To July 1, 1943. **Previously:** Exchange editor and editorial writer, *Commercial Advertiser*, 1895 to 1896; associate editor,

*Criterion Magazine*, 1896 to 1899; music and dramatic critic, *New York Evening Telegram*, 1903 to 1907; member, New York County Republican Committee, 1906 to 1907; candidate for Assembly, 1908; political writer, *New York Evening Post*, 1909 to 1912; manager literary bureau for Henry L. Stimson, Republican candidate for governor, 1910; one of the New York campaign managers during presidential campaign of Theodore Roosevelt, 1912; manager, campaign for George McAneny, president Board of Aldermen, 1913; lecturer on history and development of American journalism, Cooper Union, 1915; delegate, Republican National Convention (floor manager for General Wood) in Chicago, 1920; candidate for U. S. Senator, 1920; one-time tax commissioner, New York City; one-time president Bronx National Bank; author, playwright. **Born:** Aug. 13, 1876, in New York City.

**THOMPSON, FREDERICK INGATE.** Became FCC member on April 13, 1939, to fill the vacancy caused by the resignation of Commissioner Eugene O. Sykes. **Political party:** Democrat. **Length of appointment:** To July 1, 1941. **Previously:** Newspaper executive; became editor of the Aberdeen (Miss.) *Weekly* in 1892; member, Democratic National Convention, 1912, 1924 and 1928; chief owner and publisher of the Mobile, Ala., *Daily and Sunday Register*, 1909 to 1932; chief owner and publisher of the Mobile *News-Item*, 1916 to 1932; appointed Commissioner of the U. S. Shipping Board by President Wilson in 1920, and re-appointed by Presidents Harding and Coolidge in 1921 and 1923 (resigned from the Board in November, 1925); chief owner and publisher of the Birmingham, Ala., *Daily and Sunday Age-Herald*, 1922 to 1927; owner and publisher of the Montgomery, Ala., *Journal* since 1922; director of the Associated Press for 10 years; appointed by President Roosevelt to the Advisory Board of Public Works in 1933; member of the Alabama State Docks Commission since 1935. **Born:** Sept. 29, 1875, in Aberdeen, Miss.

**BROWN, COLONEL THAD H.** Became member of the Federal Radio Commis-

## F. C. C. COMMISSIONERS—Continued

sion March 28, 1932. **Political party:** Republican. **Length of appointment:** To July 1, 1940. **Previously:** School teacher; admitted to law practice, 1912; served in the World War as Captain and later Major; appointed member of State Civil Service Commission of Ohio in 1920; Secretary of State of Ohio, 1923 to 1927; President Cleveland Radio Broadcasting Corp. (manager, WJAY), 1927 to 1928; chief counsel, Federal Power Commission, 1929; general counsel, Federal Radio Commission, 1929 to 1932; became Federal Radio Commission member in 1932 and vice-chairman in April, 1933; active in the American Legion in Ohio. **Born:** Jan. 10, 1887, in Lincoln Township, Morrow County, Ohio.

**WALKER, PAUL ATLEE.** Appointed to the FCC July 11, 1934. **Political party:** Democrat. **Length of appointment:** To July 1, 1939. **Previously:** Lawyer; one time high school principal, Shawnee, Okla.; one time instructor, University of Oklahoma; counsel and commissioner of the State Corporation Commission of Oklahoma for 15 years; referee for the Supreme Court of Oklahoma, 1919 to 1921; chairman, Committee on Cooperation with the Interstate Commerce Commission in the National Association of Railroad Utilities Commissioners, 1925 to 1934. **Born:** Jan. 11, 1881, in Washington, Pa.

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Kennedy, James A. (Common carrier—telephone and telegraph)

Koplowitz, William C. (Research and litigation matters)

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**Scott, Frank D.**  
215-217 Munsey Bldg.  
Washington, D. C.

**Seeman, Bernard J.**  
705 First Natl. Bank Bldg.  
Denver, Colo.

**Segal, Paul M.**  
Woodward Bldg.  
Washington, D. C.

**Senneff, John A., Jr.**  
Northwest Savings Bank  
Bldg.  
Mason City, Iowa

**Shea, George F.**  
931 Tower Bldg.  
Washington, D. C.

**Sherley, Swagar**  
American Security Bldg.  
Washington, D. C.

## BAR ASSOCIATION—Continued

- |   |  |  |
|---|--|--|
| <p><b>Smith, Miss Elizabeth</b><br/>Federal Comm. Comm.<br/>Washington, D. C.</p>         | <p><b>Sullivan, Francis C.</b><br/>Alworth Bldg.<br/>Duluth, Minn.</p>                 | <p><b>Warner, Harry P.</b><br/>Woodward Bldg.<br/>Washington, D. C.</p>                            |
| <p><b>Smith, George S.</b><br/>Woodward Bldg.<br/>Washington, D. C.</p>                   | <p><b>Sutton, George O.</b><br/>1030 National Press Bldg.<br/>Washington, D. C.</p>    | <p><b>Wattawa, John</b><br/>1317 F St., N. W.<br/>Washington, D. C.</p>                            |
| <p><b>Smith, Karl A.</b><br/>810 Colorado Bldg.<br/>Washington, D. C.</p>                 | <p><b>Temin, Henry</b><br/>1420 Walnut St.<br/>Philadelphia, Pa.</p>                   | <p><b>Wayland, Charles V.</b><br/>Earle Bldg.<br/>Washington, D. C.</p>                            |
| <p><b>Smith, Milton</b><br/>931 14th St.<br/>Denver, Colo.</p>                            | <p><b>Tucker, John H.</b><br/>901 Commercial Bldg.<br/>Shreveport, La.</p>             | <p><b>Webster, Bethuel M.</b><br/>15 Broad St.<br/>New York City.</p>                              |
| <p><b>Smith, William Montgomery</b><br/>739 Shoreham Bldg.<br/>Washington, D. C.</p>      | <p><b>Tumulty, Joseph P., Jr.</b><br/>1317 F St., N. W.<br/>Washington, D. C.</p>      | <p><b>Weekes, John Wesley</b><br/>140 Sycamore St.<br/>Decatur, Ga.</p>                            |
| <p><b>Smith, William P.</b><br/>409 Metropolitan Bank<br/>Bldg.<br/>Washington, D. C.</p> | <p><b>Tyler, Varro E.</b><br/>109 South Ninth St.<br/>Nebraska City, Neb.</p>          | <p><b>Welch, Francis X.</b><br/>1038 Munsey Bldg.<br/>Washington, D. C.</p>                        |
| <p><b>Socolow, A. Walter</b><br/>580 Fifth Ave.<br/>New York City.</p>                    | <p><b>Van Allen, John W.</b><br/>1008 Liberty Bank Bldg.<br/>Buffalo, N. Y.</p>        | <p><b>Wharton, John H.</b><br/>67 Broad St.<br/>New York City.</p>                                 |
| <p><b>Soule, O. P.</b><br/>702 Walker Bank Bldg.<br/>Salt Lake City, Utah</p>             | <p><b>Van Den Berg, George,</b><br/>Evans Bldg.<br/>Washington, D. C.</p>              | <p><b>Whissell, George B.</b><br/>2305 Telephone Bldg.<br/>St. Louis, Mo.</p>                      |
| <p><b>Sovik, Lawrence</b><br/>University Bldg.<br/>Syracuse, N. Y.</p>                    | <p><b>Van Orsdel, Ralph A.</b><br/>725 Thirteenth St., N. W.<br/>Washington, D. C.</p> | <p><b>Wiggin, Chester H.</b><br/>30 Rockefeller Plaza<br/>New York City.</p>                       |
| <p><b>Spearman, Paul D. P.</b><br/>Munsey Bldg.<br/>Washington, D. C.</p>                 | <p><b>Vesey, Howard W.</b><br/>914 National Press Bldg.<br/>Washington, D. C.</p>      | <p><b>Willebrandt, (Miss) Mabel<br/>Walker</b><br/>739 Shoreham Bldg.<br/>Washington, D. C.</p>    |
| <p><b>Sprague, E. Stuart</b><br/>117 Liberty St.<br/>New York City.</p>                   | <p><b>Waddell, James E.</b><br/>815 Fifteenth St., N. W.<br/>Washington, D. C.</p>     | <p><b>Williams, A. Rea</b><br/>627 Union Trust Bldg.<br/>Washington, D. C.</p>                     |
| <p><b>Stephens, Hubert D.</b><br/>Munsey Bldg.<br/>Washington, D. C.</p>                  | <p><b>Walker, Henry B.</b><br/>Old National Bank<br/>Evansville, Ind.</p>              | <p><b>Wing, John Edwin</b><br/>72 West Adams St.<br/>Chicago, Ill.</p>                             |
| <p><b>Stevens, Richard K.</b><br/>1907 Packard Bldg.<br/>Philadelphia, Pa.</p>            | <p><b>Walker, Ralph</b><br/>Federal Comm. Comm.<br/>Washington, D. C.</p>              | <p><b>Wozencraft, Frank W.</b><br/>30 Rockefeller Plaza<br/>New York City.</p>                     |
| <p><b>Stollenwerck, Frank</b><br/>National Press Bldg.<br/>Washington, D. C.</p>          | <p><b>Wallace, Howard E.</b><br/>530 Judge Bldg.<br/>Salt Lake City, Utah</p>          | <p><b>Wright, James Warren</b><br/>Bureau of Engineering,<br/>Navy Dept.<br/>Washington, D. C.</p> |



# NEWS - PUBLICITY

## RADIO EDITORS AND NEWSPAPER RADIO POLICIES

During the past year there were many instances of drastic reduction in the amount of space ordinarily devoted by newspapers to radio columns and/or radio logs. This phenomenon—sometimes attributed to anti-radio feeling on the part of newspapers during a period of shrinking advertising, and sometimes attributed to a simple and necessary cut in editorial volume to offset decreases in revenue and the rising costs of paper—resulted in an aggregate decrease of 570 columns of radio space per week among papers having a circulation of 7,317,300 daily. Increases in radio space were noted in only a small number of instances, the circulation of such papers being 600,155 daily. These figures were compiled by the VARIETY RADIO DIRECTORY via a special survey during October, 1938. In all, the slash in editorial space devoted to radio was estimated to have taken place in cities with a carrier limit population of about 17,500,000 persons.

Meantime, the Gallup poll of radio log and column readership (see VARIETY RADIO DIRECTORY, Vol. 11, page 1109) was again confirmed as to the validity of its conclusions by a survey conducted on behalf of *Fortune Magazine*. The *Fortune* survey appeared in the April, 1939, issue, page 108. Its conclusions were as follows:

Question: Do you read the columns in the newspapers about the  
radio stars and programs?

	Percent.
Yes .....	31.7
Occasionally .....	33.5
No .....	34.8

Question: (If yes or occasionally) Do they help you to choose  
what you want to listen to on the radio?

	Percentage of readers	Percentage of population
Yes .....	53.0	34.6
Sometimes .....	25.9	16.9
No .....	21.1	13.8

Commented *Fortune*: "...The radio pages have probably a greater following, and a greater influence, than they may be commonly credited with. Almost a third of the nation reads them faithfully, and another third sporadically...The breakdowns show that the readership of radio columns is about 10% heavier among women and among people under forty than among men and older people...The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10% greater among the poor than the prosperous." \*

In the list that follows are noted as many radio editors in major cities (carrier limit population of 50,000 and over) as the DIRECTORY could obtain

\* Copyright *Fortune Magazine*, 1939.

## RADIO EDITORS—Continued

information on. In some instances where the radio editors failed to reply to questionnaires after repeated requests, the VARIETY correspondents were asked to supply the information. These instances are indicated via an asterisk (\*).

Symbols are as follows: "m," "e," and "S" indicate whether the paper is issued morning, evening (or both) and/or Sunday. The figures following this information indicate circulation as published in the June, 1939, edition of *Standard Rate & Data Service*. The symbols "N," "C," "R" show the content of the radio column—"N" signifying straight news; "C" chatter or informal, gossipy news; and "R" indicating reviews or a critical attitude toward programs. *The order in which these symbols appear is the exact order of importance.* "Rate" refers to the advertising rate on the page containing radio news and/or logs.

### ALABAMA

**BIRMINGHAM AGE-HERALD** (m; 37,205) **NEWS** (e; 90,172) & **SUNDAY NEWS & AGE HERALD** (118,241), Birmingham, Ala. **Turner Jordan** (also news and telegraph editor). Uses 10-inch column daily—**C,N,R**. Log runs 10 inches, with 8 inches of "best bets." Also uses half-column cut daily, 2 on Sunday; accepts glossy prints. Prefers light, breezy items; accurate news. Lists WSGN, WBRC, WAPI. Rate: \$4.20 per inch.

**BIRMINGHAM POST** (e; 68,623), Birmingham, Ala. **Jean Moyer** (also reporter, feature writer). Uses 10 to 15 inches daily—**N,C,R**. Log runs about 7 inches, with 4 or 5 inches of "best bets" Monday through Friday, double on Saturday. Also uses art work once or twice a week; accepts mats. Prefers authentic gossip about stars; accurate, informative news. Lists WBRC, WAPI. Rate: 18 cents per line.

**SOUTHERN RADIO NEWS** (w), Birmingham, Ala. **Homer T. Sudduth** (also commentator on radio news and programs over WAPI and WSGN). Paper is published in 16-page format every Wednesday and devotes 280 inches to **N,R,C**; approximately 200 inches to program listings; 75 inches to "best bets." Prefers news and art on programs for coming week, short articles on stars appearing on serials and popular night programs (deadline Tuesday night; publicity released Friday and Saturday should be sent air mail). Uses about 30 cuts per issue; accepts only one and 2-column mats and cuts. Lists NBC, CBS, WLW, WSM, WBRC, WSGN, WAPI, WBT, KMOX. Rate: \$1 per column inch.

\***MOBILE TIMES** (e; 10,908), Mobile, Ala. **C. A. Ward**. Uses 6 to 10 inches, including brief program notes and NBC and WALA listings. No art work. Rate: \$1.10 per inch.

### ARIZONA

**PHOENIX REPUBLIC** (m; 35,940; S; 41,314), Phoenix, Ariz. **Francis E. Ross** (also feature writer, promotion work; correspondent for Reuter's). Uses varying amount of space on irregular basis, radio news being restricted almost entirely to major Arizona programs. Art work is used only in connection with outstanding Arizona broadcasts. Log, in form of paid advertisements, lists KTAR, KOY. Rate (advertising is sold as a unit in Republic and Phoenix Gazette): 17 cents per line, one morning and one evening weekday edition; 19 cents, Sunday and one evening edition.

**ARIZONA DAILY STAR** (m; 12,575; S; 13,089), Tucson, Ariz. **Marion Mitchell** (also reporter). Uses about 10 column-inches daily, up to full column Sunday, including listings and "best bets"—**N,R,C**. Also uses 3 to 5 one or 2-column mats on Sunday. Art rarely used in daily column. Prefers program news (details, guest stars, music, etc.) well in advance. Lists NBC, CBS, Mutual, Arizona and Arizona Broadcasting Co. networks, KVOA, KTUC, KTAR, KNX, KFI, KOA, KGO, KSL, WBAP-WFAA, KRLD. Rate: 6 cents per line.

### ARKANSAS

**ARKANSAS DEMOCRAT** (e; 40,302; S; 48,770), Little Rock, Ark. **Miss Lynn Liske** (also film editor). Uses 5 to 10 inches in film-radio column daily—**R,C,N**. Also uses several columns of news and features pertaining to national programs in Sunday Magazine Section, plus a page of art work. Accepts glossy prints and mats. Prefers gossip and program criticisms. Uses AP listings for NBC and CBS. Rate: 11 cents per line daily, 12 cents Sunday.

**ARKANSAS GAZETTE** (m; 55,830; S; 74,553), Little Rock, Ark. **Inez H. MacDuff**

## RADIO EDITORS—Continued

(also Sunday magazine editor, feature writer, reporter). Uses weekly material, 2 columns in news section, one page in Sunday magazine, including news, listings, etc. Also uses one to three 2-column cuts in magazine; accepts mats. Lists KLRA, CBS. Rate: Information not received.

## CALIFORNIA

**ALAMEDA TIMES-STAR** (e, except Saturday; 5,562), Alameda, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

**ALHAMBRA POST ADVOCATE** (e; 6,049), Alhambra Calif. No radio editor. Uses daily log, prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

**ANAHEIM BULLETIN** (e; 3,082), Anaheim, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

**BAKERSFIELD CALIFORNIAN** (e; 15,873), Bakersfield, Calif. **Robert Franklin** (also county editor). Uses small, variable amount of space daily—N—plus log of 30 column-inches Monday through Friday, double on Saturday. Also uses infrequent art with news angle, accepting mats only. Lists NBC, KNX, KERN, KPMC. Rate: 6½ cents per line.

**BERKELEY DAILY GAZETTE** (e; 10,466), Berkeley, Calif. **Helene Peters** (also reporter). Uses 7-inch column Monday through Friday, double on Saturday—N. Also uses nearly 2 columns of listings daily except Saturday, when space runs to about 3½ columns. No art work. Prefers straight news, accurate and timely. Lists KGO, KPO, KSFO, KYA, KLX, KRE and KROW completely; high-

lights of KLA, KSAN, KJBS. Rate: 6 cents per line, 84 cents per inch.

**CULVER CITY STAR-NEWS** (e; 1,731), Culver City, Calif. No radio editor. Uses daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

**FRESNO BEE** (e; 47,421; S: 46,748), Fresno, Calif. **Arthur J. Welter** (also auto and outing editor). Uses 500 to 750 words daily, 1,000 to 1,500 words Saturday (no Sunday column)—N,C,R. Station log runs one column daily, 6 columns Saturday. Also uses occasional half or full-column cut daily, one, 2 or 3-column cuts Saturday. Accepts glossy prints and mats. Prefers publicity on preparation of new shows (advance), gossip about entertainers, program material. Lists KMJ, KPO, KARM and KNX, for complete coverage of NBC and CBS. Rate: 14 cents per line.

**FULLERTON NEWS TRIBUNE** (e; 3,417), Fullerton, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

**GLENDALE NEWS-PRESS** (e; 13,127). **Homer Canfield**. Uses daily log, 2 columns by 16 inches, listing KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. No regular column or art work. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

**RADIOLOGIC** (twice weekly; 5,000), Glendale, Calif. **Homer Canfield**. Owner and editor of Radiologic, twice-weekly magazine devoted exclusively to radio—R,N,C. Art work is used on the cover and throughout the magazine; accepts glossy prints and mats. Prefers straight program information giving artists, selections, routines, etc. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. Rate: \$2.25 per inch. (As free lance radio editor, also handles material for Glendale News-Press, Alhambra Post Advocate, Culver

## RADIO EDITORS—Continued

City Star-News, Monrovia News-Post, San Pedro News-Pilot, Redondo Daily Breeze, Santa Monica Evening Outlook, Huntington Park Signal, Ventura Star-Free Press, Anaheim Bulletin, Inglewood Daily News, Wilmington Daily Press, Fullerton News Tribune, Oxnard Evening Press, Ontario Daily Report (all southern California papers); Richmond Independent, Alameda Times-Star, Vallejo Times Herald, Palo Alto Times, Redwood City Tribune, San Mateo Times, Watsonville Register-Pajaronian, Santa Cruz Evening News, San Rafael Independent, Napa Register (all northern California papers). For information on these papers, see individual listings. (All releases, etc., should be addressed to Radiologic, Glendale News-Press Bldg., 333 N. Brand Blvd., Glendale, Calif.).

**HOLLYWOOD CITIZEN-NEWS** (e; 26,-449), Hollywood, Calif. **Zuma Margaret Palmer.** Uses about 27-inch column daily—N.C.R. Also uses 45 inches of listings daily, about 67 inches Saturday; 3½ to 4 inches of "best bets" daily, about 10 inches Saturday. One-column cut is run each day; accepts both glossy prints and mats. Prefers program information, biographies, direct quotations on radio subjects, occasional human interest stories. Lists KMTR, KFI, KMPC, KEHE, KHJ, KFWB, KFVD, KNX, KRKD, KGFJ, KFSG, KFOX, KFAC, KGER, KECA. Rate: \$1.85 per column-inch.

**HUNTINGTON PARK SIGNAL** (e; 5,787), Huntington Park, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**INGLEWOOD DAILY NEWS** (e; 4,552), Inglewood, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches of "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**LONG BEACH PRESS TELEGRAM** (e; 43,008; S: 52,887) & **SUN** (m: 11,992). **Jack Holmes.** For details of his column, pub-

lished in various papers, see separate listing under Los Angeles, Calif.

**LOS ANGELES, CALIF. Jack Holmes.** Uses daily log in Los Angeles Herald & Express, Los Angeles Times, Los Angeles Examiner, Los Angeles News, Long Beach Press Telegram, Long Beach Sun (see listings of individual papers for publication and circulation details). Log runs about 2½ columns and lists KNX, KFI, KECA, KHJ, KFWB, KEHE, KMTR, KRKD, KGEJ, KFVD, KFOX, KGER, KVOE, KFAC, KMPC. No art work. Rate: National R.O.P.

**LOS ANGELES EXAMINER** (m: 220,185; S: 560,882), Los Angeles, Calif. **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.

**LOS ANGELES HERALD & EXPRESS** (e; 241,531), Los Angeles, Calif. **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.

**LOS ANGELES NEWS** (m: 97,883; e: 96,836), Los Angeles, Calif. **Jack Holmes.** For details of his column, see separate listing under Los Angeles, Calif.

**LOS ANGELES TIMES** (m: 219,341; S: 357,459), Los Angeles, Calif. **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.

**MONROVIA NEWS-POST** (e; 2,753), Monrovia, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**NAPA REGISTER** (e; 3,304), Napa, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**OAKLAND POST-ENQUIRER** (e; 48,958), Oakland, Calif. **Emmet Britton, Jr.** (also librarian). Uses 2-column log daily. No art work. Prefers background material on national and international speeches,

## RADIO EDITORS—Continued

- advance information on special spot events of national or local interest. Lists KGO, KPO, KSFO, KFRC, KSAN, KJBS, KYA, KROW, KLX, KRE, KLS. Rate: 18 cents per line.
- OAKLAND TRIBUNE** (e: 76,620; S: 63,377). Oakland, Calif. No radio editor. Paper carries 2-column log, listing KLX, KPO, KGO, KSFO, KFRC, KYA, KROW, KJBS, KRE, KLS and KSAN completely: summary of short-wave stations. No art work. Rate: 21 cents per line, with one-inch minimum.
- ONTARIO DAILY REPORT** (e: 4,261), Ontario, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- OXNARD EVENING PRESS** (e: 902). Oxnard, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- PALO ALTO TIMES** (e: 4,911), Palo Alto, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- PASADENA INDEPENDENT** (Mon., Wed., Fri., radio editor states there are 48,000 subscribers), Pasadena, Calif. **Will N. MacBird** (by-line, "Bill Bird"). Uses 22 inches each issue—N.R.C. Log runs 45 to 60 inches per issue; "best bets," 3 to 5 inches. No set policy regarding art, but rarely uses it. Prefers straight, complete publicity, with any news angle covered. Lists NBC, CBS, Mutual, Don Lee, KFI, KECA, KNX, KHJ, KFWB, KEHE, KFAC, KMPC, KIEV, KGfJ, KFVD, KPFC, KMTR. Rate: 10 cents per line.
- PASADENA POST** (m: 22,044; S: 22,257) & **STAR-NEWS** (e: 22,420); Pasadena, Calif. **Reg Warren** (also real estate editor, automobile section editor). Uses one column daily except Sunday—N.R.C. Log runs to 21 inches in the Star-News, 38 inches in the Post, with 4 or 5 inches devoted to "best bets." No art work. Prefers publicity with news value. Lists NBC, CBS, Mutual, California Radio System, KGER, KFAC, KFOX, KPFC, KRKD, KFVD, KEHE, KMPC, KMTR. Rate: \$1.82 per inch in either paper; \$2.66 for both.
- PETALUMA ARGUS-COURIER** (m, e: 3,327), Petaluma, Calif. **Elwood F. Owen** (also handles news writing, circulation). Uses about 2-column log daily, listing KPO, KGO, KFRC, KFSC. No art work. Rate: 4 cents per line.
- REDONDO DAILY BREEZE** (e: 3,376), Redondo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- REDWOOD CITY TRIBUNE** (e: 3,152), Redwood City, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- RICHMOND INDEPENDENT** (e: 5,826), Richmond, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- SACRAMENTO BEE** (e: 65,736), Sacramento, Calif. **Ronald D. Scofield** (also music, drama, film, art and literary editor). Uses 2 columns Monday through Friday, full magazine feature page and full news page Saturday—N.C. Log runs 20 inches with three-quarter column of "best bets" Monday through Friday; 125 inches Saturday, with column and a half of "best bets." Also uses one or 2 columns of art work daily, page layouts in Saturday Magazine; accepts



## RADIO EDITORS—Continued

glossy prints. Lists KFBK, KPO, KGO, KSFO, KFRC. Rate: 18 cents per line, plus 15% for position.

**SAN DIEGO UNION** (m: 27,465; S: 38,453) & **SAN DIEGO TRIBUNE** (e: 32,203), San Diego, Calif. **Maurice W. Savage** (also drama and film editor). Uses daily 2-column log, listing NBC, CBS, Mutual, KFSD, KFI, KOA, KFWB, KNX, KSL, KGB, KECA. No art work. Rate: \$3 per inch.

**SAN FRANCISCO CALL-BULLETIN** (e: 108,067), San Francisco, Calif. No radio editor. Uses log only; call letters listed not given. According to 1938-39 writeup, paper listed KPO, KGO, KSFO, KFRC, KJBS, KGW, KYA, KGGC, KRE, KLX, KROW. Rate: Information not received.

**SAN FRANCISCO CHRONICLE** (m: 104,893; S: 185,806), San Francisco, Calif. **Walter Bendick**. No regular column or art. Uses daily 69-inch log, listing KGO, KPO, KFRC, KSFO, KYA, KSA, KJBS, KROW, KRE, KLS. Rate: \$3.08 per inch weekdays, \$3.50 Sunday.

**SAN FRANCISCO EXAMINER** (m: 163,003; S: 442,641), San Francisco, Calif. No radio editor. Carries only program log. No further details received.

**SAN FRANCISCO NEWS** (e: 105,671), San Francisco, Calif. **Emilia Hodel** (also art critic, women's features). Uses 45-inch log daily, listing KFRC, KPO, KGO, KSFO, KYA, KRE, KROW, KJBS, KLX. KSA. No art work. Rate: 25 cents per line.

**SAN JOSE MERCURY HERALD** (m: 19,616; S: 20,125), San Jose, Calif. No radio editor; library staff headed by Roger Clark handles material. Carries 59½ inches of listings and highlights daily and Sunday, plus nearly 5 inches of "best bets." No art work. Lists KSFO, KFRC, KPO, KGO, KROW, KQW, KYA. Rate: 7 cents plus, per line (\$1 per inch), daily or Sunday.

**SAN JOSE NEWS** (e: 10,767), San Jose, Calif. **Stanley J. Waldorf** (also reporter). Uses 26-inch log Monday through Friday. 48-inch on Saturday; 10 inches of "best bets" Monday through Friday, 20 inches on Saturday. No art work. Lists KSFO, KFRC, KPO, KGO, KLX, KQW, KYA, plus short-wave stations listed by Radio Manufacturers' Association. Rate: 6 cents per line.

**SAN MATEO TIMES & NEWS LEADER** (e: 5,545), San Mateo, Calif. No radio editor. Carries daily log prepared

by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**SAN PEDRO NEWS-PILOT** (e: 9,628), San Pedro, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**SAN RAFAEL INDEPENDENT** (e: 4,492), San Rafael, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (See listing under Radiologic, Glendale, Calif.).

**SANTA BARBARA NEWS-PRESS** (m: 5,570; e: 10,003; S: 14,614), Santa Barbara, Calif. **Elinor Hayes** (also reporter). Uses 15 to 20-inch column daily (principally devoted to KTMS, News-Press station)—N.R.C. Also uses 30-inch log daily, 60-inch Sunday. Art work used on theatre-radio page as desired; mats accepted. Lists KTMS, KFI, KNX, KDB. Rate: \$1.19 per inch.

**SANTA CRUZ EVENING NEWS** (e: 3,194), Santa Cruz, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**SANTA MONICA OUTLOOK** (e: 11,089), Santa Monica, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**STOCKTON INDEPENDENT** (m: 9,090), Stockton, Calif. **Mrs. Florence C. Wy-**

## RADIO EDITORS—Continued

**coff** (also society editor). Uses 20 inches daily—**N,C,R** used equally. Log runs 40 inches with 4 inches devoted to "best bets." Uses art work occasionally; accepts mats. Lists KGO, KPO, KSFO, KWG, KGDM. Rate: 5 cents per line.

**STOCKTON RECORD** (e; 23,736), Stockton, Calif. **Rossi Reynolds** (also theatre editor, reporter). Uses 22-inch log and about 5 inches of "best bets" daily. No art work. Lists KWG, KGDM, KGO, KPO and KSFO completely; KFRC from 5 p.m. to midnight. Rate: \$1.26 per one-column inch.

**VALLEJO TIMES-HERALD** (m, except Monday: 5,754; S: 5,788), Vallejo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**VENTURA STAR-FREE PRESS** (e; 6,983), Ventura, Calif. No radio editor. Carries Homer Canfield's "Radiologic"—**R,N,C**. Log, also prepared by Homer Canfield, runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated column, see his listing under Radiologic, Glendale, Calif.).

**WATSONVILLE REGISTER-PAJARONIAN** (m, e; 3,739; S: 2,296), Watsonville, Calif. No radio editor. Carries Homer Canfield's "Radiologic" column daily—**R,N,C**. Log, also prepared by Homer Canfield, runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

**WILMINGTON DAILY PRESS** (e; 5,721), Wilmington, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further de-

tails of Homer Canfield's syndicated column, see his listing under Radiologic, Glendale, Calif.).

**WOODLAND DAILY DEMOCRAT** (e; 2,500), Woodland, Calif. **Lucile Evans** (also feature writer). Uses 6-inch column daily—**N,C,R**. Log runs 6 inches, with 5 inches of "best bets." No art work. Prefers newsworthy items on industry, biography and guest listings. Lists KPO, KGO, KFRC, KGBK, KSFO, KROY, KYA, KFI, KLX. Rate: 50 cents per inch.

**BOULDER DAILY CAMERA** (e; 3,901), Boulder, Colo. **Janette Lewis** (also news reporter). Uses a weekly column written by Mrs. George Andrus, free lance—**C,N,R**. Log appears daily and runs 12 inches. No art work. Lists KOA, KLZ, KFEL, KVOD. Rate: Information not received.

## COLORADO

**DENVER POST** (e; 155,320; S: 271,439), Denver, Colo. **Betty Craig** (also film reviewer). Uses 19-inch log daily, 84 inches Sunday. No art work. Lists KOA, KLZ, KVOD, KFEL. Rate: 45 cents per line daily, 60 cents Sunday.

**ROCKY MOUNTAIN NEWS** (m; 38,247; S: 42,205), Denver, Colo. **Jimmy Briggs** (also drama and financial editor). No regular column or art work. Log appears daily and runs 8 inches by 2 columns weekdays; 7 inches by 2 columns Sunday. Lists KOA, KLZ, KVOD, KFEL. Rate: 16 cents per line weekdays, 20 cents Sunday.

**CHIEFTAIN** (m; 9,097) & **STAR-JOURNAL** (e; 12,456; S: 23,202), Pueblo, Colo. **Phil Kerby** (also police reporter). Uses 10-inch, 2-column log daily, listing KOA, KGHF, KLZ. No art work. Rate: 2½ cents per word.

## CONNECTICUT

**BRIDGEPORT HERALD** (S; 69,066), Bridgeport, Conn. **Leo Miller** (also film editor). Uses 2 pages every Sunday—**N,C,R**. Art work averages one page; accepts glossy prints and mats. Log also runs a full page and lists WEAF, WJZ, WABC, WOR, WMCA, WTIC, WICC, WDRC, WTHH, WELI, WBRY, WHN, WQXR, WNBC, WNLC, WATR. Prefers straight, brief, newsworthy releases. Rate: 22 cents per line, black and white; 25 cents, four colors.

## RADIO EDITORS—Continued

**BRIDGEPORT POST** (e; 41,264; S: 26,906) & **TELEGRAM** (m; 12,936), Bridgeport, Conn. **W. Rockwell Clark, Jr.** (also feature editor, Sunday Post). Uses 30-inch column daily and Sunday—**N,R,C.** Log runs 40 inches, "best bets" 4 inches. Also uses one-column mat or cut daily, varying amount of art work Sunday; accepts mats only. Prefers short newsy items and recorded program previews, when possible. Lists NBC, CBS, Mutual, WICC, WELI, WHN, WMCA and WQXR completely; evening highlights of WBRY, WGN, WHAM, WHO, WLW, WEVD, WNEW, WPG, WSM, WTAM, WTIC. Rate: 15 cents per line for combined dailies (morning Telegram, evening Post); 10 cents per line for Sunday Post.

**BRIDGEPORT TIMES-STAR** (e; 28,577), Bridgeport, Conn. **Frederic T. Thoms** (also conducts Times-Star Santa Claus Toy Campaign over WICC each Christmas season). Uses 10 inches Monday through Friday, 15 inches Saturday—**R,N,C.** Log runs 42 inches with 5 inches of "best bets." Also uses one or 2-column cut each day; accepts glossy prints and mats. Prefers straight news stories, guest lineups, musical details. Lists WICC, WELI, WEA, WJZ, WABC, WOR, WHN, WMCA. Rates: 9 cents per line.

**DANBURY NEWS-TIMES** (e; 10,273), Danbury, Conn. **Warren C. Rockwell** (also reporter and feature writer). Uses 4 or 5-inch column daily—**R,N,C.** Also uses about 16 inches of listings and 6 inches of "best bets." No art work. Lists NBC, CBS, Mutual, WICC. Prefers daily logs, last-minute changes, high spots, news and coming highlights. Rate: 6 cents per line.

**GREENWICH TIME** (e; 3,129), Greenwich, Conn. **Victor R. LaVolpe** (also reporter). No regular column; uses some radio material in a general column run on Wednesday. Log appears daily and runs about 10 inches, listing WEA, WJZ, WABC, WOR, WHN, WMCA, WICC. No art work. Rate: 4 cents per line.

**HARTFORD COURANT** (m; 41,045; S: 72,523), Hartford, Conn. **Douglas M. Fellows** (also garden editor, feature writer, theatre reviewer, assistant to Sunday Magazine editor). No regular column or art work. Uses daily log, with box featuring outstanding programs. Lists WTIC, WDRC, WTHT, WNBC, WOR, WJZ. Rate: 12 cents per line daily, 17 cents Sunday (display);

radio program listing, \$1 per count line daily or Sunday.

**HARTFORD TIMES** (e; 66,970), Hartford, Conn. **Harold B. Waldo** (also general work, luncheon club reporter). Uses 60 inches Monday through Friday, 100 inches Saturday—**N.** Log runs 40 inches, with 6 to 10 inches of "best bets." Accepts glossy prints and mats, though no art work is used. Prefers material sent in mat form. Lists WEA, WJZ, WABC, WOR, WTHT, WTIC, WDRC, WNBC. Rate: 17 cents per line.

**NEW BRITAIN HERALD** (e; 18,012), New Britain, Conn. **Charles J. Sikora** (also reporter). Uses 10-inch log Monday through Friday, 35 inches on Saturday. No art work. Lists WEA, WJZ, WABC, WTIC, WDRC. Rate: 10 cents per line.

**NEW BRITAIN TRIBUNE** (S), New Britain, Conn. **Luther E. Carle, Jr.** (also advertising). Uses 10 inches every Sunday—**N,R,C.** Log runs 24 inches, with 4 inches of "best bets." Accepts glossy prints and mats, but art work is apparently rarely used. Prefers gossip, advance information on programs, and mats. Lists WEA, WABC, WOR, WGY, WNBC, WTIC, WDRC, WTHT. Rate: \$1.00 per inch.

**\*NEW HAVEN JOURNAL-COURIER** (m; 23,020), New Haven, Conn. **Stanley Veno** (also reporter, editorial work). No regular column or art work. Uses daily 30-inch log, listing WEA, WJZ, WABC, WOR, WMCA, WGY, WLW, WHN. Rate: No information received.

**\*NEW HAVEN REGISTER** (e, S: 66,502), New Haven, Conn. **Colby Driessens** (also assistant Sunday editor). No regular column or art work. Log runs 20 inches daily, 35 inches Sunday, with 3 inches of "best bets" on Sunday only. Lists NBC, CBS and Mutual. Rate: No information received.

**SOUTH NORWALK SENTINEL** (e; 6,741), South Norwalk, Conn. **Le Roy D. Downs** (also editor). No regular column or art work. Uses daily 35-inch log, with 2 columns by 5 inches of "best bets." Accepts mats. Lists WEA, WJZ, WABC, WOR, WICC, WMCA, WTIC, WHN. Rate: Information not received.

**STAMFORD ADVOCATE** (e; 13,078), Stamford, Conn. **Leonard S. Massell** (general news, police and political reporter). Uses 8 to 10 inches daily—**C,N,R.** Art work is rarely used; ac-

## RADIO EDITORS—Continued

cepts mats. Log runs about a full column and lists WEA, WJZ, WABC, WOR, WICC. Rate: 8 cents per agate line.

**TORRINGTON REGISTER** (e; 7,140), Torrington, Conn. **John H. Thompson** (also managing editor). Uses three-quarter column daily including log—**N,R,C**. Art work is used occasionally; mats accepted. Lists WTIC, WOR, WORC, WNBC, WJZ. Rate: 6 cents per line.

**WATERBURY DEMOCRAT** (e; 10,630), Waterbury, Conn. **Cornelius F. Maloney** (also editorial work, feature writer). Uses one column daily—**C,N,R**. Log runs column and a half to 2 columns, with 5 to 6 inches devoted to "best bets." Also uses one or 2-column cuts; accepts mats. Prefers material on stars, orchestras and leaders, commentators. Lists WEA, WJZ, WABC, WOR, WTIC, WATR. Rate: 8 cents per line.

**WATERBURY REPUBLICAN** (m; 15,482; S: 21,396), Waterbury, Conn. **William J. Slator** (also city editor). Uses 20 inches daily, up to 35 inches Sunday—**N,R,C**. Log runs 50 inches, with 8 inches of "best bets." Also uses one cut daily, single or double-column, 3 on Sunday. Prefers straight news, programs, program corrections. Lists WEA, WJZ, WABC, WOR, WBRY, WATR, WTIC, WDRC, WICC. Rate: No information given. (Note: Programs for Republican and American originate with the Republican. Radio column is mostly prepared, but not by-lined, by E. Christy Erk, for whose listing see the Waterbury Republican-American. William Slator frequently writes column, supervises department).

**WATERBURY REPUBLICAN** (m; 15,482; S: 21,396) & **AMERICAN** (e; 19,394), Waterbury, Conn. **E. Christy Erk** (also newscaster over WBRY, owned by the papers). Uses 3 to 4 columns weekdays and Sunday—**R,C,N**. Log runs varying length, with "best bets" listed in 10-point paragraph. Also uses at least one piece of art weekdays, 3 on Sunday; accepts glossy prints and mats. Lists WEA, WJZ, WABC, WOR, WTIC, WBRY, WICC, WATR. Rate: No information given. (Also see listing under Waterbury Republican.)

## DELAWARE

**WILMINGTON MORNING NEWS** (12,751) & **JOURNAL-EVERY EVENING** (42,811), Wilmington, Del. No radio editor.

Carries logs only, running 24 inches daily in each paper, with Sunday programs listed in Saturday edition. Mats are used occasionally. Lists WDEL, WILM, KYW, WEA, WFIL, WJZ, WIP, WOR, WCAU, WABC regularly; occasionally others in highlight boxes. Rate: 16 cents, display; \$1 per count line in radio program.

**WILMINGTON SUNDAY STAR** (9,800), Wilmington, Del. **Warren W. Seaver** (also news editor). Uses 30-inch log each Sunday, plus one mat (usually 2-column). Accepts glossy prints and mats. Lists WEA, WJZ, WABC, WOR, WIP, KYW, WFIL, WCAU, WILM, WDEL, plus short wave stations. Rate: 6½ cents per line.

## DISTRICT OF COLUMBIA

**WASHINGTON DAILY NEWS** (e; 75,197), Washington, D. C. **Katherine Smith** (also assistant to drama editor, miscellaneous desk work). Uses daily log, 2 columns by about 20 inches, with 2 inches devoted to news items, "best bets," etc. No art work. Prefers brief information on new shows, guest stars, musical selections, speakers and their subjects. Lists WRC, WMAL, WJSV, WOL. Rate: 20 cents per line.

**\*WASHINGTON POST** (m; 114,532; S: 114,148), Washington, D. C. **Richard Coe** (also film critic). No regular column. Log runs 20 to 40 inches weekdays, 40 to 50 inches Sunday, including 10-inch, double-column box featuring "best bets" both weekdays and Sunday. Virtually no art work is used. Lists WRC, WMAL, WOL and WJSV in all editions; plus WFMD, WJEJ, WSVA and WCHV in state editions. Rate: Information not received.

**WASHINGTON STAR** (e; 141,062; S: 152,969), Washington, D. C. **Chris Aubrey Mathisen** (also news reporter, rewrite man). Uses 26-inch log daily and Sunday, and 3 inches of "best bets". No art work. Lists WMAL, WRC, WOL, WJSV, plus highlights of short-wave stations. Rate: 26 cents per agate line.

**WASHINGTON TIMES-HERALD** (m, e; 193,952; S: 200,267), Washington, D. C. **Sidney Epstein** (also head copy boy). No regular column or art work. Uses daily log, running 2 columns by 11 inches, with 5 inches of "best bets". Lists NBC, CBS, Mutual, WRC, WMAL, WOL, WJSV. Rate: 30 cents per line weekdays, 42 cents Sunday.

## RADIO EDITORS—Continued

### FLORIDA

**FLORIDA TIMES-UNION** (m: 74,518; S: 81,845), Jacksonville, Fla. **Richard G. Moffett** (also film editor, special writer). Uses 20-inch log daily. No art work. Lists network material furnished by AP and WJAX, WMBR. Rate: 14 cents per inch daily, 16 cents Sunday.

**JACKSONVILLE JOURNAL** (e; 40,021), Jacksonville, Fla. No radio editor; material handled by advertising department. No column or art work. Log appears daily and runs about 16 inches, with about 3 inches of "best bets." Lists WJAX, WMBR. Rate: 12 cents per line.

**MIAMI DAILY NEWS** (e: 48,329; S: 44,474), Miami, Fla. **James McLean** (also reporter). Uses about 12 inches daily. **R,N,C.** Log runs about 26 inches. Also uses half-column cuts daily; accepts glossy prints and mats. Prefers program previews, sidelights on personalities, news on radio. Lists WIOD, WQAM, WKAT, WJNO. Rate: 13 cents per line.

**MIAMI HERALD** (m: 78,336; S: 81,613), Miami, Fla. **Marion S. Stevens** (also news and feature writer). Uses about 5 inches, double-column, daily and Sunday—**N,R,C.** Log runs about 8½ inches, with 2 or 3 inches of "best bets" in double-column box. Also uses 2 half-column or one single-column cut almost daily; accepts glossy prints and mats. Prefers general news, coming events, humorous items of general interest, news of radio and television development. Lists WQAM, WIOD, and WKAT in all editions; other Florida stations in state editions. Rate: 16 cents per line daily, 18 cents Sunday.

**OCALA BANNER** (m, except Monday: 3,739; S: 3,739), Ocala, Fla. **Helen Newsum** (also bookkeeper). No regular column, log or art work. Uses occasional news item; accepts mats. Rate: Information not received.

**ST. PETERSBURG EVENING INDEPENDENT** (11,424), St. Petersburg, Fla. **Bill Dunlap** (also reporter-photographer). Uses 16 inches daily, including program log—**N.** Art work is used occasionally; accepts mats. Lists NBC, WSUN-WFLA, WDAE. Rate: 8 cents per line.

**TAMPA DAILY TIMES** (e; 25,332), Tampa, Fla. **Joseph F. Smiley** (on staff of WDAE, owned by the paper). Uses 20-inch column daily—**N,R,C.** Program log runs about 15 inches, with 2 inches of

"best bets". Art work is used once a week and averages 4 one-column cuts plus liberal cut lines; accepts mats only. Prefers straight news of program outline, short items on cast and program personalities. Lists WDAE, WFLA-WSUN. Rate: Information not received.

**TAMPA TRIBUNE** (m: 53,944; S: 61,128), Tampa, Fla. **Gordon Grant** (also police reporter). Uses a full column on Sunday—**N,R,C.** Log appears daily and runs about 15 inches. Also uses a varying amount of art work; accepts glossy prints. Prefers descriptions of Sunday programs. Lists NBC, CBS and Mutual. WFLA, WDAE, WSUN. Rate: 14 cents per line daily, 15 cents Sunday.

### GEORGIA

**ALBANY HERALD** (e: 7,005; S: 6,951), Albany, Ga. **James M. Robinson** (also sports and film editor). Uses varying amount of space daily, occasionally up to one column. Log runs 6 inches with about 6 inches of "best bets." Also uses unspecified amount of art work; accepts glossy prints. Prefers pictures, "newsy" briefs. Lists NBC, CBS, Mutual. Rate: 5 cents per agate line.

**ATLANTA CONSTITUTION** (m: 95,524; S: 102,805), Atlanta, Ga. **Howell Madison Jones** (also church news department). Uses 12-inch column daily, 16-inch Sunday—**N,R,C.** Program log runs to 20 inches for local stations, 4 inches for WLW, 5 inches for short-wave, 5 inches for network programs, with 4 inches of "best bets". One-column and occasional 2-column art work used Sunday; accepts glossy prints and mats. Prefers material concerning programs, such as names of guests, title of dramatic feature, if any, names of cast-members, name of band or other musical features and list of songs to be heard on program, if possible. Lists WGST, WSB, WAGA, WATL, WLW and short-wave stations completely; NBC, CBS and Mutual after 6 p. m. Rate: 20 cents per line daily, 22 cents Sunday.

**ATLANTA GEORGIAN** (e: 78,762) & **SUNDAY AMERICAN** (155,646), Atlanta, Ga. **Treville Lawrence**. Uses daily listings which include—**N,R,C.** Also uses 2 or 3 pieces of art weekly; accepts glossy prints and mats. Prefers information on programs, description of broadcasts, etc. Lists WSB, WGST, WAGA, WATL, WLW, WRGA, WRDW, WPAX, WAXY, WRBL. Rate: 18 cents per line daily, 30 cents Sunday.

## RADIO EDITORS—Continued

**ATLANTA JOURNAL** (e; 97,850; S: 116,-898), Atlanta, Ga. **Ernest Rogers** (also newscaster). Uses about half-page weekdays, full page Sunday—**N.C.R.** Log runs 2 columns, with as much space as needed devoted to "best bets". Also uses one piece of art work daily (usually 2-column), 2 on Sunday; accepts glossy prints. Prefers straight news and gossip on stars, programs, etc. Lists WSB, WAGA, WGST, WATL. Rate: 20 cents per line daily, 22 cents Sunday.

**MACON NEWS** (e; 8,925), **TELEGRAM** (m; 22,971) & **NEWS-TELEGRAM** (S: 27,952), Macon, Ga. Uses very small amount of news daily; art work rarely. Log runs to one column. Prefers log showing programs and stations carrying them, especially information on network shows. Lists WMAZ completely; NBC and CBS from 6 p.m. Rate: 15 cents per line. (All material is run in the Evening News, Morning Telegraph and Sunday News-Telegraph).

**SAVANNAH DAILY TIMES** (e, except Saturday: 6,881; S: 7,041), Savannah, Ga. **Milt Brown** (assistant to society editor). Uses 40 inches daily—**N.C.R.** Log runs 20 inches, with 20 inches of "best bets". Also uses 6 to 20 inches, by 2 columns, of art work daily; accepts mats. Prefers news and gossip. Lists WSOC completely; highlights of other stations. Rate: 70 cents per column-inch.

**WAYCROSS JOURNAL-HERALD** (e; 5,-049; S: 5,049), Waycross, Ga. **Liston Elkins** (also city editor). Uses half-column daily—**N.C.R.** Log runs to half-column with quarter-column of "best bets". Also uses occasional cuts and accepts both glossy prints and mats. Lists WAYX completely, and highlights of all networks as furnished by the AP. Rate: 60 cents per column inch.

## ILLINOIS

**BELVIDERE DAILY REPUBLICAN** (e; 3,879), Belvidere, Ill. **Frank E. Loomis** (also city editor). Uses full column daily—**N.C.** Log runs 6 inches and lists WAAF, WBBM, WCBM, WCFL, WCRW, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WSBC. Also uses occasional formats; accepts mats. Prefers releases of a general nature. Rate: 10 cents per line.

**CHICAGO AMERICAN** (e; 397,034), Chicago, Ill. **Lorene Nystrom**. Uses 2-column log daily, with 5 inches of "best bets" Monday through Friday, 10 inches Saturday. Art work is used only in pre-

date issues; accepts glossy prints. Lists WENR, WLS, WMAQ, WCFL, WBBM, WIND, WJJD, WGN, WCBM, WSBC, WGES, WHIP, WWAE, WAAP, WMBI, WHFC, WEDC. Rate: 60 cents per line.

**CHICAGO DAILY NEWS** (e; 430,111), Chicago, Ill. **Joseph A. Gorg**. Uses 1½ column log, including half-column of "best bets" Monday through Friday; 3-column log Saturday, including one column of highlights and best bets. Also uses about 3 pictures a month and accepts glossy prints. Lists WMAQ, WBBM, WENR, WLS, WGN, WJJD, WIND, WAAF, WSBC, WGES, WHIP, WCBM, WMBI, WEDC. Rate: 75 cents per line.

**\*CHICAGO DAILY TIMES** (e, except Saturday: 362,502; S: 345,444), Chicago, Ill. **Don Foster** (Bill Irwin, real name). Uses 10 inches daily—**N.C.R.** Log runs 24 inches with 8 inches of "best bets". Also uses half-column of art daily, 5-column layout Sunday; accepts glossy prints. Lists "all Chicago major stations and some minor stations;" more specific information not available. Rate: Information not received.

**CHICAGO HERALD & EXAMINER** (m; 324,370) & **SUNDAY EXAMINER** (946,-742), Chicago, Ill. **Ulmer Turner** (also newscaster). Uses half to three-quarter column weekdays, half-page Sunday—**N.R.C.** (Column occasionally dropped weekdays, always appears on Sunday). Log runs 2 columns weekdays (tabloid depth), one column Sunday (full size edition depth), with about 10 inches of "best bets" on Sunday only. Also uses a total of 3 or 4 pictures during the week, 2 columns of art work Sunday; accepts glossy prints. Prefers straight news and gossip; pictures of girl performers, informal shots of stars at work. Lists WAAF, WBBM, WCBM, WCFL, WCRW, WEDC, WENR, WGES, WGN, WHFC, WHIP, WIND, WJJD, WLS, WMAQ, WMBI, WSBC, WWAE. Rate: 40 cents per line weekdays, \$1.10 Sunday.

**CHICAGO TRIBUNE** (m; 903,922; S: 1,134,-019), Chicago, Ill. **Larry Wolters** (also reporter, copy reader). Uses varying amount of space daily, full page Sunday, including listings, etc.—**N.C.R.** Log runs about 25 inches, with 10 inches of "best bets". Also uses unspecified amount of art work daily; accepts glossy prints. Lists WGN, WIND, WMAQ, WBBM, WLS, WAAF, WCFL, WCBM, WMBI, WJJD, WWAE, WSDC, WGES, WHFC, WHIP. Rate: \$1.40 per line daily, \$1.75 Sunday.



## RADIO EDITORS—Continued

**DOWN BEAT** (monthly; 41,194), Chicago, Ill. **Harold Jovien** (also advertising representative). Uses 20 to 30 inches in Down Beat, a music trade publication, every issue—**N,R,C**. Also uses a varying amount of art work; accepts glossy prints and mats. Lists NBC, CBS, Mutual, WAAF, WJJD, WIND, WCFL, WTMJ, WBBM, WMAQ, WENR, WGN, WHIP, WWAE, WMCA, WNEW, WHN, KYW, KDKA, WLW, WCAU, KNX, KEHE, WSAI, WWL, WHB, WFIL, KMOX, WTAM, WXYZ, KMOX, WTAM, WIL, WDSU, WGY, WSM. Rate: \$6 per inch; guaranteed page position, 15% extra. (As free lance radio editor writes column for Up Beat, a monthly (\$4.50 per inch), devoted principally to highlight listings of musical programs; a column for Associated Negro Press, devoted principally to highlight listings of programs featuring negro artists; a gossip, news and review column for the Brighton Park Life, a weekly (10 cents per line). Each column runs 20 to 30 inches and features art work.

**DECATUR HERALD** (m; 20,624), **REVIEW** (e; 24,804) & **SUNDAY HERALD-REVIEW** (40,160), Decatur, Ill. **Robert L. Tieken** (also copyreader). Uses 10 inches daily—**N,C**. Log runs 3 columns, with 5 inches of "best bets". Also uses art work 3 times a week; accepts glossy prints. Prefers news notes on programs. Lists WGN, WMAQ, WENR, WBBM, KMOX, WCFL; outstanding NBC, CBS and Mutual programs when available on other stations in midwest. Rate: Information not received.

**EAST ST. LOUIS JOURNAL** (e, except Saturday: 13,458; S: 13,665), East St. Louis, Ill. No radio editor. Carries variable amount of news each edition; no art work. Log runs 28 to 30 inches and lists KMOX, KSD, KWK, KXOK, WIL, WTMV. Rate: 7 cents per line.

**EVANSTON NEWS-INDEX** (e; 6,500), Evanston, Ill. **John S. Heil** (also city editor). Uses 22-inch log daily, with 2 to 3 inches of "best bets". Uses art work as occasional fillers. Prefers mats of feature material; rarely uses glossy prints. Lists NBC, CBS, Mutual and Chicago stations. Rate: 8 cents per line.

**FREEPORT JOURNAL-STANDARD** (e; 12,607), Freeport, Ill. **Grace Leone Barnett** (also rewrite and film editor). Uses one to 8 inches on irregular schedule (not every day)—**N**. Log appears daily and runs from 15 to 25 inches. Also uses one and 2-column mats several times a week. Prefers spot news and

listings. Lists WBBM, WCFL, WGN, WLS, WENR, WMAQ, WILL, WJJD, WIND, WAAF. Rate: 6 cents per line.

**MOLINE DAILY DISPATCH** (e; 16,332), Moline, Ill., **Fred Klann** (also city editor). Uses news only occasionally; when spot news or for special sections. Log runs 12 to 20 inches. Art work is used occasionally in connection with news items; accepts mats. Prefers spot news, program changes. Lists WMAQ, WGN, WBBM, WENR, WMT, WHO, WHBF and WOC regularly; others occasionally. Rate: 14 cents per line (sold in combination with Rock Island Argus).

**PEORIA JOURNAL-TRANSCRIPT** (daily: 47,551; S: 48,544), Peoria, Ill. **Robert M. Shepherdson** (also film, stage and automobile editor). Uses 15 to 20-inch column daily, up to 40-inch Sunday—**N,R,C**. Log runs to 20 inches with 2 inches of "best bets". Also uses a one-column cut daily, 3-column layout Sunday; accepts glossy prints and mats. Prefers straight news with lists of musical numbers to be played and, in case of dramas, items about them and their casts. Lists NBC, CBS, Mutual, WBBM, WMAQ, WENR, WLS, WGN, WLW, KMOX, WHO, WMBD regularly; others on occasion. Rate: 13 cents per line daily, 11 cents Sunday.

**PEORIA STAR** (e: 35,022; S: 42,882), Peoria, Ill. **Frederic R. Oakley** (also columnist, dramatic and literary critic). Uses quarter-column daily—**N,R,C**. Also uses two-column log including quarter-column of "best bets". Art work is used occasionally on Sunday; accepts glossy prints and mats. Prefers program news, changes, etc., and personalized news of artists. Lists NBC, CBS, Mutual, WMBD, WMAQ, WENR, WIND, WLS, WCFL. Rate: 10 cents per line.

**DAILY NEWS-HERALD** (e; 3,379), Peru, Ill. **Hayden E. Reece** (also reporter, copy desk). Uses about 50 inches Monday through Friday, 100 inches Saturday—**R,C,N**. Program log runs 40 inches Monday through Friday, 80 inches Saturday, with 10 inches of "best bets". Also uses an average of 5 one-column cuts a week; accepts mats. Prefers publicity on dance bands, thumbnail sketches and biographies. Lists WGN, WBBM, WENR, WLS, WMAQ, WCFL, WIND and WJJD completely; highlights of WLW. Rate: 3 cents per line.

**ROCK ISLAND ARGUS** (e; 16,058), Rock Island, Ill. **Julian W. Ramsey** (also edi-

## RADIO EDITORS—Continued

torial writer, columnist) Uses 12-inch column daily—**N.R.C.** Also runs 10 inches of highlight listings. Uses only art work of Mutual programs (paper owns WHBF, an affiliate of Mutual). Prefers straight news about programs. Lists WHBF, WOC, WGN, WMAQ, WENR, WLS, WBBM, WMT: others on occasion. Rate: 7 cents per line.

**ILLINOIS STATE JOURNAL** (d: 40,324; S: 35,240), Springfield, Ill. **Harry W. Moody** (also feature editor). Uses 21-inch column daily (same material appears in morning and evening editions)—**N.R.C.** Program log runs 21 inches, with 3 inches of "best bets". Also uses 4 to 12 inches of art work daily; accepts both glossy prints and mats. Prefers straight news material briefly describing what program consists of: talent, guests, subjects of talks, song titles, etc. Lists NBC, CBS, Mutual, KSD, WILL, WMAQ, WLW, WGN, WJR, WBBM, WCCO, WHAS, WENR, WCFL, WHO, WLS, WTAM, KMOX, WOWO, WFBM, KWK, WCBS, WMBD. Rate: 8 cents per line (all issues).

**WAUKEGAN NEWS-SUN** (e: 13,164), Waukegan, Ill. **Kermit Rolland** (also police reporter). Uses 10 inches daily—**N.** No art work. Log runs 27 inches and lists NBC, CBS, Mutual, WBBM, WCFL, WIND, WGN, WENR, WMAQ, WTMJ, WJJD. Rate: 10 cents per agate line.

## INDIANA

**ANDERSON HERALD** (m, except Monday: 13,643; S: 14,112), Anderson, Ind. **C. T. Jewett** (also news editor). Uses varying amount of space each issue—**N.C.R.** Program log runs 16 to 20 inches Tuesday to Friday, 30 to 35 inches Saturday and Sunday. News art is used as space permits; accepts mats. Prefers news announcements that can be used with regular scheduled logs, and personality items of progress. Lists CBS, NBC and WHBU. Rate: 5½ cents per line, daily and Sunday.

**ELKHART DAILY TRUTH** (e: 15,250), Elkhart, Ind. **Calvin D. Albrecht** (also reporter). Uses 25 to 30-inch log daily, with program details. Rarely uses art work. Prefers program detail, especially as to guests and special features. Lists WGN, WMAQ, WENR, WIND, WOWO, WLS, WIBO, WTRC. Rate: 5½ cents per line.

\***EVANSVILLE PRESS** (e, except Saturday: 31,280; Saturday: 25,370) &

**COURIER** (m: 38,646), Evansville, Ind. No radio editor. Courier carries AP highlights and news notes; Press carries UP and AP notes and news. Some major stations are mentioned in the highlights noted above; WGBF and WEOA are listed regularly. Art work is used occasionally; mats accepted. Prefer straight news and program changes. Rate: 16 cents per line, combination of Courier and Press.

\***EVANSVILLE SUNDAY COURIER & PRESS** (57,567), Evansville, Ind. **Clifton Brooks** (also Sunday editor). Uses full page, including log, art, etc.—**N.C.R.** Also uses a layout; accepts mats. A column or 2 of AP and UP highlights includes major stations; also lists WGBF, WEOA. Prefers news, short features. Rate: 11 cents per line.

**FORT WAYNE JOURNAL-GAZETTE** (m: 48,967; S: 43,389), Fort Wayne, Ind. **Chester E. Brouwer** (also theatrical editor). Uses 2-column log daily; no art work. Lists WOWO, WGL, WLW, WTAM, WMAQ, WGN, WJR. Rate 12 cents per line.

**FORT WAYNE NEWS-SENTINEL** (e: 61,994), Fort Wayne, Ind. **John G. Koehl**. Uses 50-inch log daily; no art work. List WLW, WOWO, WGL, WMAQ, WJR, WBBM. Rate: \$1.40 per square inch.

**GOSHEN NEWS-DEMOCRAT** (e: 5,348). Goshen, Ind. **Herbert A. Swartz** (also writes sports column and feature stories). Uses 10-inch column Monday through Friday, nearly a full column Saturday—**N.R.** Log runs 10 inches or more. Also uses one-column mats 2 or 3 times a week. Prefers short items on coming programs, such as names of special guests, sketches, or plays, special musical features, etc. Lists NBC, CBS, Mutual, WIND, WTRC, WBAA, WHIP, WJJD, WAAF, KNX, KOA, KFI, KSL. Rate: 56 cents per inch.

**HAMMOND TIMES** (e, except Saturday: 23,598; S: not available), Hammond, Ind. **Paul K. Damai** (also writes weekly I. Q. Test). Uses 20-inch column Wednesday. 60-inch Sunday—**R.N.C.** Log is run in all issues and averages 20 inches except Sunday, when space averages 25 inches and includes "best bets". A one-column cut is generally used Sunday; accepts mats. Prefers publicity with news value. Lists NBC, CBS, Mutual, WMAQ, WLS, WENR, WBBM, WGN, WCFL, WIND, WHFC, WJJD, WHAS, WLW, WHIP, WWAE, WJR, WAAF. Rate: Approximately \$1 per inch.



## RADIO EDITORS—Continued

**INDIANAPOLIS TIMES** (e; 86,621), Indianapolis, Ind. **Harry Morrison** (also amusements). Uses 10-inch column daily—**N,C,R**. Log runs 30 inches with one inch devoted to "best bets". No art work. Prefers gossip. Lists **WIRE**, **WFBM**, **WENR**, **WLS**, **WIBC**. Rate: 17 cents per line.

**KOKOMO TRIBUNE** (e; 16,005), Kokomo, Ind. **Don Hall** (also reporter and photographer). Uses 6 inches of "best bets" daily, listing **WLW**, **WMAQ**, **WLS**, **WENR**, **WJR**, **WBBM**, **WGN**, **WFBM**, **WIRE**, **WOWO**, **WHAS**. Art work is used very rarely; accepts glossy prints. Rate: 8 cents per line.

**LAFAYETTE JOURNAL & COURIER** (e; 30,624), Lafayette, Ind. **Richard M. Greenwood** (also feature writer, assistant magazine editor). Uses about 10-inch column daily in all editions—**C,N,R**. Log runs about 22 inches with 6 inches of "best bets". Also uses about 6 inches of art work daily, including cut lines; accepts glossy prints and mats. Prefers inside gossip, short human interest stories, brief biographies, announcements of coming programs and news of the trade. Lists highlights of **NBC**, **CBS**, **Mutual**, **WMAQ**, **WCFL**, **WLW**, **WBBM**, **WFBM**, **WIND**, **WJJD**, **KMOX**, **WGN**, **WHAS**, **WILL**, **WJR**, **WLS**. Rate: 8 cents per line.

**SOUTH BEND TRIBUNE** (e; 66,689; S: 65,088), South Bend, Ind. **Mary Stockdale** (also handles radio traffic for **WSBT-WFAM**, owned and operated by the paper). Uses three-quarter column daily—**N,C,R**. Log runs 18 inches or more, with 5 or 6 inches of "best bets". Half-column, full-column and special layouts are used on irregular schedule; accepts glossy prints and mats. Prefers releases giving program news. Lists **WAAF**, **WBBM**, **WCBD**, **WCFL**, **WCRW**, **WEDC**, **WENR**, **WGES**, **WGN**, **WIND**, **WJJD**, **WLS**, **WMAQ**, **WSBC**, **WLW**. Rate: 14 cents per line.

**TERRE HAUTE TRIBUNE** (e; 25,768), Terre Haute, Ind. **William Cronin** (also editorial work). Uses column or more daily—**N,E,C**. Log runs 8 or 10 inches. Also uses pictures concerning spot news; accepts mats. Prefers general news, sponsor and program changes, news items. Lists "all the leading stations"; more specific information not available. Rate: \$1.20 per inch.

**UNION CITY TIMES-GAZETTE** (m; 2-414), Union City, Ind. **James J. Patchell** (also editor). Uses 8 inches daily, in-

cluding log—**C**. No art work. Lists **WLW**, **WHIO**. Rate: 3 cents per line.

**WABASH PLAIN DEALER** (e; 5,667) & **TIMES STAR** (m; not available), Wabash, Ind. **Lloyd Hippensteel** (also state and church editor). Uses 3 to 6 inches of "best bets", including news items. No art work. Prefers program schedules, with guests, selections, etc. Lists **WLW**, **WMAQ**, **KYW**, **WTAM**, **WIRE**, **WTMJ**, **WOWO**, **WENR**, **WLS**, **KDKA**, **WJR**, **WBBM**, **WHAS**, **WFBM**. Rate: 4½ cents per line.

**CEDAR RAPIDS GAZETTE** (e; 42,790; S: 41,963), Cedar Rapids, Ia. **Edw. F. Dose** (also night editor). No regular column; occasionally uses brief items on Sunday—**N,C,R**. Log appears daily and runs about 30 inches. Also uses occasional one-column cuts Sunday; accepts mats. Prefers advance notices of important broadcasts. Lists **WMT**, **WOI**, **WGN**, **WSUI**, **WHO**, **KFJB**, **WOC**. Rate: 15 cents per line.

## IOWA

**COUNCIL BLUFFS NONPAREIL** (e. except Saturday: 15,020; Saturday: 10,634; S: 14,344), Council Bluffs, Ia. **Burke M. Gillespie** (also assistant sports editor). Uses one-column log daily and Sunday. Accepts glossy prints and mats, but rarely uses art work. Lists **NBC**, **CBS**, **Mutual**, **KOIL**, **WOW**, **KFAB**, **WOI**. Rate: 8 cents per line.

**DAVENPORT DEMOCRAT & LEADER** (e, S; not available), Davenport, Ia. **Ina B. Wickham** (also music editor and critic). Uses full page Sunday, including column, listings, etc.—**N,C,R**. Log appears daily and runs 20 to 30 inches. Also uses cuts in Sunday radio page; accepts glossy prints and mats. Prefers straight, up-to-the-minute news on stars and programs. Lists **WOC**, **WHBF**, **WHO**, **WMT**, **WMAQ**, **WLW**, **WENR**, **WLS**, **WBBM**, **WGN**, **WHAS**, **WCCO**. Rate: 16 cents per inch.

**DES MOINES REGISTER** (m; 157,441; S: 335,303) & **TRIBUNE** (e; 137,863), Des Moines, Ia. **Mary Little** (also publicity director of **KRNT** and **KSO**, owned by the papers). Uses 3 columns, including art work, daily—**N,C,R**. Log runs about 3 inches. Also uses daily art work, totalling about 100 cuts a week in all papers; accepts glossy prints. Prefers personality stories, straight news and gossip. Lists **KRNT**, **KSO**, **WMT** (all owned by the papers), **WHO**. Rates: 50

## RADIO EDITORS—Continued

cents per line morning Register and evening Tribune; 55 cents, Sunday Register; 75 cents, combination of evening Tribune and Sunday Register, or morning and Sunday Register.

**DUBUQUE DAILY TRIBUNE** (e; 12,789). Dubuque, Ia. **Carl C. Ochs** (also sports editor). Uses 6 to 10-inch column daily—**N,C,R**. Log runs about 14 inches with 8 inches of "best bets". Also uses art work 3 or 4 times a week, depending on space; accepts glossy prints and mats. Prefers releases on straight program news. Lists NBC, CBS, WGN, WKBB, WCCO, WLW, WENR, WCFI, WMAQ. Rate: 7 cents per line.

**DAILY IOWAN** (m, except Monday; 3,237; S: 3,237), Iowa City, Ia. **D. Mac Showers** (also campus editor). Uses 15 to 20 inches daily—**N,C,R**. No art work. Log runs 4 to 6 inches and lists NBC and CBS. Prefers program previews, with guests, features, selections to be presented, etc. Rate: Column appears on editorial page; no advertising accepted.

**MASON CITY GLOBE-GAZETTE** (e; 18,178), Mason City, Ia. **Henry Bernard Hook** (also assistant to city editor). Uses half-column daily, full radio page Sunday—**N,C,R**. Program log runs a full column with half-column of "best bets". Some art is used daily, but more especially for the Saturday radio page; accepts mats. Prefers straight news about programs, names of guests and songs, etc., and information on talent changes. Lists KGLO (owned by the paper), WHO, WMT. Rate: \$1.20 per inch.

**SIOUX CITY TRIBUNE** (e; not available), Sioux City, Ia. **John C. Kelly** (also managing editor). Uses varying amount of space daily, devoted to program news of KTRI, affiliated with the Tribune. Also uses small amount of art work once a week; accepts glossy prints and mats. Lists NBC, CBS, KTRI. Rate: 15 cents per line.

**COFFEYVILLE DAILY JOURNAL** (e; 7,153), Coffeyville, Kans. **Clair A. Foster**. Uses at least a full column daily—**R,C,N**. Log runs 15 to 17 inches with 4 to 5 inches of "best bets". Uses art work whenever obtainable (at least twice weekly); accepts glossy prints and mats. Prefers news items on program's selections, talent, interest, etc., and gossip on radio personalities. Lists Mutual and KGGF. Rate: 10 cents per line.

## KANSAS

**KANSAS CITY KANSAN** (e; 11,141; S: 11,160), Kansas City, Kans. No radio editor. News carried is devoted to KCKN, owned by the paper. Lists KCKN and "important stations in the vicinity". No further information available.

**TOPEKA DAILY CAPITAL** (m; 50,910; S: 51,372), Topeka, Kans. **Earl D. Keilmann** (also theatre editor). Uses half-column daily—**N,C,R**. Log runs to three-quarter column, and 6 programs are highlighted on page one. Also uses half-column insert daily, 2 to 3 pieces of art on Sunday; accepts glossy prints and mats. Prefers straight news, gossip and program criticism; short features especially acceptable. Lists WIBW (affiliated with the paper, a Capper publication), WDAF, WREN, KOIL, WOW, KFAB, KFH, WLW, KMOX, WHB, KVOO, KMBC, KSAC, KFKU, KOAM. Rate 13 cents per line.

**TOPEKA STATE JOURNAL** (e; 17,825), Topeka, Kans. **George F. Hillyer** (also reporter). Uses about 15-inch column daily (4 editions)—**N,R,C**. Log runs about 25 inches, including "best bets". Art work is practically never used. Prefers straight, brief advance information on programs, particularly evening network shows. Lists WDAF, WREN, KMBC, WIBW. Rate: 8 cents per line.

**WICHITA DAILY BEACON** (e; 80,702; S: 101,984), Wichita, Kans. **Sidney A. Coleman** (also news, business and financial reporter). Uses one-eighth to one-half column daily, 3 columns Sunday—**N,C**. Log runs one column daily and Sunday. Also uses 2 to 4 pieces of art work Sunday; accepts glossy prints and mats. Prefers news of important broadcasts, intimate gossip of popular artists and the mechanics of radio. Lists NBC, CBS, and Mutual. Rate: 18 cents per line daily on radio page, 22 cents Sunday; 24 cents per line in Sunday Magazine section, which usually carries radio page; 10% additional per line in special pages on which radio column appears.

## KENTUCKY

**LOUISVILLE COURIER-JOURNAL** (m; 108,184; S: 176,065), Louisville, Ky. **Cary Robertson** (also Sunday and feature editor). No regular column at present; at press time column was contemplated.

## RADIO EDITORS—Continued

Log runs 3 columns by 9½ inches weekdays, 3 columns by 16½ inches Sunday, with 2 columns by 3½ inches of "best bets" in all editions. Also uses one picture weekdays and Sunday; accepts glossy prints. Prefers advance program news, including titles of plays, names of guest stars, etc. Lists WHAS, owned by the paper; WAVE, WSM, WLW, WGRC. Rate: 36 cents per line weekdays, 34 cents Sunday.

### LOUISIANA

**TIMES-PICAYUNE & NEW ORLEANS STATES** (m, e: 157,979; S: 169,073), New Orleans, La. **Mercia Margaret Mateu** (also secretary to managing editor of Times-Picayune). Uses one column of schedules and program highlights daily and Sunday. No art work. Lists WWL, WDSU, WSMB, WBNO. Rate: 24 cents per line, Morning Times-Picayune; 16 cents, Evening States; 33 cents, Sunday Times-Picayune & States; 32 cents, combination of daily Times-Picayune and States.

**TRIBUNE** (m: 22,596) and **ITEM** (e, except Saturday: 61,417; Saturday: 55,322) & **ITEM-TRIBUNE** (S: 62,341), New Orleans, La. **Augustus (Gus) N. Koorie** (also church news and school news editor). Uses about 10 inches daily in each paper and in combined Sunday issue—**N,C,R**. Log runs about 17 inches in each paper with 8 to 10 inches of "best bets". No art daily, but uses a 2-column spot in Sunday issue; accepts glossy prints and mats. Prefers straight news with pertinent facts in lead-off. Lists NBC, CBS and WBNO. Rate: 13 cents per line, morning; 17 cents, evening; 18 cents Sunday.

**SHREVEPORT JOURNAL** (e; 29,990), Shreveport, La. **Tom Ashley** (also on news staff). Uses about a column daily—**N,C,R**. Log runs 15 inches with about 6 inches of "best bets". Also uses occasional mats of news interest (half, one, 2 and 3-column); rarely uses glossy prints. Prefers "newsy" notes, program sketches, guests, local interest items, program changes. Lists NBC, CBS, KWKH, KTBS, KRMD. Rate: 8 cents per line.

**SHREVEPORT TIMES** (m: 48,521; S: 53,591), Shreveport, La. **Pat White** (also continuity writer, promotion staff and announcer on KTBS-KWKH, owned by the Times). Uses about 24 inches weekdays, full page Sunday—**R,N,C**. Log runs about 11 inches, with 5½ inches by

2 columns devoted to "best bets". Also uses one picture daily, varying amount of art work Sunday and occasional cartoons; accepts mats and glossy prints. Prefers program previews 4 days ahead of broadcast, feature stories with an angle, mats of all kinds. Lists KTBS, KWKH. Rate: 11 cents per line weekdays, 13 cents Sunday.

### MAINE

**PORTLAND SUNDAY TELEGRAM** (52,262), Portland, Me. **Guy V. Sinclair, Jr.** (also reporter and copy desk, farm and real estate editor). Uses about 80 inches each Sunday—**N,R,C**. Log runs 38 inches, with variable amount of space devoted to "best bets". Also uses unspecified amount of art work; accepts glossy prints and mats. Prefers advance, short features and mat material. Lists WEAH, WJZ, WABC, WGAN, WLBZ, WCSH, WRDO. Rate: 24 cents per line, combination with Portland Evening Express and Portland Press Herald.

### MARYLAND

**BALTIMORE NEWS-POST** (e; 188,287) & **SUNDAY AMERICAN** (196,474), Baltimore, Md. **J. Hammond Brown** (also fishing and hunting editor for Hearst Baltimore papers). Uses one column daily, 3 to 4 columns Sunday—**N,C,R**. Log runs 18 to 20 inches. Cuts are used occasionally; accepts glossy prints. Prefers straight news and gossip. Lists WBAL, WFBR, WCAO, WCBM, WFMD, WSAL, WTBO, WJEJ. Rate: 35 cents per line daily, 40 cents Sunday.

**BALTIMORE EVENING SUN** (158,663), Baltimore, Md. **George H. Steuart, Jr.** (also copy editing, headline writing). Uses AP news items. Log appears daily and runs a column and a half, with "best bets" emphasized by being given extra length in the listings. Art work is used occasionally; accepts glossy prints. Prefers brief program items, last-minute corrections. Lists WCAO, WFBR, WBAL and WCBM completely; highlights of NBC, CBS and Mutual. Rate: 60 cents per line.

**BALTIMORE SUNDAY SUN** (189,542), Baltimore, Md. **Frances Hiss**. No regular column; lists week's program features briefly. Uses 2 column log. Also uses single-column cut each week; accepts glossy prints. Prefers news on musical programs and important broadcasts nationally featured. Lists WFBR, WBAL, WCAO, WCBM, WEAH, WJZ, WABC, WOR. Rate: 50 cents per agate line.

## MASSACHUSETTS

**BOSTON GLOBE** (m: 126,247; e: 159,769; S: 305,538), Boston, Mass. **Elizabeth L. Sullivan**. Uses 10 inches, Sunday only—N.C. Log runs about 50 inches, with 7-inch feature box daily, 9-inch Sunday. Also uses 4 or 5 cuts on Sunday; accepts glossy prints. Prefers good action photos, human interest shorts on stars, accurate program information. Lists WEEI, WNAC, WBZ, WAAB, WHDH, WMEX, WCOP, WORL, WLLH, WLAW, WCSH, WEAN, WJAR, WPRO, WORC, WTAG. Rate: 50 cents per line daily, 60 cents Sunday.

**BOSTON POST** (m: 352,008; S: 264,858), Boston, Mass. **Howard W. Fitzpatrick**. Uses one-third column daily, 3 columns Sunday—N.C.R. Log runs about 55 inches, with 8 inches of "best bets". Uses art work on Sunday only; accepts glossy prints. Prefers straight news, authentic gossip, last-minute corrections and biographies of performers with real name, birthplace, etc. Lists WEAF, WJZ, WABC, WNAC, WAAB, WBZ, WEEI, WMEX, WORL, WCOP, WHDH, WLLH, WEAN, WJAR, WORC, WTAG, WTIC. Rate: 60 cents per line daily, 55 cents Sunday; bold face listings in radio logs, \$2.50 per line.

**BOSTON RECORD** (m: 309,676), **AMERICAN** (e: 159,961) & **SUNDAY ADVERTISER** (528,794), Boston, Mass. **Newcomb F. Thompson**. Uses one-half to full column daily and Sunday—N. Log appears daily only and runs to 3 columns with 6 to 8 inches of "best bets." Art is used occasionally; accepts glossy prints. Prefers straight program news and biographical material on performers. Lists WEEI, WBZ, WNAC, WAAB, WMEX, WHDH, WCOP, WORL. Rate: 60 cents per line in daily Record and American combined; 80 cents in Sunday Advertiser.

**BOSTON TRANSCRIPT** (e, except Saturday: 27,937; Saturday: 39,096), Boston, Mass. **Frederick W. Hobbs** (also reference librarian). Uses 15 inches Monday through Friday, 24 inches Saturday—N.R.C. Log runs to 30 inches daily with 3 inches of "best bets." 40 inches Saturday with 8 inches of "best bets." Also uses a one-column cut daily; accepts glossy prints and mats. Prefers straight news material. Lists WEEI, WBZ-A, WNAC, WAAB, WMEX, WHDH, WORL. Rate: 25 cents per line Monday through Friday, 35 cents Saturday.

**CHRISTIAN SCIENCE MONITOR** (e: 138,372), Boston, Mass. **Albert D. Hughes**

(also aviation editor, record reviewer). Uses one 20-inch column twice a week (one New England column, one national)—R.N.C. Log runs 30 inches Monday through Friday, 45 inches Saturday. Also uses single pictures once a week, layout once a week; accepts glossy prints. Prefers program announcements, program material, feature material when dealing with a specific program; candid picture; and well-posed full panel portraits. Lists WEEI, WBZ, WNAC, WAAB, WMEX. Rate: No special radio rate.

**HOLYOKE TRANSCRIPT - TELEGRAM** (e: 18,400), Holyoke, Mass. **Michael F. O'Connor** (also news editor). Uses half-column daily—N.C.R. Log runs three-quarter column, with one-quarter column of "best bets." Art work is used occasionally; accepts mats. Prefers gossip highlights, etc. Lists WBZA, WTIC, WMAS, WSPR, WHAI, WDRC, WOR. Rate: 9 cents per agate line (except political radio announcements which are 30 cents per line).

**LAWRENCE DAILY EAGLE** (m: 4,368) & **TRIBUNE** (e: 25,485), Lawrence, Mass. **Sebastian Bartolotta** (also reporter). Uses short items daily—N.C.R. Log runs to 2 columns with 3 inches of "best bets." Uses only cuts of "unusual interest"; accepts mats. Prefers gossip of unusually interesting nature. Lists WLAW (owned by the papers), WBZ, WNAC, WEEI and shortwave stations. Rate: \$ per inch.

**LOWELL COURIER-CITIZEN** (m: 9,040) & **EVENING LEADER** (13,200), Lowell, Mass. **Ethel Kelcer Billings** (also theatre page editor, librarian). Uses a column or less according to available space, with additional news items in column "Whimsies"—N.C. Log runs from 1½ to 2 columns in Courier-Citizen, one to 1½ in Leader, with about 8 inches of "best bets." Also uses art work 2 or 3 times weekly; accepts mats. Prefers news, feature stories and gossip. Lists NBC, CBS Colonial and Yankee Networks; WEEI, WBZ, WNAC, WAAB, WLAW. Rate: 11 cents per line for combined papers.

**LOWELL SUN** (e: 16,009), Lowell, Mass. **Charles G. Sampas** (also film editor, dramatic critic, columnist, reporter, rewrite man). Uses 8 to 10-inch column daily—C.N.R. Log runs to 10 column-inches. Amount of art used depends on space available; accepts glossy prints. Prefers short, breezy items. Lists WLLH, WNAC, WBZ, WEEI. Rate: \$2 per inch.

**LOWELL SUNDAY TELEGRAM** (14,863). Lowell, Mass. **George Gagan** (also sports

## RADIO EDITORS—Continued

editor). Uses 2 columns by 4 inches every Sunday—**N.C.** No art work. Lists **WLLH**. Prefers news and gossip briefs. Rate: 12 cents per line. (This paper is circulated with the Boston Sunday Post).

**DAILY ITEM** (e; 18,043), Lynn, Mass. **Hazel Annette Anderson** (also secretary). Uses 10 inches daily—**N.R.C.** Log runs to 54 inches, with 4 to 7 inches of "best bets". Art work is used infrequently; accepts mats. Prefers straight news, especially on feature broadcasts, and news with a local angle. Lists **NBC**, **CBS**, **Mutual** and **Colonial Networks**. Rate: 10 cents per line, plus 25% for position on radio page.

**MALDEN NEWS** (e; 9,692), Malden, Mass. **Samuel Sayward** (also editorial work). Uses one to 2 columns daily—**N.R.C.** No art work. Length of log varies; lists **WNAC**, **WEEI**, **WBZ** and **WAAB** completely; highlights of other New England stations. Rate: 8 cents per line.

**MEDFORD MERCURY** (e; not available), Medford, Mass. **Samuel Sayward** (also editorial work). Uses about 2 columns daily, including log—**N.R.C.** Art work is used occasionally; accepts glossy prints and mats. Lists **WEEI**, **WNAC**, **WBZ**, **WORLD**, **WMEX**. Rate: Information not received.

**STANDARD-TIMES** (e; 45,096; S; 26,412) & **MORNING MERCURY** (6,673), New Bedford, Mass. **John Dakin, Jr.** (also film editor, assistant librarian). Uses daily 30-inch log, Sunday log of 20 inches, with "best bets" running 4 to 6 inches each day. Also uses a 5-column layout on Sunday; accepts glossy prints and mats. Prefers material on Hollywood and local personalities, radio plays and features. Lists **NBC**, **CBS**, **WEEI**, **WNBH**, **WJAR**, **WBZ**. Rate: 16 cents per line daily, 10 cents Sunday. (Note: A 30-inch column is run in the Sunday Standard-Times—**N.C.R.**—written by Paul W. Stiles of **WNBH**, owned by the papers).

**NORTH ADAMS TRANSCRIPT** (e; 11,687), North Adams, Mass. **Edward Joyce** (also reporter). Uses 30-inch log daily, with 2 inches of "best bets". No art work. Lists **WEAF**, **WJZ**, **WABC**, **WOR**, **WGY**, **WBZ**. Rate: 8 cents per line.

**BERKSHIRE DAILY EAGLE** (e; 20,273), Pittsfield, Mass. **Kingsley R. Fall** (also reporter, drama editor and critic). Uses 15 to 17-inch log daily. No art work. Lists **WEAF**, **WJZ**, **WABC**, **WOR**, **WBRK**, **WGY**. Rate: 85 cents per inch, with 2-inch minimum.

**SPRINGFIELD UNION** (m,e; 74,859), Springfield, Mass. **Henry P. Lewis** (also assignment editor). Uses 20-inch column daily—**N.R.C.** Log runs to 40 inches, with 6 inches of "best bets." Occasionally uses one and 2-column mats; no glossy prints. Prefers accounts of coming events, biographical sketches, program changes, gossip, etc. Lists **WBZA**, **WMAS**, **WSPR**, **WTIC**, **WDRG**, **WHAI**, **WOR**. Rate: 28 cents per line (this also applies to the Republican and News, issued by the same publishers).

**WORCESTER TELEGRAM** (m) & **GAZETTE** (e; 124,389) and **SUNDAY TELEGRAM** (65,617), Worcester, Mass. **Fredrick L. Rushton** (also feature writer). Uses 2-page section in Sunday edition—**N.C.** Logs are used daily, running 52 inches in the Telegram, 60 inches in the Gazette, with 3 inches of "best bets" in the latter paper. A half-page layout is used in the Sunday radio section; accepts glossy prints only. Prefers straight news announcements of coming programs. Lists **WTAG**, **WORC**, **WBZ**, **WEEI**, **WNAC**, **WOR** and short-wave stations. Rates: 31 cents per line minimum, 36 cents maximum in daily papers; 20 cents per line minimum in Sunday paper, 25 cents maximum.

## MICHIGAN

**ADRIAN DAILY TELEGRAM** (e; 10,540), Adrian, Mich. **Allen J. Purvis** (also reporter). No regular column or art work. Uses daily 20-inch log listing **WJR**, **WWJ**, **WLW**, **CKLW**, **WOWO**, **WSPD**. Rate: 5 cents per line.

**ANN ARBOR NEWS** (e; 12,630), Ann Arbor, Mich. **Eck N. Stanger** (also photographer, feature writer). Uses daily log, listing **WJR**, **WWJ**, **CKLW**, **WXYZ**. Also uses wire news. Little art work is used; accepts glossy prints and mats. Prefers straight news. Rate: 6 cents per line.

**BATTLE CREEK ENQUIRER & NEWS** (e, except Saturday: 16,368; Saturday: 13,827; S: 10,964), Battle Creek, Mich. **John C. F. Healey** (also film editor, assistant city editor). Uses up to a full column daily—**N.C.R.** Log runs to about 20 inches. One-column cuts are used occasionally; accepts mats only. Lists **WELL**, **WJR**, **WMAQ**, **WLW**, **WBBM**, **WENR**, **WGN**. Rate: 8½ cents per line.

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

## RADIO EDITORS—Continued

- J. Ray Simmons.** Uses program logs only: 32-39 inches Monday through Thursday, 58-64 inches Friday, 14 inches Saturday, 42-46 inches Sunday. Also runs one inch of "best bets" daily, 2 inches Sunday. No art work. Prefers listings and press stories, and titles of dramatic sketches to be used. Lists NBC, CBS, Mutual, plus any split network listings heard in locality. Rate: 6 cents per line.
- BAY CITY TIMES** (e: 25,132; S: 24,731), Bay City, Mich. **Margaret Allison** (also church and school editor, city desk). No regular column or art work. Uses daily 20-inch log. No information given as to stations listed, but according to 1938-39 record, paper listed WWJ, WJR, WLW and WGN. Rate: Radio advertising not accepted.
- \*DETROIT NEWS** (e: 321,424; S: 378,961), Detroit, Mich. **Herschell Hart** (also night club editor, columnist). No regular column or art work. Uses 20-inch log daily and Sunday, listing WWJ, WXYZ, WJR, CKLW, WJBK, WMBC. Rate: 60 cents per line.
- \*DETROIT TIMES** (e: 294,807; S: 409,553), Detroit, Mich. **Pat Dennis** (also real estate editor). No regular column or art work. Uses 20-inch log daily and Sunday, listing WXYZ, WWJ, WJR, WJBK, CKLW, WMBC. Rate: 55 cents per line.
- FLINT JOURNAL** (e: 55,189; S: 54,102), Flint, Mich. **Arthur C. Pamerleau** (also news reporter). Column appears daily and Sunday, totalling 8 columns a week—**R,N,C**. Log runs to 22 inches each day, with 6 inches of "best bets." Also uses two 2-column and 2 one-column cuts weekly; accepts glossy prints and mats. Prefers program reviews, news and biographies. Lists NBC, CBS, WWJ, WJR, CKLW, WLW, WXYZ. Rate: 16 cents per line.
- CITIZEN PATRIOT** (e, except Saturday: 28,174; Saturday: 21,590; S: 28,156), Jackson, Mich. No radio editor. Carries only 25-inch log, listing WIBM, WWJ, WJR, WLW. Rate: \$1.40 per column inch.
- KALAMAZOO GAZETTE** (e: 30,583; S: 30,528), Kalamazoo, Mich. **Ralph A. Patton** (also music critic, feature writer, copy reader). Uses 4 to 6 inches daily—**N**. Log runs 18 to 20 inches, with one or 2 inches of "best bets". No art work. Lists WEAf, WTAM, WTMJ, WGY, WLW, WSM, WMAQ, WWJ, WJZ, WLS, WXYZ, WJR, WHAS, CKLW, WGN, WOR. Rate: \$1.40 per column inch.
- MONROE EVENING NEWS** (8,291), Monroe, Mich. **Robert B. Cantrick** (also reporter, feature writer). Uses 18 to 36-inch log daily, with 3 to 6 inches of "best bets". No art work. Prefer "straight-forward" statement of program contents. Lists WJR, WWJ, WXYZ, CKLW, WSPD. Rate: 5 cents per line.
- MUSKEGON CHRONICLE** (e: 26,330), Muskegon, Mich. **William H. Bowles** (also state editor). Uses about 10 inches daily—**N,R,C**. No art work. Log runs 18 inches. Lists WEAf, WJZ, WABC, WGN, CKLW, KDKA, KFAB, KFI, KMOX, KOA, KYW, WBBM, WCFL, WBAL, WCCO, WKAR, WDAF, WENR, WGY, WHAM. Rate: 9 cents per line.
- PONTIAC DAILY PRESS** (e: 31,811), Pontiac, Mich. No radio editor. Carries 21-inch log daily, including half-inch of "best bets". Lists CKLW, WJR, WWJ, WXYZ. Rate: 9 cents per line.
- SAGINAW NEWS** (e: 30,270; S: 30,073), Saginaw, Mich. **Leslie A. Wahl** (also state editor). Daily and Sunday column varies as much as 2 inches to a full column—**N,R,C**. Log runs 21 inches and lists WBCM, WGN, WJR, WLW, WMAQ, WWJ. Uses very little art work; accepts glossy prints and mats. Prefers straight news, program forecasts. Rate: 10 cents per line.

## MINNESOTA

- DULUTH HERALD** (e: 30,812) & **NEWS-TRIBUNE** (m: 35,567; S: 46,637), Duluth, Minn. **James T. Watts** (also drama, film and music editor). Uses about 5 inches daily and Sunday—**N,C**. Log averages about 10 inches, with varying amount of space devoted to "best bets". Principal use of art is in Sunday layout, though single-column cuts are used in daily issues for special events; accepts glossy prints and mats. Prefers timely news about coming programs and events and items on radio personalities. Lists NBC, CBS, Mutual, WEBC, KDAL, WMFG, WHLB. Rate: 30 cents per line daily, 21 cents Sunday.
- MINNEAPOLIS JOURNAL** (e: 135,467; S: 149,018), Minneapolis, Minn. **John J. Biddison** (also Sunday editor). Uses 60-inch column on Sunday—**N,C,R**. Logs are run throughout the week: 28 inches daily, 75 inches Sunday. Also uses 20 to 30 inches of art work on Sunday; accepts glossy prints only. Prefers publicity accompanied by pictures. Lists KSTP, WCCO, WTCN, WDGy, WMIN, WLB, WCAL. Rate: 28 cents per line daily, 32 cents Sunday.

## RADIO EDITORS—Continued

**MINNEAPOLIS STAR** (e: 155,133), Minneapolis, Minn. **Jeanne D. Huck.** Uses occasional news items, usually one-column boxes. Daily log runs to three 10-inch columns. Accepts glossy prints and mats, though no art work is being used at present. Editor contemplates a radio review and gossip column, with art, in the spring. Prefers straight news releases, program reviews and criticisms. Lists WCCO, KSTP, WTCN, WDGY, WMIN, WLB, WCAL. Rate: 30 cents a line.

**MINNEAPOLIS TRIBUNE** (m: 80,195; e: 67,404; S: 212,598), Minneapolis, Minn. **Enar A. Ahlstrom** (also stock market editor). Uses a quarter-page daily, half-page Sunday, of news stories and log. Also uses 3 or 4 one-column cuts on Sunday; accepts glossy prints only. Prefers "newsy" material and good action pictures. Lists WTCN (the Tribune-St. Paul Dispatch station), WCCO, KSTP, WDGY, WMIN, WLB, WCAL. Rate: 30 cents per line daily, 36 cents Sunday.

**ST. PAUL DISPATCH** (e: 122,624) & **PIONEER PRESS** (m: 82,256; S: 124,774), St. Paul, Minn. **Jules L. Steele** (also film critic). Uses 30 inches weekdays, full page Sunday—N.C.R. Log runs 4 columns by one-quarter column; "best bets" are also listed on Sunday. Averages 2 single-column cuts weekdays, 4-column layout Sunday; accepts glossy prints. Prefers straight news. Lists NBC, CBS, Mutual. Rate: Information not received.

## MISSISSIPPI

**BILOXI-GULFPORT DAILY HERALD** (e: 7,678), Biloxi, Miss. No radio editor. Carries only 15-inch log daily, listing WSMB, WDSU, WLW, WWL, WGN, KMOX, KDKA, WENR. Rate: 5 cents per line.

**TUPELO DAILY JOURNAL** (m: 4,972), Tupelo, Miss. **Mrs. Harry Rutherford** (also proof reader). Uses 20-inch column daily—N.R.C. Log runs 2 inches, with 4 inches of "best bets." Also uses small cuts occasionally; accepts mats only. Prefers program listings and writeups on outstanding programs. Lists WMC, WSMB, WLW, WMPs, WSM, WREC, WBBM, WJDX. Rate: 4 cents per line.

## MISSOURI

**JEFFERSON CITY CAPITAL NEWS** (m, except Monday; 6,331) & **POST-TRIBUNE** (e, except Saturday; 6,503), Jefferson City, Mo. **A. B. Jackson, Jr.**

(also sports commentator on KWOS, owned by the papers). Uses 8 to 10 inches in both papers—N.R.C. Logs run to 6 inches. Art work is used infrequently; accepts mats only. Prefers publicity material with news value. Lists KWOS only. Rate: 8 cents per line for combination of both papers.

**KANSAS CITY JOURNAL** (e: 80,527; S: 74,080), Kansas City, Mo. **John C. Swayze** (also newscaster, columnist, film reviewer). Radio material is included, though not necessarily every day, in a general column which appears daily—N.C. Column varies in length during the week; runs about 20 inches Sunday, when it is carried in the amusement section. Log appears weekdays and Sunday and runs about 16 to 18 inches. Also uses one and 2-column cuts on Sunday; accepts glossy prints and mats. Prefers fresh news, briefly put, with an occasional interesting rumor. Lists WHB, KMBC, WREN, KCMO and WDAF completely; highlights of KITE and KCKN. Rate: 25 cents per line.

**KANSAS CITY STAR** (m: 314,363; e: 317,773; S: 326,507), Kansas City, Mo. **H. Dean Fitzer.** Uses 2-column log morning and evening on weekdays (in the Times, morning edition of the Star, and in the evening Star). Uses full page Sunday—N.C.R. Also uses 2 or 3 pictures Sunday; accepts glossy prints. Prefers general news about personalities and programs. Lists WDAF, KMBC, WHB, KCMO, KCKN, KFRR, WREN, KITE. Rate: 60 cents per line, morning and evening weekday combination, 45 cents Sunday.

**ST. JOSEPH NEWS-PRESS** (e: 42,328; S: 42,642), St. Joseph, Mo. **Frederic M. Pumphrey** (also church and lodge editor). No regular column or art work. Log appears weekdays and Sunday and runs about 20 inches in last column of classified section. Prefers news on feature or unusual programs for fill-in on listings. Lists KFEQ, WHO, WREN, KFAB, WDAF, KMBC, WHB. Rate: As listings are carried in classified section, classified advertising rate of 23 cents a line prevails for combination of News-Press and Gazette (morning paper carrying no radio material); radio advertising also carried elsewhere at amusement rate of 18 cents per line for daily combination, 12 cents Sunday, 20 cents for combination of Sunday with Gazette or News-Press.

**ST. LOUIS GLOBE DEMOCRAT** (m: 218,356; S: 229,498), St. Louis, Mo. **Harry**



## RADIO EDITORS—Continued

**E. LaMertha** (also camera assignments). Uses 2 columns on Sunday only—**N.C.R.** Log appears daily and runs to 2 columns; "best bets" are featured on Sunday only, and run 45 to 68 inches. Also uses 12 to 24 inches of art work on Sunday; accepts glossy prints. Prefers straight news and details on programs of educational, entertainment and serious musical interest; accurate information on station, time, network, type of show (live or transcribed) and program changes. Lists NBC, CBS, Mutual, KSD, KWK. KMOX, KXOK, WTMV, WEW, KFUE. WIL and WLW regularly; occasionally WMAQ, WENR, WGN, WGY and KDKA on special events where locals are not tied in. Rate: 46 cents per line; guaranteed location on radio program page, 25% additional.

**ST. LOUIS POST-DISPATCH** (e: 227,617; S: 273,926), St. Louis, Mo. **James L. Spencer** (also auto editor). Uses an average of 100 inches Sunday—**N.** Log appears daily and runs 60 inches Monday through Saturday. 3 columns Sunday. Also uses 2 or 3 one-column or 2-column cuts Sunday; accepts glossy prints. Prefers straight program news: talent, guests, etc. Lists NBC, CBS, Mutual, KSD, KMOX, KWK, KXOK, WIL, WEW, KFUE regularly; WENR, WMAQ and WLW occasionally. Rate: 46½ cents per line.

**ST. LOUIS STAR-TIMES** (e: 154,230). St. Louis, Mo. **David Frederick** (also continuity writer, KXOK, owned by the paper). Uses 18 inches daily—**N.C.R.** Log runs 72 inches, with 6 inches of "best bets." Also uses art 2 or 3 times a week, usually half-column cuts; accepts glossy prints. Prefers straight news stories. Lists KSD, KWK, KMOX, KXOK, WEW, WIL, WTNV, KFUE; NBC, CBS and Mutual. Rate: 52 cents per line.

## NEBRASKA

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

**NEBRASKA JOURNAL** (m: 31,717), **LINCOLN STAR** (e: 24,947), **EVENING JOURNAL** (15,455) & **SUNDAY STAR-**

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

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

## NEW HAMPSHIRE

**CONCORD MONITOR-PATRIOT** (e: 8,531), Concord, N. H. **Richard H. Keeler** (also police and fire reporter). Uses up to one column daily—**N.R.C.** Log runs about 16 inches, with "best bets" up to 10 inches. Also uses art once or twice a week; accepts glossy prints and mats. Prefers program information, news stories on entertainers, photos. Lists NBC, CBS, Mutual, WLAW, WEEI, WFEA. Rate: 7 cents per line.

**MANCHESTER UNION** (m: 18,683) & **LEADER** (e: 16,808), Manchester, N. H. **William Thornton** (also reporter). No regular column or art work. Uses 35-inch log daily, listing WFEA, WLNH, WHEB, WEEI, WBZ, WNAC, WHDH, CKAC. Rate: 18 cents per line.

## NEW JERSEY

**ATLANTIC CITY PRESS** (m: 20,293), **UNION** (e: 13,175) & **PRESS-UNION** (S: 17,826), Atlantic City, N. J. **Howard P. Dimon** (also amusement editor). Uses news items on irregular schedule, usually Sunday. Logs are run daily and average 12 inches morning and Sunday, 20 inches evening, with 10 to 12 inches of "best bets". Art work is used infrequently; glossy prints and mats not accepted. Lists NBC, CBS, Mutual and WPG. Rate: 14 cents per line daily, 12 cents Sunday.

**CAMDEN MORNING POST** (14,226) & **EVENING COURIER** (51,053), Camden,



## RADIO EDITORS—Continued

**N. J. Marion Gilson.** Uses about 20 inches every Thursday in both papers—**N.C.R.** Also uses 2-column log in morning paper, 2½ columns in evening. Art work is used very infrequently; accepts glossy prints and mats. Prefers advance information on program changes, informal gossip, anecdotes. Lists NBC, CBS, Mutual, WFIL, KYW, WCAU, WIP, WPG, WCAM. Rate: 25 cents per line.

**ELIZABETH JOURNAL** (e; 29,603), Elizabeth, N. J. **Guy M. Chase.** No regular column or art work. Uses one-column log daily, with 4 inches by 2 columns of "best bets." Lists WEA, WJZ, WABC, WOR, WQXR. Rate: 15 cents per line.

**BERGEN EVENING RECORD** (27,540), Hackensack, N. J. **Justin Gilbert** (also Broadway columnist). Uses up to 16 inches of radio material daily in Broadway column—**C.N.R.** Log runs 30 inches with 4 or 5 inches of "best bets." Uses very little art work; accepts mats. Prefers anecdotes, human interest stories, etc. Lists WABC, WEA, WJZ, WOR, WMCA, WNEW, WHN. Rate: 11 cents per line plus premium for position.

**JERSEY JOURNAL** (e; 40,519), Jersey City, N. J. **C. J. Ingram** (also financial and business editor; gives 2 weekly broadcasts over WOR and WAAT). Uses an average of 1½ columns daily—**C.R.N.** Log runs to 2 columns, with half-column of "best bets." Also uses one picture daily; accepts mats. Prefers human interest shorts. Lists WEA, WJZ, WABC, WOR. Rate: 18 cents per line; 25% extra on specified page.

**NEWARK LEDGER** (m; 52,621; S; 57,759). Newark, N. J. **Jack Shafer** (column also carried by the Long Island Press (Jamaica, N. Y.) and the Staten Island (N. Y.) Advance, q.v.; broadcasts radio news over WMCA-Inter-City Network). "Radio View" runs about three-quarter column weekdays, more on Sunday, plus about a quarter-column of highlight material. Occasionally uses a cut, and accepts glossy prints only. Log runs over a column and lists WEA, WJZ, WABC, WOR, WMCA, WAAT, WNYC, WHN, WLWL, WOV, WINS, WFAS, WNEW, WFAB, WBBR, WEVD, WBNX, WBBC, WARD, WVFV, WLTH, WMBO, WHOM, WCNW, WWRL. Prefers feature length stories, program synopses, news, personality notes, and stories with human interest or humorous angles. Rate: 25 cents per line weekdays. This is one of the Newhouse Papers, which also publishes the Long Island Press and the Staten Island Advance. Combination

rates: Ledger and Press (daily and Sunday), 40 cents per line; Ledger, Press and Advance (daily), 50 cents; Ledger, or Press, and Advance (daily) 30 cents. (Publicity should be addressed to Jack Shafer, 225 Eastern Way, Rutherford, N.J.).

**NEWARK STAR-EAGLE** (e; 74,767), Newark, N. J. **August F. Mehl** (also writer on financial markets). Uses daily 35-inch log, with 4 inches of highlights. Art work is used occasionally; accepts glossy prints. Prefers program news. Lists WEA, WJZ, WABC, WOR, WQXR, WMCA. Rate: Display ads, 28 cents open space.

**NEWARK SUNDAY CALL** (80,013), Newark, N. J. **Albert E. Sonn** (also lodge editor, real estate and financial news). Uses one column every Sunday—**N.R.C.** Also runs an 8-column log. Photos are used occasionally in Roto Section; accepts glossy prints and mats. Prefers television news for set owners and for the trade. Lists complete week's programs of NBC, CBS, Mutual; Sunday programs of WHBI, WAAT, WHOM, WHN, WMCA. Rate: 21 cents per line.

**DAILY HOME NEWS** (e; 15,063) & **SUNDAY TIMES** (not available), New Brunswick, N. J. **Will Balin** (also covers films, stage, night clubs, etc.). Uses 5 inches daily, short stories on Sunday—**N.C.R.** Daily log runs 24 inches, "best bets" 2 columns by 2 inches. Also uses a one-column mat daily; accepts one-column mats only. Prefers straight news, giving time and topic of broadcast, single column head and shoulder mats of stars. Rate: 9 cents per agate line, daily and Sunday (Also conducts a Sunday television column).

**DAILY COURIER** (e; except Saturday: 8,963), Orange, N. J. **Stan Coe** (also fishing editor; syndicated column appears in 9 New Jersey weeklies). Uses 20-inch column daily—**C.R.N.** (Weekly radio column is syndicated and appears in 60 New Jersey weeklies). Very little art work is used; accepts glossy prints. Log runs 30 inches and lists NBC, CBS and Mutual. Rate 10 cents per line. (All releases should be sent to Stan Coe, Springfield, N. J.).

**PALMYRA, N. J. Lawrence E. Witte**, free lance radio columnist (also contributes to fan magazines and conducts gossip program each summer). "Static," used by 400 papers, runs 10 inches in dailies (5 times a week), 30 inches in weeklies—**C.N.R.** Art work is used once a week;

## RADIO EDITORS—Continued

accepts glossy prints and mats. Prefers news and gossip on stars, program notes, human interest items, biographical notes. (Releases should be sent to Continental Syndicate, 304 Melrose Ave., Palmyra, N. J.).

**HERALD-NEWS** (e; 32,052), Passaic, N. J. **Carl Ek** (also desk man, reporter). No regular column; uses occasional news stories. Highlight listings appear daily, running about 6 inches; full week's schedules are used Saturday. Prefers mats and will use 2 or 3-column ones daily "if good ones are available." Lists WEAf, WJZ, WABC, WOR, WMCA, WHN. Rate: Information not received.

**PATERSON MORNING CALL** (19,622), Paterson, N. J. **Seymour Greenwald**. Uses varying amount of space daily—**N.R.C.** Log runs to 2 columns Monday through Friday, 4 columns Saturday, with 5 inches of "best bets." No art work. Prefers news of local interest. Lists WEAf, WJZ, WABC, WOR, WHN, WMCA, WNEW. Rate: 15 cents per line.

**PATERSON NEWS** (e; 22,710), Paterson, N. J. **Harry Schwartz** (also sports department). Uses log only, which runs 40 to 50 inches, with 2 to 4 inches of "best bets." Accepts mats. Lists WEAf, WJZ, WABC, WOR, WMCA, WHN, WQXR. Rate: 16 cents per line.

**PERTH AMBOY NEWS** (e; 17,793), Perth Amboy, N. J. No radio editor. Carries 4-page tabloid on Saturday, devoted to programs, foreign station letters, short-wave, etc. Log runs 150 inches, with 18 inches of "best bets." Also uses single-column pictures of stars, occasionally 3-column pictures or layouts; accepts mats. Lists WEAf, WJZ, WABC, WOR, WHN, WMCA, WQXR. Rate: .098 cents display; 15 cents per line listing.

**PLAINFIELD COURIER-NEWS** (e; 14,776), Plainfield, N. J. **A. Wallace Gray** (also reporter, feature editor, dramatic critic). Uses 24-inch log daily. No art work. Prefers stories on radio performers from own territory. Lists NBC, CBS, Mutual. Rate: 7 cents per line.

## NEW YORK

**ALBANY TIMES-UNION** (m; 41,050; S: 84,243), Albany, N. Y. **Douglas Dahm** (also financial writer). Uses full column weekdays and Sunday—**C.N.R.** Log runs 2 columns by about half a page. Accepts glossy prints, though no art work is used at present. Prefers gossip, straight news

and guest columns. Lists WGY, WOKO, WABY. Rate: 13 cents per line daily; 20 cents, Sunday; 26 cents, combination.

**KNICKERBOCKER NEWS** (e; 52,450), Albany, N. Y. **Edward S. Healy** (also aviation, school and church editor). Uses news, etc., only occasionally. Log appears daily and runs 25 inches. No art work. Lists WOKO, WABY, WGY regularly; WHAZ once a week. Rate: Information not received.

**AUBURN CITIZEN-ADVERTISER** (e; 8,393), Auburn, N. Y. **William O. Dapping**. Uses very little material, mostly AP releases—**N.R.C.** Runs 10-inch column of AP listings, plus WMBO. No art work. Rate: 6 cents per line.

**BINGHAMTON SUN** (m; 25,994), Binghamton, N. Y. **Letitia J. Lyon** (also women's page editor). Uses daily 24-inch log, with 10 inches of "best bets." Also runs an occasional feature on outstanding personalities, with one or 2-column cut; accepts mats. Prefers advance stories on outstanding programs for "best bets." Lists WABC, WEAf, WJZ, WGY, WBNF. Rate: 9 cents per line.

**BUFFALO COURIER-EXPRESS** (m; 109,865; S: 163,094), Buffalo, N. Y. **George F. Oliver**. Uses 3 to 4 columns Sunday—**N.C.** Log runs 25 to 30 inches weekdays, 38 inches Sunday. "Best bets" are run Sunday in 10-inch by 2-column box. Also uses one or 2 single or double-column cuts on Sunday; accepts glossy prints and mats. Prefers informative material regarding current programs, particularly outstanding musical, dramatic and special events broadcasts; coming programs, changes and discontinuances; news about radio and concert stars. Lists WKBW, WGR, WBEN, WEBR, WSVS, WBNY, CBL, WHAM and WLW daily; highlights of WEAf, WJZ and WABC on Sunday. Rate: Ranges from over \$4 to less than \$5 per inch on Sunday; no weekday space available.

**BUFFALO EVENING NEWS** (117,880), Buffalo, N. Y. **Joseph Betzer**. Uses half-column daily; 2 pages Saturday include column, log, art, etc.—**N.C.R.** Also uses one-column cut Monday through Friday, deep 4 or 5-column layout Saturday; accepts glossy prints. Log runs 18 inches and lists WBEN, WEBR, WGR, WKBW, WBNY, WSVS and CFRB completely; NBC, CBS and Mutual via local or nearby stations, from 6 p.m. to closing; CBL and WHAM in mail, first, and country editions only. Rate: \$4.90 per inch. (Joseph Betzer is radio columnist only;

## RADIO EDITORS—Continued

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

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

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

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

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

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

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

**LONG ISLAND DAILY ADVOCATE** (e. except Saturday; 11,115), Ridgewood, N. Y. **Frank Frazer** (also theatre editor; film, radio and stage commentator over WWRL and WBBC). Uses about 3 columns daily—**C,R,N**. Log runs to about 10 inches, with 6 inches of "best bets". Also uses several columns of art work several times a week; accepts mats. Prefers oddities, special features, stories on station heads, particularly in mat form. Lists WFAF, WJZ, WABC, WOR, WMCA, WNYC, WAAT, WHN, WBIL, WOV, WINS, WFAS, WNEW, WFAF, WBRR, WEVD, WBNX, WBBC, WARD, WLTH, WVFW, WHOM, WCNW, WMBQ, WWRL, WQXR. Rate: 30 cents per line.

**LONG ISLAND PRESS** (e: 85,876), Jamaica, N. Y. No radio editor. Carries Jack Shafer's column. For his listing see the Newark (N. J.) Ledger. Rate: This is one of the Newhouse Papers, which also publish the Newark Ledger and the Staten Island (N. Y.) Advance. Long Island Press, 25 cents per line; Ledger and Press (daily and Sunday), 40 cents; Ledger, Press and Advance (daily), 50 cents; Ledger, or Press, and Advance, 30 cents.

**LONG ISLAND STAR-JOURNAL** (e: 41,770), Long Island City, N. Y. No radio editor. Carries 30-inch log daily, with 3 inches of "best bets". No art work. Lists WFAF, WJZ, WABC, WOR, WHN, WMCA, WNYC, WQXR. Rate: 15 cents per line.

**QUEENS EVENING NEWS** (14,121), Jamaica, L. I., N. Y. **John S. Bodkin** (also handles theatre news). Uses 20-inch column daily—**R,C,N**. Log runs a full column. Also uses one or 2 one-column cuts daily; accepts mats. Prefers biographical material and program sketches. Lists WFAF, WJZ, WABC, WOR, WMCA, WNYC, WQXR, WHN, WEVD. Rate: 15 cents per line.

**METROPOLIS** (monthly; 65,000), New York, N. Y. **Robert S. Benjamin** (also free lance radio material in various newspapers and magazines). Writes monthly column in the Metropolis, magazine circulated to Knott Hotel Chain of 36 hotels in Eastern cities. Column is by-lined "Bob Benjamin" and runs one and a half to 2 columns—**R,C,N**. Also uses halftone photos; accepts glossy prints. Prefers interesting anecdotes of celebrities, especially if with some New York or East Coast angle. Rate: No advertising accepted.

**NEW YORK DAILY MIRROR** (m: 737,424; S: 1,475,963), New York, N. Y. **Nick A**

## RADIO EDITORS—Continued

**Kenny** (also radio commentator and promotional work). Uses column and a half weekdays and Sunday—**N.C.R.** Log also runs to a column and a half, with 4 inches of "best bets". Uses 4 or 5 cuts of prominent radio personalities each issue; accepts glossy prints. Prefers human interest and "newsy" items about well-known and obscure artists. Lists WEA, WJZ, WABC, WOR, WQXR, WMCA, WNEW, WINS, WHN, WOV, WBNX, WHOM. Rate: 65 cents per line.

**NEW YORK DAILY NEWS** (m: 1,802,433; S: 3,343,579). New York, N. Y. **Ben S. Gross**. Uses 15 inches of 8 point type daily—**R, N. C.** (Ninety per cent of column devoted to program reviews which are changed for various editions). Log runs to 24 inches, with 7 inches of "best bets". Also uses a half-column vignette each day; accepts glossy prints. Prefers straight news and occasional background material to aid in writing reviews. Lists WEA, WJZ, WABC, WOR, WAAT, WARD, WBBC, WBBR, WBIL, WBNX, WCNW, WEVD, WFAB, WHN, WINS, WLTH, WMBQ, WMCA, WNEW, WNYC, WOV, WQXR, WVFW, WWRL, WFAS, WHBL, WHOM. Rate: \$1.75 per agate line daily, \$2.00 Sunday.

**NEW YORK JOURNAL-AMERICAN** (e: 623,318; S: 1,032,182), **Tom Brooks** (also Hearst Sunday papers; radio, editorial and general promotion). Uses 10 to 16 inches of material written by Dinty Doyle (see his separate listing for New York Journal-American). Log appears daily and Sunday and runs 45 inches, with an average of 5 inches of "best bets". No art work. Prefers newsy, readable matter. Lists WEA, WJZ, WABC, WOR, WNEW, WINS, WHN, WMCA and WNYC completely; highlights of WBIL, WQXR, WOV, WARD, WLTH, WVFW, WCNW, WBBC, WBNX, WHOM, WAAT, WWRL. Rate: \$1 per line daily for "requested" position on radio page, \$1.10 for "purchased" position; \$1.25 Sunday.

**NEW YORK JOURNAL-AMERICAN** (e: 623,318; S: 1,032,182), New York, N. Y. **Joseph Edward Doyle** (by-line "Dinty Doyle"). Uses three-quarter to full column weekdays and Sunday, with three classifications given equal space—**N.C.R.** Log runs about 45 inches, with 3 inches of "best bets". No art work. Prefers news and features. Lists WEA, WJZ, WABC, WOR, WNEW, WINS, WMCA, WHN, WNYC, WOV, WBNX, WWRL, WAAT, WARD, WHOM, WCNW, WQXR, WLTH. Rate: \$1 per

line daily for "requested" position on radio page, \$1.10 for "purchased" position; \$1.25 Sunday (full circulation); \$1 Sunday (50 mile radius).

**NEW YORK MORNING TELEGRAPH** (m, S; not available), New York, N. Y. **Melvin Spiegel**. Uses two 7-inch columns daily—**C.N.R.** No art work; no program listings. Prefers gossip, news, studio happenings. Rate: 50 cents per line daily, 55 cents Sunday.

**NEW YORK POST** (e, except Saturday: 252,962; Saturday: 205,463), New York, N. Y. **Leonard Carlton** (also writes Sunday feature for Philadelphia Record). Uses 10 to 12 inches daily—**N.R.C.** Log runs about 2 columns, with 4 to 6 inches of "best bets." No art work. Lists WEA, WJZ, WABC, WOR, WMCA, WNYC, WHN, WBIL, WNEW, WOV, WEVD, WQXR. Rate: 45 cents per line.

**NEW YORK SUN** (e; 301,558), New York, N. Y. **E. L. Bragdon**. Uses 8 columns of technical material on Saturday, with occasional news item. Log appears daily except Saturday and runs 35 inches, with an average of 3 inches devoted to "best bets." Also uses one 2-column drawing on Saturday; accepts glossy prints. Lists WEA, WJZ, WABC, WOR, WMCA, WNEW, WHN, WQXR, WEVD. Rate: 73 cents per agate line; 8 cents a line extra for radio page. (Specializes in technical aspects of television, short-wave, and home construction and repair of radio sets).

**NEW YORK TIMES** (m: 492,570; S: 813,972), New York, N. Y. **Orrin E. Dunlap, Jr.** Amount of space used daily varies with the news; runs to page and a half Sunday—**N.R.C.** Log and "best bets" also varies daily; runs to full page of advance programs for the week on Sunday. Uses a layout and individual pictures on Sunday; accepts glossy prints. Lists WEA, WJZ, WABC, WOR, WMCA, WEVD, WNYC, WQXR, WHN. Rate: 9¢ cents per line daily, \$1.25 Sunday (ads of radio sets or parts, 87 cents daily, \$1.15 Sunday).

**NEW YORK WORLD-TELEGRAM** (e, except Saturday: 423,740; Saturday: 365,962), New York, N. Y. **Alton Cook**. Uses 2½ columns Monday through Friday, 4 columns Saturday, including logs and 8 or 10 inches of "best bets." Also uses single or double-column cuts on Saturday; accepts glossy prints. Prefers memoranda for filling out listings in high spot box. Lists WEA, WJZ, WABC, WOR, WMCA, WNYC, WHN, WQXR. Rate: 75 cents per line.

## RADIO EDITORS—Continued

**NEW YORKER STAATSZEITUNG UND HEROLD** (m, S; not available), New York, N. Y. **Henry Marx** (also assistant music critic). Uses varying amount of space daily—**N.R.C.** Log runs 25 to 30 inches, with 10 inches of "best bets." Accepts mats, though apparently art is rarely used. Prefers program news and comments. Lists WEAf, WJZ, WABC, WOR completely; highlights of WNYC, WEVD, WHN, WHOM, WQXR. Rate: 60 cents per line.

**RADIO & TELEVISION MIRROR** (monthly; 127,746), New York, N. Y. **Fred R. Sammis**. Uses over 12 pages each issue—**N.C.R.** Also uses 8 pages of logs, and 8 pages of "best bets" and highlights. Art work is used throughout the magazine; accepts glossy prints. Prefers items on programs, personalities, news and gossip, biographies. Lists NBC, CBS and Mutual. Rate: 65 cents per line.

**STATEN ISLAND ADVANCE** (e; 28,510), Staten Island, N. Y. **Walter J. Squier** (also sports department). Uses 2-column log daily, listing WEAf, WJZ, WABC, WOR, WMCA, WNYC, WAAT, WHN, WOV, WINS, WNEW, WBBR, WEVD, WBNX, WHOM, WQXR. No art work. (Note: Paper also carries "Viewing Radio," daily column by Jack Shafer, for whose listing see Newark (N. J.) Ledger). Rate: 25 cents per line. This is one of the Newhouse Papers, which also publish the Newark Ledger and the Long Island Press. Combination rates: Ledger, Press and Advance, 50 cents per line; Ledger, or Press, and Advance, 30 cents.

**ROCHESTER DAILY ABENDPOST** (e; not available), Rochester, N. Y. **Eric C. Vossmeier** (also general work). Uses daily log, running from 41 to about 82 inches. Apparently uses no art work, but accepts mats. Lists WHAM, WHEC, WSAY and German short-wave stations. Rate: 10 cents per line.

**ROCHESTER DAILY RECORD** (m; not available), Rochester, N. Y. **E. Willis Stratton** (also associate editor). Uses varying amount of space daily—**N.C.** No log or art work; accepts mats. Prefers spot news, reports on new programs, news on personalities. Rate: No information given.

**ROCHESTER DEMOCRAT & CHRONICLE** (m: 78,034; S: 105,267), Rochester, N. Y. **W. DeWitt Manning** (also church, literary and fraternal editor, editorial librarian). Uses varying amount of space daily—**N.C.R.** Log runs

about 2 inches, plus two and a half columns devoted to highlights and "best bets" on WHAM and WHEC. Uses single-column cuts daily in station feature announcements, varying amount of art work in Sunday Screen and Radio Magazine Section; accepts glossy prints; rarely uses mats. Lists WEAf, WJZ, WABC, WHAM, WHEC, WSAY, WBEN, CBL. (Listings handled in cooperation with Rochester Times-Union). Rate: 40 cents per line in combination with Evening Times-Union.

**ROCHESTER EVENING NEWS** (not available), Rochester, N. Y. **Mary H. O'Reilly** (also general feature writer). Uses 15 to 20 inches daily—**N.C.R.** Log runs a quarter-page, with 3 inches of "best bets." Also uses art work 3 or 4 times a week; accepts glossy prints and mats. Prefers complete lists of guests, songs, dramatic programs; articles on radio personalities; feature articles. Lists WHAM, WHEC, WSAY, WBEN, WJZ, WABC, CBL. Rate: 15 cents per line.

**ROCHESTER TIMES-UNION** (e: 94,777) and **DEMOCRAT & CHRONICLE** (m: 78,034; S: 105,267), Rochester, N. Y. **Waldon N. Yerger** (also fraternal and church editor). No regular column; uses occasional items. Log runs 38 inches, with 4 inches of "best bets." Accepts glossy prints, but art is used infrequently. Prefers program highlights. Lists WEAf, WJZ, WABC, CBL, WBEN, WHEC, WHAM, WSAY. Rate: 40 cents per line in both papers weekdays, 30 cents in Sunday edition.

**SCHENECTADY GAZETTE** (m; 25,377), Schenectady, N. Y. **Donn H. Munson** (also assistant editor, feature writer, reporter). Uses half to full page daily including art work—**N.R.C.** Log runs 2 to 3 columns, with half to full column of "best bets." 35% of column space is devoted to art work; accepts mats. Prefers straight news of programs, features, personalities. Lists NBC, CBS, WOKO, WGY, WBZ, WABY. Rate: 7 cents per line.

**SYRACUSE HERALD** (e: 54,347; S: 55,882), Syracuse, N. Y. **Robert M. Hoffman** (also assistant city editor). No regular column or art work. Log appears daily and runs to a column and a half. Lists WEAf, WJZ, WABC, WFBL, WSYR. Rate: 20 cents per line.

**SYRACUSE POST-STANDARD** (m: 59,556; S: 66,598), Syracuse, N. Y. **Jack S. Baker** (also assistant city editor). Uses 15-inch column on Sunday—**N.** Log appears

daily and runs to a half-column with 15 inches of "best bets." Also uses a single-column and double-column or 2 double-column cuts Sunday; accepts glossy prints and mats. Prefers straight news from the networks. Lists WFBL, WSYR, WGY, WHAM. Rate: 20 cents per line.

**WATERTOWN DAILY TIMES** (e; 33,929), Watertown, N. Y. **Dominic Pepp** (also reporter). No regular column; uses news items in connection with listings. No art work. Log runs 2 columns by 8½ inches, with 2 columns by 5 inches of "best bets." Prefers information on the content and guests of various programs. Lists NBC, CBS, Mutual. Rate: Information not received.

**HERALD OF WESTCHESTER, THE** (Friday; not available), White Plains, N. Y. **J. Spencer Gray** (also editor). Uses full tabloid page every Friday—**N,C,R**. Accepts mats; amount of art work varies. Prefers picture material; uses UP wire service. Lists WFAF, WJZ, WABC, WOR. Rate: 6 cents per agate line.

**YONKERS RECORD** (e; 8,075; S: 8,075), Yonkers, N. Y. **John A. Brennan** (also managing editor). Uses short items on irregular schedule. No listings or art work. Prefers mats with illustrations. Rate: 50 cents per inch weekdays; \$1 Sunday.

## NORTH CAROLINA

**ASHEVILLE CITIZEN** (m; 21,210), **TIMES** (e; 15,088) & **CITIZEN-TIMES** (S: 31,990), Asheville, N. C. **G. deRoulhac Hamilton, Jr.** (also Sunday editor, general feature editor). Uses half to full column daily—**N,R**. Log runs about 18 inches, with occasional highlights. Occasionally uses one, 2 or 3-column cuts, if they have news angle; accepts mats. Prefers straight news. Lists NBC, CBS, Mutual, WWNC. Rate: 14 cents per line, plus 25% for guaranteed position.

\***CHARLOTTE NEWS** (e; 35,146; S: 35,317), Charlotte, N. C. No radio editor. Carries only Sunday log of WBT and WSOC. Rate: 80 cents per inch.

**CHARLOTTE OBSERVER** (m; 72,270; S: 74,616), Charlotte, N. C. No radio editor. Program schedules are run on Sunday. No further information received.

**DURHAM SUN** (e; 13,138), Durham, N. C. **Wyatt T. Dixon** (also member news staff). Uses about 15 inches daily—**N,C,R**. Six-inch log lists only WDNC (owned by the Herald & Sun). No art work. Rate: 14 cents per agate line.

## NORTH DAKOTA

**BISMARCK CAPITAL** (semi-weekly; not available), Bismarck, N. D. **Gaylord E. Conrad** (also associate editor, photographer, promotion manager of the Capital; radio editor of the Friday Shopper and 73 weeklies' inside ready-printed pages of North Dakota Newspaper Association; news correspondent for UP, INS; photo correspondent for N. Y. Times-Wide World, INP, Acme and Central Press; owns and operates news and photo state bureau). Uses a minimum of half-column each week—**N,C,R**. Also uses art work with a local angle; accepts glossy prints and mats. Log runs 2 to 3 columns and lists KFYR, KGCU. Prefers news and pictures with local angle. Rate: 50 cents per column inch in Bismarck Capital; 3 cents per line in the Shopper; 40 cents per line in North Dakota Newspaper Association of 73 weeklies.

**FARGO FORUM** (m, e; 30,778; S: 28,986), Fargo, N. D. **Roy P. Johnson** (also film editor). Uses half to full column daily—**N**. Art work is used infrequently; prefers one-column mats, no glossy prints. Lists only WDAY, affiliated with the paper. Rate: 12 cents per line daily, 10 cents Sunday.

## OHIO

**AKRON BEACON JOURNAL** (e; 97,790; S: 66,206), Akron, O. **Dorothy Ann Doran** (also assignment reporting for city desk). Uses three-quarter column daily—**N,C,R**. Log runs about 2 columns, with a one-column, 3-inch box of "best bets." Also uses one-column art insert in DC column lead daily, up to 2 columns of art in Sunday edition; accepts mats. Prefers straight news and advances fast mail; program and personality features. Lists WADC, WTAM, WJW, WHK and WLW completely; WOLE and NBC Blue after 5 p.m. Rate: National ROP (does not guarantee radio page position).

**ASHLAND TIMES-GAZETTE** (e; 6,238), Ashland, O. **Mary Lou Lammers** (also society editor, general reporter). Uses program log only, amounting to 15 inches daily. No art work. Lists WJZ, WTAM, WLW, WJR, CKLW, WHK, WGAR, WOLE. Rate: 3 cents per line.

**BUCYRUS TELEGRAPH - FORUM** (e; 5,248), Bucyrus, O. **Gayl C. Metzger** (also state editor). Uses about 5 inches 3 times a week—**N,C,R**. Daily log runs to 7 inches. Very little art work is used; accepts mats. Prefers listings,



## RADIO EDITORS—Continued

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

**CANTON REPOSITORY** (e: 44,328; S: 45,-917), Canton, O. **Clifford Grass** (also automobile editor). Uses half-column daily—**N,R,C**. Also uses a 2-column by 12-inch log. No art work. Prefers straight program news. Lists WABC, WTAM, WHBC, KDKA. Rate: 14 cents per line daily and Sunday.

**CHILLICOTHE NEWS - ADVERTISER** (weekday m, except Monday; 3,748), Chillicothe, O. **Ray Ortman** (also reporter). Uses 15 inches daily—**N,C,R**. Log runs about 20 inches. Also uses varying amount of art work on an average of 3 times a week; accepts mats. Lists NBC, CBS, WLW. Rate: Information not received.

**CINCINNATI ENQUIRER** (m: 110,998; S: 197,804), Cincinnati, O. **Jack Rogers** (also general assignments). Uses one to 6 columns daily—**N,C,R**. Log runs to 26 inches. Rarely uses art on weekdays, one or more columns on Sunday; accepts glossy prints. Prefers straight news. Lists WLW, WSAI, WKRC, WCKY. WCPO and varied groups of short-wave stations. Rate: Varies according to day and contract.

**CINCINNATI POST** (e: 150,976), Cincinnati, O. **Paul P. Kennedy**. Uses at least 3 columns on full page devoted to radio (including advertising) daily—**C,N**. Also uses 3-column by 8-inch log Monday through Friday, 3 column by 11 inches on Saturday, with "best bets" running from 8 to 12 inches daily. One, 2 and 3-column cuts are run daily; accepts glossy prints. Prefers anecdotal material for single paragraph, short one-line items and 300-600-word features. Lists WCPO, WLW, WKRC, WSAI, WCKY. Rate: 29 cents per line.

**CINCINNATI TIMES-STAR** (e: 153,182), Cincinnati, O. **France Raine** (also editorial promotion, special sections). Uses full page every Wednesday, including "RadiOpinions" column, news and art—**R,N**. Log appears daily and runs to 24 inches Monday through Friday; 33 inches Saturday. Also uses 3 or 4 pieces of art (one, 2 or 3-column) every Wednesday; accepts glossy prints and mats. Prefers advance information on programs direct from local stations. Lists WLW, WCKY, WKRC, WSAI. Rate: 30 cents per line.

**CENTRAL PRESS ASSOCIATION**, Cleveland, O. **Walter L. Johns** (also sports editor). Uses 2 columns of art every

other day. (Also see separate listings for Clifford D. Vormelker, Central Press Association).

**CENTRAL PRESS ASSOCIATION** (news-paper syndicate of King Features). **Clifford D. Vormelker** (also librarian, staff writer). Uses 2 to 4 columns daily—**N,C,R**. Also uses daily single or double-column art, with frequent layouts; accepts glossy prints. Prefers pictures and biographies.

**CLEVELAND NEWS** (e: 120,759), Cleveland, O. **Elmore Bacon** (also music critic). Uses 21 inches or more daily—**N,R,C**. Log runs 24 inches, with one-column by 2-inch box of "best bets." Occasionally uses one or more pieces of one-column art; accepts glossy prints. Prefers news about programs and stars. Lists WTAM, WHK, WGAR and WCLE every day; WGN, CKLW, WADC, WJR, WXYZ, WLW, WSAI, WSM, WCKY and WWJ on irregular schedule. Rate: 34 cents per line.

**CLEVELAND PLAIN DEALER** (m: 208,-623; S: 392,760), Cleveland, O. **Robert S. Stephan**. Uses one column daily, 4 on Sunday—**N,R,C**. Length of log varies and includes highlight listings. Also uses layouts and single cuts on Sunday; accepts glossy prints. Prefers news, one-page features, short fillers, biographies of stars. Lists WHK, WCLE, WTAM and WGAR in city edition, plus WADC, WJR, WLW and WGN in state edition. Rate: 44 cents per line weekdays, 57 cents Sunday.

**CLEVELAND PRESS** (e: 221,547), Cleveland, O. **Norman Siegel**. Uses 30-inch column daily—**N,C,R**. Also uses 18-inch log, with 4 inches of "best bets." A 4 or 5-column layout appears each Saturday; accepts glossy prints. Prefers program highlights, features, gossip. Lists WTAM, WGAR, WHK and WCLE completely; highlights of out-of-town stations. Rate: 45 cents per line.

**COLUMBUS CITIZEN** (e: 83,574; S: 73,-699), Columbus, O. **Robert C. Fashbaugh** (also assistant to theatre department; writes and directs weekly program). Uses varying amount of space daily—**R,N,C**. Log runs 4 columns by 8 inches, with 2 inches devoted to "best bets." Also uses a full page of art in Sunday Magazine section; accepts glossy prints. Lists NBC, CBS, Mutual, WJR, WTAM, WLW, WBNS, WCOL, WHKC, WGN, WOSU. Rate: 22 cents per line; no advertisements accepted Sunday.

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

## RADIO EDITORS—Continued

- Dillman** (also general assignments). No daily column; uses occasional story concerning local station. Full Sunday radio graphic page, including art, 3 or 4 feature stories, human interest items, etc., carried in color section. Uses 3 or 4 pictures on Sunday graphic page, one picture on news page; accepts glossy prints. Prefers short feature material, concise items about personalities, non-technical discussions of radio and pictures. Lists WBNS, WCOL, WHKC, WLW and WOSU completely; evening programs of WJR. Rate: Information not received.
- COLUMBUS SUNDAY STAR** (110,537). Columbus, O. **Joe R. Mills** (also theatre-amusement editor). Uses full tabloid page every Sunday—N,C,R. Also uses full page of art work, with an occasional extra 5-column strip. Accepts glossy prints only. No log or "best bets" are run. Prefers straight news releases and intimate gossip. Rate: 18 cents per line.
- OHIO STATE JOURNAL** (m: 50,800; S: not available), Columbus, O. **Harrold C. Eckert** (also film editor, critic; covers all amusements). Uses log only; runs 2 columns by 48 to 50 inches daily and Sunday, with 6 inches of "best bets." No art work. Lists WBNS, WLW, WCOL, WHKC, WOSU. Sunday table is also printed in Saturday mail edition for rural circulation. Rate: Information not received.
- DAYTON NEWS** (e: 61,347; S: 58,475), Dayton, O. **Charles E. (Chuck) Gay** (also occasional general and rewrite work). Uses one to 1½ columns weekdays, half-page Sunday—R,C,N. Log runs 45 to 55 inches. Uses occasional art weekdays, 3 to 4 columns on Sunday; accepts glossy prints. Prefers straight news and unusual features. Lists WHIO, WLW and WSMK completely; highlights of WCKY, WSAI, WKRC, WMAQ, WENR, WHKC. Rate: 14 cents per line daily, 12 cents Sunday.
- FINDLAY REPUBLICAN-COURIER** (m: 12,896), Findlay, O. **John M. Stowell** (also telegraph editor). Uses 12 inches Monday through Friday, about 24 on Saturday including comment on Sunday programs—N,R,C. Log runs about 24 inches Monday through Friday, double on Saturday, and lists WTAM, WLW, CKLW, WJR, WOWO. Uses no art work, but accepts mats. Prefers straight program news. Rate: Radio material is run on editorial page, for which no advertising is accepted.
- GALION INQUIRER** (e: 2,730), Galion, O. **Harriett Cummins** (also general office and news). Uses 22-inch log daily, with 2 inches of "best bets." No art work. Lists WTAM, WLW, WHKC, WJR. Rate: 42 cents per column-inch.
- LIMA NEWS** (e, except Saturday: 22,213; Saturday: 18,186; S: 23,615), Lima, O. **Rosemary E. Cashman** (also film editor, handles some feature stories). Uses 1½ to 2 columns daily—N,C,R. Log runs 12 inches with about 4 inches of "best bets." Accepts glossy prints and mats, though art is seldom used on radio page. Prefers program news, giving guest stars, program content, etc. Lists WEAf, WJZ, WABC, WOR, WGN. Rate: 9 cents per line on yearly contract, plus 25% for position guarantee.
- MARION STAR** (e: 16,063), Marion, O. **Clark Wideman** (also police and general reporter). Uses 3 to 5 inches daily on program highlights, chiefly AP radio summaries. Log runs 24 inches Monday through Thursday; 36 inches Friday and Saturday, including Sunday programs. Uses occasional piece of art with local slant; accepts mats. Prefers news with local slant, particularly of stars formerly residing in or connected with Marion. Lists WTAM, WLW, WJR, WHKC. Rate: 6 cents per agate line.
- NEWARK ADVOCATE & AMERICAN TRIBUNE** (e: 14,858), Newark, O. **M. Irene Cosgrove** (also reporter, obituary writer, market features). Uses AP news items daily. Log runs 30 inches Monday through Friday, 49½ inches Saturday, with 8 inches of "best bets." No art work. Prefers program information and corrections. Lists NBC, CBS, Mutual, WLW, WHKC, WOSU, WBNS. Rate: 6 cents per line.
- PAINESVILLE TELEGRAPH** (e: 7,362). Painesville, O. **D. E. Bollinger** (also state editor, rewrite man, reporter). Uses about 16 inches Monday through Friday, nearly triple on Saturday. Log runs 18 inches daily, nearly triple on Saturday, with 3 inches of "best bets." Also uses frequent, but not daily, one-column mats; no glossy prints. Prefers advance information on programs, with detail as to music, guest stars, locale, etc. Lists WTAM, KDKA, WLW, WJR, WICA. Rate: 3½ cents per line.
- PORTSMOUTH TIMES** (e: 19,186; S: 20,290), Portsmouth, O. No radio editor. Carries daily log only, listing NBC, CBS, WLW, WPAY. Rate: 7 cents per line.



## RADIO EDITORS—Continued

**SPRINGFIELD DAILY NEWS** (e: 18,027) & **NEWS-SUN** (S: 23,446). Springfield. O. **J. Richard Wolbert** (also reporter). Uses 15 to 20 inches weekdays, 20 to 25 inches Sunday—**N,R,C**. Log runs about 15 inches, with one inch, double-column of "best bets." Also uses 2 or 3 columns of art work Sunday; accepts glossy prints and mats. Prefers interesting news on outstanding programs. Lists WHIO, WLW, WHKC, WCKY, WSAI, WTAM. Rate: 11 cents per line, combined morning Sun and evening News; 10½ cents Sunday News-Sun.

**TIFFIN ADVERTISER - TRIBUNE** (e: 7,362) Tiffin, O. **Arnold Whalen** (also news editor). No regular column or art work; accepts mats. Uses 40-inch log daily, listing WSPD, WOSU, WTAM, WLW, WJR. Rate: Advertising not accepted on radio. page.

**TOLEDO BLADE** (e: 153,286). Toledo, O. **Richard Pheatt**. Uses an average of 40 inches daily—**N,R,C**. Log runs 50 inches Monday through Friday, about 100 inches Saturday, with 5 inches of "best bets." Also uses 2 half-column cuts daily. 6 half-column cuts Saturday; accepts glossy prints. Prefers advance program information, straight news, features and some biography. Lists NBC, CBS, Mutual, Canadian Broadcasting Corp.: WSPD, WWJ, WTAM, WLW, WTOL, WJR, CKLW. Rate: 45 cents per line.

**TOLEDO LEDGER** (w: not available). Toledo, O. **Marie Cochran** (also writes woman's column). Uses nearly a full tabloid page each issue—**N,R,C**. No log at present, but contemplates listing WSPD, WTOL, WJR, WTAM and possibly CKLW and WLW in the near future. Also uses one column of art work on the radio page, sometimes one and 2 columns throughout the paper; accepts glossy prints and mats. Prefers news of scheduled programs, with names of guest stars, etc.; biographies, gossip and personal notes. Rate: \$1.25 per inch.

**TOLEDO TIMES** (m: 23,704; S: 61,011). Toledo, O. **Don Wolfe** (also theatre department). Uses 3 columns weekdays, 8 columns Sunday—**N,C,R**. Log runs 3 inches, with 10 inches of "best bets". Also uses a varying amount of art work on Sunday; accepts glossy prints and mats. Prefers straight program news. Lists WEAF, WJZ, WABC, WOR, WTOL, WLW, WGN, WWJ, WJR, WHAS, WHAM, WTAM, WCKY, WXYZ, CKLW,

WSPD. Rate: 15 cents per line weekdays, 22 cents Sunday.

**XENIA GAZETTE** (e: 5,127), Xenia, O. **Mildred Mason** (also society editor, general reporter). Uses 3 to 4 inches daily—**N,C,R**. Log runs 15 inches and lists WLW, WKRC. Also uses art about once a week; accepts mats. Prefers advance stories on programs scheduled. Rate: 3½ cents per line.

**YOUNGSTOWN VINDICATOR** (e: 63,862; S: 64,231). Youngstown, O. **Caroline MacDonald** (also librarian). Uses 14½-inch by 2-column log weekdays, 20-inch by 2-column Sunday. "Best bets" and highlights run 8½ inches weekdays, 14 inches Sunday. Also uses one 2-column and one half-column mat or cut Sunday; accepts glossy prints and half-column mats. Prefers straight, accurate news, with descriptive program material. Lists NBC, CBS, WTAM, KDKA, WJR, WLW, WCLE, WKBN, WPIC, WKST. Rate: 18 cents per line.

## OKLAHOMA

**DAILY ARDMOREITE** (e, except Saturday: 7,867; S: 7,898). Ardmore, Okla. **Ed R. Martin** (also film and general reporter). Uses about 2 columns every Sunday—**N,C,R**. Also uses occasional mats. Prefers straight news, with occasional feature material. Lists KVSO (owned by the paper) completely; sometimes gives brief listings for NBC, CBS and Mutual. Rate: 70 cents per inch.

**BLACKWELL DAILY JOURNAL** (e, except Saturday: 6,046; S: 6,053). Blackwell, Okla. **Roger E. Rice** (also general editorial man). No regular column; uses occasional wire stories. Devotes about 14 inches to 2-day schedules weekdays, 3 full columns to entire week's programs Sunday. Uses very little art work, and only on programs whose sponsors use lineage in the paper; accepts mats. Prefers original, well-written and timely releases. Lists NBC, CBS and Mutual. Rate: 56 cents per column inch.

**MUSKOGEE DAILY PHOENIX** (m: 10,647; S: 11,034) & **TIMES-DEMOCRAT** (e: 8,397), Muskogee, Okla. **Paul A. Bruner** (also managing editor). Uses nearly a column weekdays, 2 columns Sunday, including log—**N,C,R**—with C ranking first on Sunday. Also uses art about twice a week and one or 2 cuts Sunday; accepts glossy prints and mats. Prefers brief, breezy squibs. Lists KBIX (owned by the papers) and Mutual; plus such programs as KVOO or KTUL may carry

## RADIO EDITORS—Continued

with local tieup. Rate: 10 cents per agate line, combination of both papers; 25% additional for guaranteed page position.

**DAILY OKLAHOMAN** (m: 97,458) & **OKLAHOMA CITY TIMES** (e: 81,680), Oklahoma City, Okla. **Bruce Palmer** (also film critic, reporter). Uses varying amount of space daily for news, listings, and occasional comment or gossip. No art work. Prefers straight news. Lists WKY, KOCY, KOMA. Rate: 43 cents per line, daily combination; 38 cents Sunday.

**TULSA DAILY WORLD** (m: 70,043; S: 70,750), Tulsa, Okla. **Harry LaFerte** (also Sunday editor). Uses varying amount of space once a week—N,C,R. Three complete logs are run daily. Accepts mats, though art work is apparently seldom used. Prefers features. Lists KVOO, KTUL, KOME. Rate: \$2.62 per inch daily and Sunday.

**TULSA TRIBUNE** (e: 53,167; S: 55,916), Tulsa, Okla. No radio editor. Trade agreement with local stations KTUL and KVOO stipulates listing of their programs in return for station time. No other radio material carried. Rate: 16 cents per line.

## OREGON

**EUGENE DAILY NEWS** (m, except Monday: 5,897; S: 5,877), Eugene, Ore. **Virginia Hendrickson** (also society editor, women's features). Uses daily log only, running 25 to 30 inches. No art work. Lists KORE, KOIN, KGW, KEX, KOAC, KNX. Rate: 5 cents per line.

**OREGON JOURNAL** (e: 100,450; S: 106,463), Portland, Ore. **Lawrence Gilbertson** (also handles aviation). Uses varying amount of space each issue—N,C. Log runs about 2 columns and covers 2-day schedules. No art work. Lists KOIN, KALE, KEX, KGW, KWJJ, KBPS, KXL, KOAC, KGO, KPO, KNX. Rate: 25 cents per line daily and Sunday.

**PORTLAND NEWS-TELEGRAM** (e: 54,177), Portland, Ore. **Ed V. Golik** (librarian, general news, entertainment columnist). Uses 30-inch daily log, listing KOIN, KALE, KGW, KEX, KWJJ, KXL, KBPS, KOAC. No art work. Rate: 18 cents per line.

## PENNSYLVANIA

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

(also police and city hall reporter, newscaster over WSAN-WCBA, owned by the Call-Chronicle Publishing Co.). Uses 6-inch column devoted to short-wave material. Log runs 20 inches, with 6 inches of "best bets." No art work. Prefers short-wave publicity. Lists WEAf, WJZ, WABC, WOR, WSAN-WCBA, WFIL, KYW, WCAU and short-wave stations. Sunday programs listed Saturday. Rate: 17 cents per line, combination Morning Call and Evening Chronicle, or Evening Chronicle and Sunday Call-Chronicle.

**ALLENTOWN MORNING CALL** (45,311) **AND SUNDAY CALL CHRONICLE** (37,236), Allentown, Pa. **Wayne W. Holben** (also reporter). Rarely uses news items; 30-inch log is run morning and evening, with 6 inches of "best bets." Lists WEAf, WJZ, WABC, WOR, WCBA, WSAN, KYW. Rates: \$1.75 per inch for Call, 77 cents for Chronicle, \$2.38 for Call-Chronicle.

**ALTOONA MIRROR** (e: 22,248), Altoona, Pa. **John E. Holtzinger** (also reporter, feature editor). No column; uses 18 to 24-inch log daily. No art work. Lists WEAf, WJZ, WABC, WLW, KDKA, WCAU, WFBG. Rate: 14 cents per line.

**ALTOONA TIMES-TRIBUNE** (m: 8,438), Altoona, Pa. **Paul LeR. Lamade** (also printer and linotype operator, occasionally assistant sports writer). Uses one column daily—R,N,C. Log runs about 28 inches, with half-inch of "best bets." Also uses half-column and occasionally single-column cuts; accepts glossy prints and mats. Prefers program features, news stories, gossip, oddities, biographies, etc. Lists WEAf, WJZ, WABC, WOR, KDKA, WCAU, WLW, WFBG. Rate: 65 cents per inch.

**BROWNSVILLE TELEGRAPH** (e: 8,193), Brownsville, Pa. **Lewis W. Hays** (also reporter, theatre columnist). Uses 20-inch log daily, listing KDKA, WCAE, WMBS, WJAS, WWVA. Rarely uses art work; accepts mats. Rate: Advertising not accepted on feature page, where radio material appears.

**CARNEGIE SIGNAL ITEM** (w; not available), Carnegie, Pa. **Robert W. Bradshaw**. Uses 3 half-columns every Thursday—N,C,R. Log runs 2 inches, with varying amount of space devoted to "best bets." Also uses one 2-column and one single-column mat; accepts glossy prints and mats. Prefers new program information, gossip on stars, feature

## RADIO EDITORS—Continued

articles and mats. Lists WJAS, WCAE, KDKA, WWSW. Rate: 50 cents per inch.

**CHESTER TIMES** (e; 22,919), Chester, Pa. No radio editor. Carries daily log only, running 2 columns. Lists WEAf, WJZ, WABC, WOR, KYW, WFIL, WCAU, WIP. Rate: 12 cents per line.

**EASTON FREE PRESS** (m; 8,194), Easton, Pa. **W. D. Gorman** (also amusement editor). Uses about 24 inches daily—**N,R,C**. Log runs 35 inches, with 6 inches devoted to "best bets." Also averages one picture a day; accepts mats. Prefers publicity in proof form, pictures in mat form. Lists WEAf, WJZ, WABC, WOR, WEST, WIP, WCAU. Rate: 5 cents per line.

**ERIE DISPATCH-HERALD** (e; 35,223; S: 25,446), Erie, Pa. **C. B. Hollinger** (also feature, woman's page, garden, junior and church page editor). Uses 4 columns every Sunday—**N,C,R**. Log averages 27 inches weekdays, full page of week's programs with 12 inches of "best bets" on Sunday. Also uses about 4 single-column cuts on Sunday, none during the week; accepts mats. Prefers straight news, gossip about stars, and occasional mats. Lists NBC, CBS and Mutual. Rate: 11 cents per line weekdays, 9 cents Sunday; no combination rate.

**HANOVER EVENING SUN** (17,816), Hanover, Pa. **Edward H. Wallace** (also sports editor). Uses about 11 inches daily—**N,C,R**. Log runs 24 inches, with 7 inches of "best bets." Also uses single-column art work every other day; accepts mats. Prefers program details news of forthcoming programs and events, and human interest items on performers. Lists NBC, CBS and Mutual. Rate: 7 cents per line.

**HARRISBURG EVENING NEWS** (59,639), Harrisburg, Pa. **Richard M. Spong** (also film and drama editor, reporter). Uses varying amount of space daily—**N,C**. Log runs about 14 inches, with 7 inches of "best bets." Also uses a single-column mat daily; no glossy prints. Prefers straight news on forthcoming programs, studio gossip and portrait one-column mats. Lists NBC, CBS and Mutual. Rate: 18 cents per line.

**HARRISBURG SUNDAY COURIER** (7,348), Harrisburg, Pa. No radio editor. Carries 12-inch log listing WKBO, WHP. No art work. Rate: 6 cents per line.

**HARRISBURG TELEGRAPH** (e; 37,274), Harrisburg, Pa. **Dick Redmond**. Uses

about 20 inches daily—**N**. Log runs 20 to 22 inches. Also uses one-column mat daily; accepts mats, rarely uses glossy prints. Lists WEAf, WJZ, WABC, WOR, WHP, WKBO, short-wave stations. Rate: 11 cents per line.

**DAILY MESSENGER** (e; 6,216), Homestead, Pa. **Ida A. Ahlberg** (also news writer, proof reader). Uses 10 to 12-inch column Monday through Friday—**N,C**. Log runs about 18 inches. Also uses a single-column cut Monday through Friday; accepts mats. Prefers releases giving program detail. Lists KDKA, WCAE, WWSW, WJAS, KQV. Rate: 5 cents per line.

**LATROBE BULLETIN** (e; 6,430), Latrobe, Pa. **William S. Robbins** (also feature and general news writer, proof reader). Uses 35-inch column daily—**N,R,C**. Log runs about 16 inches, with 3 to 5 inches of "best bets". Also uses a single-column mat daily; no glossy prints. Prefers straight news on program make-up, changes in personnel, outstanding attractions, guest stars, etc.; feature and human interest material. Lists KDKA, WCAE, WJAS. Rate: 59 cents per inch.

**McKEESPORT DAILY NEWS** (e; 23,843), McKeesport, Pa. **Fredrik K. Schuler** (also assistant city editor). Uses 32-inch column daily—**N,R,C**. Log runs to 20 inches, with 3 inches of "best bets". Art work is inserted into radio news whenever available; accepts glossy prints. Lists NBC, CBS, KDKA, WCAE, WWSW, WHJB, KQV, WKBN, WLW. Rate: 8½ cents per line.

**DAILY LOCAL NEWS** (e; 1,498), Mechanicsburg, Pa. **Lois J. Fegan** (also general and society reporter). Uses varying amount of space daily—**N,R**. No regular log; varying amount of space is devoted to program highlights, with particular attention to broadcasts on WKBO and WHP. Considerable art work is used—"all we can get in mat form." Rate: 35 cents per inch.

**NORRISTOWN TIMES HERALD** (e; 12,430), Norristown, Pa. **Ethel L. Stout**. No regular column—**N,R,C** included in daily 45-inch log. Uses very little art work; accepts mats. Lists WEAf, WJZ, WABC, WOR, KYW, WCAU, WIP, WPEN, WIBG, WFIL, WDAS. Rate: 12 cents per line.

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

## RADIO EDITORS—Continued

accepts glossy prints and mats. Prefers releases with news value and gossip about personalities. Lists WCAU, KYW, WFIL, WPEN, WIP, WDAS, WPG, WHAT, WTEL, WIBG, WEA, WJZ, WABC. Rate: 35 cents per line.

**PHILADELPHIA INQUIRER** (m: 347,591; S: 1,050,770), Philadelphia, Pa. **Frank Rosen** (also stamp editor). Uses 3 columns Sunday (5 columns in Sunday pre-date edition, circulated nationally and published one week in advance)—**N,R,C**. Log appears daily and Sunday and runs about a column and a half, with a varying amount of space devoted to "best bets." Also uses single and double-column cuts in regular Sunday edition and in the pre-date edition; accepts glossy prints. Prefers straight news, detailed information on symphonic concerts, advance information on programs and new features, gossip, photos of entertainers and biographies. Lists WFIL, WOR, KYW, WEA, WIP, WCAU, WABC, WDAS, WPEN; all networks and Canadian Broadcasting Corp. in pre-date edition; WSNJ, WCAM, WTNJ and WPG in New Jersey edition. Rate: 55 cents per agate line weekdays, \$1 Sunday.

**PHILADELPHIA PUBLIC LEDGER** (e: 165,117), Philadelphia, Pa. **George Opp.** Uses 12 inches daily—**N,C,R**. Log runs 4 columns with 6 inches of "best bets." Also uses unspecified amount of art work daily; accepts glossy prints. Lists WEA, WJZ, WABC, WOR, KYW, WCAU, WFIL, WIP, WPEN, WDAS, WHAT, WTEL, WCAM, WPG. Rate: 45 cents per line for radio page; \$1.50 per line for "marked" radio listing.

**PHILADELPHIA RECORD** (m: 224,126; S: 355,313), Philadelphia, Pa. **George M. Lilley**. Uses full page Sunday—**C,N,R**. Log appears daily and runs 2 columns; with about 12 inches devoted to program highlights. Also uses 3 to 5 column layout Sunday, plus several single or double-column cuts; accepts glossy prints. Prefers short, to-the-point releases and straight news. Lists WEA, WJZ, WABC, WOR, KYW, WDAS, WFIL, WIP, WPEN, WCAU. Rate: 50 cents per line daily, 60 cents Sunday.

**RADIO PRESS** (w; not available), Philadelphia, Pa. **Milton J. Feldman** (also associated with Sunday Herald, Tap & Tavern, Philadelphia Shopping Guide). Entire weekly paper of 12 to 28 pages devoted to radio; writes local column under by-line "Micky Fields"—**N,R,C**. Uses 4 tabloid pages for logs, full page for "best bets." Also uses 4 pages of art

work; accepts glossy prints and mats. Prefers news, pictures, gossip. Lists NBC, CBS, Mutual, WFIL, WIP, WPEN, KYW, WCAU, WDAS. Rate: 15 cents per agate line.

**PITTSBURGH POST GAZETTE** (m: 223,314), Pittsburgh, Pa. **Darrell V. Martin**. Uses full column daily, more as needed—**N,C,R**. Log runs to 20 inches, with 11 inches of "best bets." Also uses one half-column cut in column, two half-column, 3-inch cuts in "Features Tonight" box; accepts glossy prints and mats. Prefers tips and gossip. Lists WJAS, WCAE, KDKA, KQV, WWSW. Rate: 50 cents per line.

**PITTSBURGH PRESS** (e: 205,573; S: 321,932), Pittsburgh, Pa. **Si Steinhauser** (also member of Sunday staff). Uses at least one full column weekdays and Sunday—**N,R,C**. Log runs 3 columns by 11 inches. Also uses 5-column layout on Sunday; accepts glossy prints. Prefers releases short and to the point. Lists KDKA, WCAE, WJAS, KQV, WWSW. Rate: Information not received.

**PITTSBURGH SUN - TELEGRAPH** (e: 158,597; S: 404,388), Pittsburgh, Pa. **S. G. Kennedy** (also church editor, correspondent). Uses 50-inch program log weekdays and Sunday, with 3 inches of "best bets." No art work. Prefers names of guest stars, outstanding musical programs and names of speakers, which are included in program listings. Lists WCAE, WJAS, KDKA, KQV, WWSW. Rate: 40 cents per line daily, 60 cents Sunday.

**SCHUYLKILL REPORTER** (m: 817) and **POTTSVILLE REPUBLICAN** (e: 12,569), Pottsville, Pa. **J. Melville May** (also managing editor, Schuylkill Reporter). Uses quarter-column daily—**C,R,N**. Log runs 2 columns by 7 inches. Also uses art work when space permits; accepts glossy prints and mats. Prefers gossip and program comment. Lists NBC, CBS and Mutual; WCBA, WEEU, WAZL. Rate: 12 cents per line.

**READING EAGLE** (e: 48,549; S: 29,462), Reading, Pa. **Ron G. Sercombe** (also Sunday editor). Uses about 20 inches weekdays and Sunday—**N,R,C**. Log runs about 40 inches. Occasionally uses art work with Sunday features; accepts glossy prints and mats. Lists WEA, WJZ, WOR, WCAU, KYW, WEEU, WRAW. Rate: 9 cents per line daily, 7 cents Sunday.

**READING TIMES** (m: 37,552), Reading, Pa. **Louis Schlosberg** (also telegraph

## RADIO EDITORS—Continued

copy editing). Uses 2-column log daily, listing NBC, CBS, Mutual, WEEU, WRAW. No art work. Rate: 12 cents per agate line.

**SCRANTON TIMES** (e; 66,915), Scranton, Pa. **A. J. O'Malley**. No regular column; uses such items and pictures as have real news value. Log appears daily and runs about 20 inches. Lists WQAN (non-commercial station owned by the paper), WEAf, WJZ, WABC, WOR, WMCA, WNYC, WQXR, WEVD, WHN, WGBI and short-wave stations. Rate: 18 cents per line.

**SUNDAY INDEPENDENT** (38,885), Wilkes-Barre, Pa. **Paul J. Walter** (also member of advertising department). Uses 12 to 14 inches each Sunday—**R,C,N**. Log runs 26 inches and lists WEAf, WJZ, WABC, WOR, WBAX, WBRE, WGBI, WLW. Art work is used only as filler; accepts glossy prints and mats. Rate: 7 cents per line.

**WILLIAMSPORT GAZETTE & BULLETIN** (m; 5,851), Williamsport, Pa. **Quinton E. Beauge** (also city editor). Uses 28-inch log daily, plus 6 inches of "best bets" on Saturday. No art work. Lists WEAf, WJZ, WABC, WOR, WRAK. Rate: \$1.40 per inch, combination morning Gazette & Bulletin and Evening Sun (Circulation of the Sun, 18,035).

## RHODE ISLAND

**NEWPORT DAILY NEWS** (e; 6,677), Newport, R. I. **Clifton T. Holman, Jr.** (also drama editor, assistant to managing editor). Uses varying amount of space daily—**R,N,C**. Log runs about 50 inches. Accepts mats, but runs no art work. Prefers program description, reviews, lists of guest stars, outstanding features. Lists WJAR, WEAN, WPRO, WBZ-A. Rate: 10½ cents per line.

**NEWPORT HERALD** (m; 3,276), Newport, R. I. **W. D. Hazard** (also president, treasurer, night editor). Uses an average of 2 columns daily, for log, lead and usually a single-column cut. Accepts mats. Lists WEAN, WPRO, WJAR, WBZ. Rate: No information received.

**PROVIDENCE JOURNAL** (m; 36,778), **EVENING BULLETIN** (109,209) & **SUNDAY JOURNAL** (110,335), Providence, R. I. **Ben Kaplan**. Uses one column daily, full page Sunday—**N,C,R**. Log runs one and a half columns daily, 2 columns Sunday; 2 columns by 4 inches devoted to "best bets." Also uses single-column cut daily, layouts and singles

Sunday; accepts glossy prints. Prefers short news items, feature material, biographies of radio personalities, band leaders and bandmen. Lists NBC, CBS, Mutual and Yankee. Rates: Morning Journal, 12 cents per line; Sunday Journal or Evening Bulletin, 25 cents; combination, 32 cents.

## SOUTH CAROLINA

**CHARLESTON NEWS & COURIER** (m; 22,779; S; 26,274), Charleston, S. C. **Thomas R. Waring** (also city editor). No further details received after several requests.

**GREENVILLE NEWS** (m; 35,851) & **PIEDMONT** (e; 15,145), Greenville, S. C. **James W. Thompson** (also police and city hall reporter on the Piedmont; commercial sports announcer on WFBC, owned by the papers). Uses one column daily except Friday, when space runs to full page. Log runs about 12 inches, with "best bets" in box at column head. Art work is used on Friday; accepts glossy prints and mats. Prefers straight news and gossip about stars. Lists WFBC. Rate: \$1.20 per column-inch (combination, both papers).

## SOUTH DAKOTA

**PIERRE CAPITAL JOURNAL** (e; 1,950), Pierre, S. D. **James B. Hipple** (also desk work). Uses 10 to 20 inches daily—**R,C,N**. Log runs 8 inches and lists KGFX, KOBH, WNAX, KSOO. Art work is used infrequently; accepts mats. Prefers chatter with factual background. Rate: 35 cents per line (contract).

**DAILY ARGUS-LEADER** (e; 40,996; S; 15,966), Sioux Falls, S. D. **Wilmer R. Simmons** (also proof reader). Column—**N,R,C**—not run on any regular schedule. Half to three-quarter column log appears daily, with about 6 inches of "best bets." Accepts mats, but art work is rarely used. Lists NBC and Mutual; KELO, KSOO. Rate: Radio appears on feature page; no advertising accepted.

## TENNESSEE

**CHATTANOOGA FREE PRESS** (e; 34,726; S; 34,094), Chattanooga, Tenn. **Ralph Sanders** (also news editor). No regular column; uses news stories. Log appears daily and Sunday and runs to 50 inches. Also uses one or 2 cuts weekly in connection with stories; accepts mats. Prefers items on program content, such as

## RADIO EDITORS—Continued

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

**CHATTANOOGA NEWS** (e: 32,385), Chattanooga, Tenn. **Quentin P. Gore** (also copyreader). Uses 6 to 12 inches daily—**N,C,R**. Log runs about 20 inches. Uses unspecified amount of art work nearly every day; accepts glossy prints and mats. Lists NBC, CBS, Mutual, WDOD, WAPO. Rate: 7½ cents per line.

**CHATTANOOGA TIMES** (m: 45,031; S: 40,379), Chattanooga, Tenn. **Thomas S. Brahan** (also film editor). Uses 12 to 14 inches on Sunday—**N,R,C**. Log appears daily and runs 10 to 12 inches, with 4 to 6 inches of "best bets." No art work. Prefers program notes. Lists NBC, CBS and Mutual. Rate: Information not received.

**KNOXVILLE NEWS-SENTINEL** (e: 52,914; S: 70,745), Knoxville, Tenn. **Glenn E. McNeil** (also general reporter). Uses 10 inches weekdays, 20 inches Sunday—**N**. Log runs 10 inches by 2 columns, listing NBC completely and highlights of CBS, WNOX, WROL. Occasionally uses art work on Sunday; accepts glossy prints and mats. Prefers straight spot news. Rate: 12 cents per line.

**MEMPHIS COMMERCIAL APPEAL** (m: 115,401; S: 137,048), Memphis, Tenn. **Robert M. Gray** (also assistant amusements editor). Uses varying amount of space daily—**N,C,R**. Log runs about 20 inches. Also uses occasional cuts during the week, 6-column layout Sunday; accepts glossy prints. Prefers advance program news, additions and changes in casts, personal notes, gossip; art for Sunday should be received not later than preceding Wednesday. Lists NBC, CBS, WMC, WMPS, WREC, WHBQ. Rate: 25 cents per line weekdays, 30 cents Sunday.

**MEMPHIS PRESS-SCIMITAR** (e: 93,733), Memphis, Tenn. **John F. Rogers** (also copy reader). Uses about 4 inches daily—**N,C,R**. Log runs 12 inches, with about 8 inches of "best bets." Also uses single-column art work daily; accepts glossy prints and mats. Prefers straight news with some features exclusive to one paper in the same city. Lists WMPS, WMC, WREC, WHBQ, WGN, WLW. Rate: 20 cents per line.

**NASHVILLE BANNER** (e: 63,169), Nashville, Tenn. **Milton Randolph** (also film critic, feature editor). Uses varying amount of space daily—**R,C,N**. Log runs

about one column and lists WSM, WSIX, WLAC. Accepts glossy prints, though amount of art work used is not specified. Rate: 27 cents per line (in combination with the Nashville Tennessean, a morning paper with 62,315 circulation).

## TEXAS

**AMARILLO NEWS** (m: 20,743), **GLOBE** (e, except Saturday: 10,209) & **SUNDAY GLOBE-NEWS** (26,810), Amarillo, Tex. **Bill Wilson** (also amusements, city desk). Uses 6 or 7 inches daily—**N,C,R**. Log runs a full column, with an average of 10 inches devoted to "best bets." Art work is used on Sunday, only occasionally during the week; accepts mats. Prefers items on new programs, advance readers, gossip, personality sketches. Lists NBC, TSN, TQN and Mutual via KGNC (affiliated with The Globe-News), KPFA. Rate: 15 cents per line.

**AUSTIN AMERICAN** (m: 17,026), **STATESMAN** (e: 16,052) & **SUNDAY AMERICAN-STATESMAN** (29,880), Austin, Tex. **William J. Weeg** (also business editor, court house and city hall reporter). No regular column or art work. Log appears weekdays and Sunday and runs to three-quarters of a column. Prefers information on special broadcasts on current news events. Lists NBC, CBS, Mutual, TQN, TSN. Rate: Information not received.

**AUSTIN DISPATCH** (e, S; not available), Austin, Tex. **MacRoy Rasor** (also editor). Uses 6 to 10 inches daily—**N,C**. Log runs about 6 inches daily. Also uses 6 to 14 inches of art work daily; accepts mats. Prefers articles and mats with news tie-ins. Lists KNOW. Rate: 90 cents per inch.

**BEAUMONT ENTERPRISE** (m: 27,049; S: 35,784), Beaumont, Tex. **Merita Mills** (also reporter, music critic). Uses 10 to 15 inches weekdays, full column or more on Sunday—**N,C,R**. Log runs 12 inches weekdays, about 15 inches Sunday. Also uses one or 2 half-column cuts daily, 2 or 3 columns of art Sunday; accepts mats. Prefers advance mats on guest stars appearing on big programs, news and gossip on guest stars. Lists NBC, CBS, Mutual, Texas State and Texas Quality networks. Rate: 15 cents per line daily, 13 cents Sunday.

**CORPUS CHRISTI CHRONICLE** (e, S; not available), Corpus Christi, Tex. **William J. Light** (also editor). Uses varying amount of space daily (usually at least

## RADIO EDITORS—Continued

- 2 columns; more as necessary)—**N,C,R**. Log, "best bets" and art are given as much space as the material demands. Prefers mats, of any kind; no glossy prints. Lists KRIS, WOAI, KTSA regularly; others as occasion arises. Rate: 4½ cents per line.
- DALLAS DAILY TIMES HERALD** (e: 86,711; S: 88,185), Dallas, Tex. **Douglas Hawley** (also feature writer). Uses about 2 columns daily—**N,C,R**. Log runs 2 columns. Also uses art, every day if possible; accepts mats, an occasional glossy print. Prefers program news, features on artists and programs, shorts for filler material. Lists KRLD, WRR, WFAA-WBAP, KGKO. Rate: Information not received.
- DALLAS DISPATCH-JOURNAL** (e: 60,005), Dallas, Tex. **Terence Walsh** (also reporter). Uses 20 to 30 inches Monday through Friday—**N,C,R**—with an occasional article on Saturday. Log appears daily and averages 18 inches, with 3 to 5 inches of "best bets." Also uses one or 2-column cuts about 4 times weekly; accepts mats and an occasional glossy print. Prefers straight news, features, advance information, gossip. Lists KGKO, WRR, WFAA-WBAP, KRLD. Rate: 18 cents per line.
- DALLAS NEWS** (m: 101,646; S: 111,661), Dallas, Tex. **Victor Davis** (also assistant amusement editor). Uses an average of 22 inches daily and Sunday—**N,C,R**. Log runs to 36 inches. Uses one, 2 or 3-column cuts about 3 times a week; accepts glossy prints. Prefers advance news, art and features on network programs carried by WFAA-WBAP. Lists WFAA-WBAP, KRLD, KGKO, WRR. Rate: 25 cents per line daily, 29 cents Sunday.
- EL PASO HERALD-POST** (e: 21,942), El Paso, Tex. **Hal Middlesworth** (also copy reader). No regular column; uses occasional items. Log appears daily and runs 10 to 15 inches. No art work. Lists KFI, KMOX, KNX, KOB, KOA, KOMA, KRLD, KSL, KTSM, WBAP, WFAA, WOAI. Rate: \$1.54 per inch: in combination with El Paso Times, a morning and Sunday paper, \$2.24.
- FORT WORTH PRESS** (e: 36,547), Fort Worth, Tex. **Morris S. Boykin** (also cub reporter, librarian). No regular column, but uses occasional items—**N,R,C**. Log appears daily and runs to 17 inches, with varying amount of space devoted to "best bets." Accepts glossy prints and mats, though very little art work is used. Lists WBAP-WFAA, KRLD, KTAT, KGKO, KFJZ. Rate: \$1.82 per inch.
- STAR TELEGRAM** (m: 96,911; e: 76,481; S: 130,891), Fort Worth, Tex. **William S. Potts** (also aviation editor, courthouse reporter). Uses one column in morning edition, top news in afternoon and full column in Sunday edition—**N,C,R**. Also uses 2-inch by 2-column log. Very little art work at present. Prefers advance program information. Lists KGKO, WBAP, WFAA, KRLD, KFJZ, KTAT. Rate: 34 cents per line daily, morning and evening combination; 34 cents per line Sunday.
- GALVESTON NEWS & TRIBUNE** (e: 9,045), Galveston, Tex. No radio editor; correspondence should be addressed to managing editor. Uses very little radio material; no art work. Log appears daily and runs 14 to 16 inches, listing KLUF, KPRC, KTRH, KXYZ. Rate: 11 cents per line, weekday combination; 12 cents Sunday.
- HOUSTON CHRONICLE** (e: 100,788; S: 108,600), Houston, Tex. **Mildred Stockard** (also theatre editor). Uses half to full column daily—**N**. Log runs to a column and a half, with AP highlights averaging about 4 inches. One or 2-column cuts used to illustrate news stories or programs of exceptional interest, usually on Sunday only; accepts glossy prints and mats. Prefers program notes, human interest feature stories. Lists KTRH, KXYZ, KPRC. Rate: 20 cents per line daily, 23 cents Sunday.
- HOUSTON POST** (m: 89,419; S: 105,191), Houston, Tex. **Lois Cain**. Uses about 60 inches daily—**N**. Log runs 51 inches including about 30 inches of "best bets." Also uses 10 inches of art work daily; accepts glossy prints and mats. Prefers stories of stars, serial resumes, program music, background gossip. Lists NBC, CBS, TQN, KPRC, KXYZ, KTRH. Rate: 19 cents per line daily, 21 cents Sunday.
- HOUSTON PRESS** (e: 58,606), Houston, Tex. **Anthony J. Triolo** (also librarian). Uses about one column daily—**N,C,R**. Log also runs to one column, with 8 inches of "best bets." Art work is used every day; accepts glossy prints and mats. Lists KXYZ, KTRH and KPRC regularly; KMOX and WLW occasionally. Rate: 15 cents per line.
- PARIS NEWS** (e, except Saturday, S: 10,144), Paris, Tex. **Henry Moore** (also on telegraph desk, handles part of courthouse run). Uses 10 inches daily—**C,N,R**.



## RADIO EDITORS—Continued

Log runs to 8 inches. Accepts mats, but art work is used only about twice a month. Prefers feature material on performers, background on shows. Lists Texas State and Mutual networks through KPLT. Rate: 6 cents per line.

**PORT ARTHUR NEWS** (e: 11,082; S: 11,206), Port Arthur, Tex. No radio editor. Carries only AP listings daily. No further information available. Rate: Material run on editorial page; no advertising accepted.

\***SAN ANTONIO EXPRESS** (m: 53,586; S: 80,642), San Antonio, Tex. No radio editor. Carries daily 20-inch log, including news and schedules, with 8 inches of "best bets." Accepts mats. Lists WOAI, KTSA, KABC, KONO, KMAC. Rate: \$2.80 per inch, both papers.

**SAN ANTONIO LIGHT** (e: 52,917; S: 79,357), San Antonio, Tex. **Renwicke E. Cary** (also editorial work). Uses about 2 or 3 inches weekdays and Sunday—N. Log runs 12 to 14 inches. No art work; accepts glossy prints for file. Prefers news on all special events, new programs, guest stars. Lists KTSA, WOAI, KABC, KMAC, KONO. Rate: Information not received.

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

**TYLER TELEGRAPH** (m: 10,728) & **COURIER-TIMES** (e, except Saturday: 4,982), Tyler, Tex. **North Callahan** (also amusement editor). No regular column; devotes some space to program reviews. Log appears daily and runs about 12 inches. Also uses a half-column mat concerning program's guest star; no glossy prints. Prefers information on guest stars and program highlights. Lists NBC and CBS. Rate: 7 cents per line.

**WICHITA FALLS DAILY TIMES** (e: 14,915; S: 31,132), Wichita Falls, Tex. **Louis T. Hamlett** (also courthouse reporter). Uses 3 to 4 columns of comment and art on Sunday—N,R,C. Log appears daily and runs to 15 inches, with 3 inches of "best bets." One or two pieces of art

are featured on Sunday; accepts mats. Prefers straight advance news. Lists NBC, CBS, WFAA, WBAP, KRLLD, KGKO, KOA, WLW, WLS, WENR, KOMA, KMOX, WOAI, WKY, WHO, WREN, WSM, KVOO. Rate: 15 cents per line.

## UTAH

**SALT LAKE CITY TRIBUNE** (m: 57,742; S: 94,584), Salt Lake City, Utah. No radio editor. Carries only paid listings of KDYL, KSL, KUTA.

## VERMONT

**WATERBURY RECORD** (w: not available), Waterbury, Vt. **William G. Rick-er**. Uses one column weekly (paper published every Wednesday in conjunction with station WDEV, owned by the paper)—N,R,C. No art work or log. Prefers general notes on background plus human interest stories on performers. Rate: 25 cents per inch.

## VIRGINIA

**FREDERICKSBURG FREE LANCE-STAR** (e: 5,194), Fredericksburg, Va. **Ernest McIver, Jr.** (also assistant advertising manager). Uses 20-inch column daily—N,C,R; 15-inch log. Also uses a single-column cut about 3 times a week; accepts glossy prints and mats. Prefers news, gossip, human interest stories, photos. Lists NBC, CBS and Mutual. Rate: 3 cents per line.

**NORFOLK LEDGER-DISPATCH** (e: 44,036), Norfolk, Va. **Charles H. Hoof-nagle** (also city hall and municipal utilities reporter, music reviewer). Uses 10 to 12 inches Monday through Friday, about 24 inches Saturday—N,C,R. Log runs 10 to 12 inches. Also uses half-column cuts occasionally; accepts glossy prints and mats (portraits). Prefers program news. Lists NBC, CBS, Mutual, WTAR. Rate: 22 cents per line, combination of Ledger-Dispatch and Virginian-Pilot (morning and Sunday).

**RICHMOND NEWS LEADER** (e: 84,718), Richmond, Va. **Elizabeth Copeland** (also film editor). Uses daily half-column of news items and schedule of local stations for following day. Log runs 5 columns by 6 inches, with "best bets" printed in black type. No art work; accepts mats. Prefers program news. Lists WFAF, WJZ, WABC, WOR, WRVA, WMBG, WRNL, WRD. Rate: 20 cents per line.



## RADIO EDITORS—Continued

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

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

## WASHINGTON

**ABERDEEN DAILY WORLD** (e: 11,321), Aberdeen, Wash. **Harland L. Plumb** (also business and political writer). Devotes a little space to news items, etc., daily. Log runs a full column. Art work is used only occasionally; accepts glossy prints and mats. Prefers program news, pictures, short program resumes. Lists NBC, CBS and Mutual; **KXRO**, **KOL**, **KELA**, **KGy**, **KVI**, **KOIN**, **KNX**, **KOMO**, **KPO**, **KGW**, **KHQ**, **KOA**, **KGO**, **KGA**, **KJR**, **KEX**. Rate: Averages about 60 cents per line.

**DAILY OLYMPIAN** (e, except Saturday. S: 6,342), Olympia, Wash. **Jessie M. Steere** (society and morgue editor). No regular column; carries news items on outstanding speeches, etc. Log appears daily and runs 14 to 20 inches. Rarely uses art work; glossy prints and mats not accepted. Lists **KOL**, **KVI**, **KOMO**. Rate: 70 cents per inch.

**SEATTLE POST-INTELLIGENCER** (m: 97,472; S: 204,104), Seattle, Wash. **E. J. Mitchell** (also handles real estate and church news). Uses 20 to 35-inch column plus briefs on Sunday—**N,C**. Also uses 2-column art work; accepts glossy prints. Prefers news, briefs on personalities, short stories. Rate: 28 cents per agate line daily, 37 cents Sunday. (Daily log is handled by Paul Tieche. For details see following listing).

**SEATTLE POST-INTELLIGENCER** (m: 97,472; S: 204,104), Seattle Wash. **Paul Tieche** (also secretarial work). Uses 40-inch daily log, with 5 inches of "best

bets" daily, 7 inches Sunday. Lists **KIRO**, **KOL**, **KOMO**, **KJR**, **KVI**, **KMO**, **KRSC**, **KEEN**, **KXA**, **KTW**. Rate: 28 cents per agate line daily, 37 cents Sunday. (Sunday column is handled by E. J. Mitchell. For details see his listing above).

**SEATTLE STAR** (e: 69,875), Seattle, Wash. **Roy F. Ryerson** (also general assignment reporter, writes Mr. Fixit column). Uses about 8 inches daily—**N,R,C**. Log runs 36 inches, with about 8 inches of "best bets." Art work used irregularly; accepts glossy prints. Prefers straight news items about outstanding national and international broadcasts. Lists **KOMO**, **KJR**, **KIRO**, **KVI**, **KOL**, **KEEN**, **KRSC**, **KXA**. Rate: 24 cents per line.

**SEATTLE TIMES** (e: 99,377; S: 131,117), Seattle, Wash. **Robert Heilman** (also reporter). No regular column or art work. Uses daily log, running about 5 columns by 12 inches. Prefers information on guest stars, program descriptions. Lists **KOMO**, **KJR**, **KIRO** and **KOL** completely; highlights of **KVI**, **KRSC**, **KEEN**, **KTW**, **KXA**. Rate: 30 cents per line weekdays, 33 cents Sunday on radio page "request" basis; 25% extra on "demand" basis.

**SPOKANE SPOKESMAN-REVIEW** (m: 62,412; S: 84,506), Spokane, Wash. **Byron Johnsrud** (also assistant on city desk). No regular column or art work. Uses 12 to 15-inch log daily, listing **KYA**, **KHQ**, **KWSC**, **KFPY**, **KFIO**. Rates: Combination of daily **Spokesman-Review** and **Spokane Daily Chronicle**, 28 cents per agate line; Sunday **Spokesman-Review**, 23 cents; combination of Sunday **Spokesman-Review** and **Spokane Daily Chronicle**, 31 cents.

**TACOMA NEWS TRIBUNE** (e: 38,892; S: 34,327), Tacoma, Wash. **Paul O. Anderson** (also reporter, photographer). Uses logs only; one column weekdays, column and a half Sunday. No art work. Prefers straight news and gossip. Lists **KVI**, **KMO**, **KOMO**, **KJR**, **KOL**, **KIRO**. Rate: 11 cents per line daily and Sunday, 12 cents per line for radio page position.

**TACOMA TIMES** (e: 31,944), Tacoma, Wash. **Jane M. Mottau** (also woman's page editor). No regular column; uses occasional news items throughout paper. Log runs almost 2 columns daily. Art work is seldom used; glossy prints and mats not accepted. Prefers material dealing with national issues rather than personality items. Lists **KMO**, **KVI**, **KOMO**, **KJR**, **KIRO**. Rate: 10 cents per line.

## RADIO EDITORS—Continued

### WEST VIRGINIA

**CHARLESTON DAILY MAIL** (e: 33,855; S: 36,367), Charleston, W. Va. **Arnold R. Knapp** (also copy and church editor). Uses about 10 inches weekdays, one column Sunday—**N,R,C**. Log runs about 8 inches weekdays with 2 inches of highlights; 12 inches Sunday with 7 inches of highlights. Also uses 2 to 4 cuts during the week, varying amount Sunday; accepts glossy prints and mats. Prefers releases with spot news angle, or with top-name or oddity slant; posed, action or gag pictures. Lists NBC, CBS, Mutual, WCHS. Rate: 9 cents per line.

**CHARLESTON GAZETTE** (m: 52,422; S: 58,682), Charleston, W. Va. No radio editor. Carries unspecified amount of news, etc., on irregular basis. Log appears daily, runs 10 inches and lists NBC, CBS and Mutual. Art work is used occasionally; accepts mats. Prefers straight news. Rate: 12 cents per line weekdays; 12 cents Sunday.

**CLARKSBURG EXPONENT** (m, except Monday; 16,775), & **EXPONENT-TELEGRAM** (S: 35,209), Clarksburg, W. Va. **H. G. Rhawn** (also editor-in-chief). Uses 8 inches devoted to WBLK (owned by the papers) and 12 inches devoted to NBC and CBS, including log—**C,N**. Seldom uses art work; accepts mats. Lists WBLK and AP programs of note. Rate: No information received.

**GRAFTON SENTINEL** (e: 3,471), Grafton, W. Va. **Homer J. Gatrell** (also business and advertising manager, photo engraver). Uses 40 inches daily—**N,R,C**. Log runs 20 inches. Accepts glossy prints and mats, but seldom uses art work. Lists WMMN, WJZ, KDKA, WSW, WGBI, WHP, WOR, CKLW, WPAR, WSYR, WSN, WJR. Rate: 3 cents per line.

**HERALD-DISPATCH** (m: 15,410) & **SUNDAY HERALD-ADVERTISER** (25,041), Huntington, W. Va. Uses variable amount of NEA and AP news daily and Sunday. Log runs about 12 inches. Amount of art work also varies; accepts glossy prints and mats. Prefers releases with a local angle; a twice yearly radio section is published and includes considerable material of general nature. Lists NBC, CBS, Mutual, WSAZ. Rate: 14 cents per line, combination of Herald Dispatch and evening Advertiser; 12 cents Sunday Herald-Advertiser.

**WHEELING NEWS-REGISTER** (e: 18,111; S: 26,402), Wheeling, W. Va. **William DeMuth, Jr.** (also telegraph copy desk).

Uses three-quarter column each Sunday—**C,N,R**. Also uses mats. No program listings. Rate: 15½ cents per line.

### WISCONSIN

**JANESVILLE GAZETTE** (e: 14,392), Janesville, Wis. **Hester Kyler** (Ann Tenney). Uses about 50 inches daily—**N,C,R**. Also uses single and double-column cuts of stars, with briefs about each important act under Radio Brevities by Ann Tenney; special stories. Lists NBC, CBS and Mutual. Rate: Information not received.

**KENOSHA EVENING NEWS** (12,796), Kenosha, Wis. **Evelyn M. Johnston** (also assistant society editor, theatre page editor). No regular column or art work. Log appears daily and runs 10 to 12 inches, with Sundays programs listed in Saturday edition. Prefers advance information on special broadcasts, program changes, etc. Lists WGN, WENR, WLS, WMAQ, WBBM, WTMJ, WISN, WCFL, WIND. Rate: 7 cents per agate line.

**CAPITAL TIMES** (e: 27,962; S: 27,062), Madison, Wis. **Kenneth F. Schmitt**. Uses about three-quarter column daily, 2 to 4 columns Sunday—**N,C,R**. Log runs a column and a half. Also uses one or 2-column mats daily, 8-column top spread Sunday; accepts glossy prints and mats. Prefers program news, program premieres, guest appearances, etc. Lists WIBA, WMAQ, WGN, WENR, WIND, KMOX, WCFL, WLS, WJJD, WTMJ. Rate: Approximately 15½ cents per line.

**WISCONSIN STATE JOURNAL** (e: 25,473; S: 24,951), Madison, Wis. **William L. Doudna** (also music, art and theatre editor; newscaster). Program previews, news and chatter appears infrequently in theatre column. Log appears daily and averages 40 inches, with 10 inches of "best bets" daily, 20 inches Sunday. Also uses at least one cut daily and Sunday, ranging from half-column to 2 columns; accepts mats. Prefers advance program notes, checked for content, time and stations. Lists NBC, CBS and Mutual; WIBA, WHA, WTMJ, WGN, WCFL, WBBM, WMAQ, WENR, WLS and WLW regularly; WCCO, KMOX, WHO, WOC, KOIL, WSM and others occasionally. Rate: 18 cents per line.

**MILWAUKEE JOURNAL** (e: 245,237; S: 263,704), Milwaukee, Wis. **Edgar A. Thompson** (also assistant to editor of the Green Sheet, 4-page daily feature section). Uses 15 inches weekdays in the Green Sheet, 6 tabloid pages in Sunday

## RADIO EDITORS—Continued

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

**MILWAUKEE SENTINEL** (m: 123,521; S: 196,449), Milwaukee, Wis. **Howard ("Buck") Herzog** (also film editor). Uses 8 inches weekdays, 35 inches Sunday—**N.** Log runs 20 inches weekdays, 40 inches Sunday. Also uses 5 inches of art work weekdays, 20 inches Sunday;

accepts glossy prints. Prefers photos of actresses for Sunday page, human interest features on personalities, straight news. Lists WISN, WBBM, WTMJ, WGN, WMAQ, WLS, WEMP, WENR. Rate: Information not received.

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

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

## TRADE JOURNALS

Data on the publications serving the broadcasting industry either entirely, or with part of their editorial content, is presented below.

**THE ADVERTISER**, 3557 Bogart Avenue, Cincinnati, O. **Phone:** Avon 6825. 11 W. 42d St., New York, N. Y. **Phone:** Pennsylvania 6-3265. **Publisher:** The Advertiser Publishing Co. **Staff:** Manuel Rosenberg, publisher, editor-in-chief; Col. Don R. Jason, managing editor; L. M. MacMillan, Arthur Coles, Michael Grimm, associate editors; M. Ascham Greene, general foreign editor. **Type of radio material accepted:** Activities of advertisers in radio, and what broadcasters are doing to effect better sales results from radio advertising. **Type of pictures accepted:** Those pertinent to the articles and items carried. **Amount of space devoted to radio:** From 20% to 60%.

**ADVERTISING AGE**, 100 E. Ohio Street, Chicago, Ill. **Phone:** Delaware 1337. **Publisher:** Advertising Publications, Inc. **Staff:** G. D. Crain, Jr., publisher; Irwin Robinson, managing editor. **Type of radio material accepted:** News stories with advertisers' angles; merchandising stories. **Type of pictures accepted:** Personnel pictures; occasional talent pictures, if they have an advertising angle. **Amount of space devoted to radio:** About 30%.

**ADVERTISING & SELLING**, 9 East 38th Street, New York, N. Y. **Phone:** Caledonia 5-9970. **Publisher:** Robbins Publishing Co. **Staff:** Frederick C. Kendall, editor; Robert I. Elliott, managing editor; R. L. Biehuse and Mary Saxton, editorial associates; Allen Hurlburt, art director. **Type of material accepted:** Periodic articles (up to 2,000 words) on broadcast advertising problems. **Type of pictures accepted:** People, campaigns, displays, conventions, rehearsals and programs in broadcast advertising. **Amount of space devoted to radio:** 20%.

**THE BILLBOARD**, 1564 Broadway, New York, N. Y. (this address for all radio material; publishing plant, 25 Opera Place, Cincinnati). **Phone:** Medallion 3-1616. **Publisher:** The Billboard Publishing Co. **Staff:** Elias E. Sugarman, editor (A. C. Hartman, Cincinnati editor); Paul Denis, assistant indoor editor; Jerry Franken, radio editor. **Type of radio material accepted:** General items of interest to station and network officials, advertising executives, radio performers. **Type of pictures accepted:** Maintains own staff of photographers.

Vol. 34, No. 26

5 Cents

Vol. 24 No. 26

Hollywood, California, Thursday, July 6, 1939

5 Cents

TORRES ENDS  
SUIT VERSUS  
WARNERS—

Miguel C. Torres, Mexican producer, filed a dismissal of his \$1,000,000 Federal suit against Warners yesterday, and in superior court was granted \$46,000 judgement against Gabriel Pascal, British producer, for breach of contract.

Dismissal of Warners action brings to an end settlement negotiations which have been on for past two weeks between Torrey and Jack L.

♥ Continued on page 3 ♥

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

Al Johnson is slated to don cork at 20th-Fox today for 'Hollywood Cavalcade.' Sequence calls for exact duplication of Negro spiritual in "The Jazz Singer," which Johnson modeled for Warners in 1927. Noah Beery, Jr., has been tapped for part in film.

### Regan's Finale at Rep

### Big Elitch Opening

### Simon Winds 'Glamour'

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

### Raye Teething

**Previewed**  
MILLION DOLLAR LEGS (Part I)  
Preview on page 3

UNITED TECHNICIANS  
FILE PLEA FOR 12,000

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

Charles J. Katz, who drafted the petition as attorney for UFGA, stated the complaint also will be filed with NLRB Chicago South West District Office. Alliance Theatrical Staff is represented by the International Alliance Theatrical Staff.

**Continued on page 5.**

## 100 ACTOR COMPLAINTS SPEED SAG DEMAND FOR AMG PAC

With more than 100 contract complaints already filed, actors, tops in Screen Actors Guild are readying demand for early decision by Artists Managers Guild on proposed agree-

At C. Levee meets tonight to discuss changes SAG will be asked make in licensing pact. SAG agreed to give careful consideration.

PAR TESTING NEW GOLDEN ENDS  
LOT FOR NOISES— 4 CONTRACT—

**THOUSAND AIR MAPS FOR NOISES—** Max Golden is terminating associate producer contract w/ Universal after making eight pictures during year he has been lost. His final, *Pleasanton Night*, went into cutting-room yesterday and he leaves as soon as it is ready for preview. Golden plans vacation after which he will announce

Surface traffic interference noises will be tested by sound units installed at 150-acre giant location from Pico by Leroy L. Ryder, Paramount sound director.

**FRISCO FAIR BREAKS RECORD  
WITH 169,794 GUESTS IN DA**

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

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

Exclusive of fair admissions \*

\* Continued on page 2 \*

HOLLYWOOD  
GOES 'B'  
ON AIR—

What is believed indicative of heavily pruned budgets for fall radio is the current run of auditions of so-called cheap shows. Agency.com layout for the new season's programs is sparse here it also said to have already been ripped in much one-third of last year's budget. Hardest list will be like name who are reported being overlooked in the '77-'80 setups. Network and agency executives

◆ Continued on page 4 ◆

**Thomson Goes East Sat.  
For AFA Hearing—**

Kenneth Thomson, executive secretary of Screen Actors Guild, checked out Saturday 181 for New York to attend hearing on charges preferred against American Federation of Actors. Is vice president of Associated Actors & Artists of America.

### Levy In From London To Lamp Disney Pix—

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

**DOC BAKER**  
1st PLACE—Gold Watch  
Don's Daily  
2nd PLACE—Cash Award  
Toro Plus  
From Me

5d RACE—May Stakes  
Basilio Coli  
Rexco  
Eman

6th RACE—Silver Stakes  
Circle S gallop  
Tall's timer

7th RACE—Royal Event  
Six Looney  
Cotton Candy

4th RACE - U.S. Navy  
 1st RACE - Dan Gordon  
 2nd RACE - W. R. Baker  
 3rd RACE - U.S. Navy  
 4th RACE - U.S. Navy  
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 100th RACE - U.S. Navy

**\$10<sup>00</sup>**  
PER YEAR

**\$2 Additional for Foreign Postage**

(ACTUAL PAGE SIZE IS 9"x12")

Published at  
1708 North Vine St.  
Hollywood, Calif.



## TRADE JOURNALS—Continued

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

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

**BROADCASTING**, 870 National Press Bldg., Washington, D. C. **Phone:** Metropolitan 1022. **Publisher:** Broadcasting Publications, Inc. **Staff:** Martin Codel, publisher; Sol Taishoff, editor. **New York office:** 250 Park Ave. (Plaza 5-8355); Bruce Robertson, manager. **Chicago office:** 360 N. Michigan Ave. (Central 4115); Paul Brines. **Hollywood office:** 1509 N. Vine St. (Gladstone 7353), David H. Gickman. **Type of material accepted:** General news items of stations, networks, radio and advertising executives; technical articles; merchandising stories of how advertisers are using radio, etc. **Type of pictures accepted:** Those illustrating any of the various phases of the industry covered by the magazine.

**DAILY VARIETY.** See Variety (Daily).

**DRUG TRADE NEWS**, 330 W. 42nd Street, New York, N. Y. **Phone:** Longacre 3-2400. **Publisher:** The Topics Publishing Co., Inc. **Staff:** Robert L. Swain, editor; Dan Rennick, editorial director; M. A. Gran, news editor; Philip H. Van Itallie, technical news editor; A. W. Addelston, associate technical editor; Ernest Carlson, art director. **Type of radio material accepted:** News stories of campaigns or programs for drug products and toiletries and merchandising tieups on same. **Type of pictures accepted:** Illustrations of tie-ups at point of sale; human interest news pictures of talent. **Amount of space devoted to radio:** About 3%.

**EDITOR & PUBLISHER**, 1475 Broadway, New York, N. Y. **Phone:** Bryant 9-3052. **Publisher:** James W. Brown, Sr. **Staff:** James W. Brown, president and publisher; Arthur T. Robb, editor; Warren L. Bassett, managing editor. **Type of radio**

**material accepted:** News, briefly, as it touches mutual interests of press and radio. **Type of pictures accepted:** Radio executive personalities. **Amount of space devoted to radio:** 10%.

**FOOD FIELD REPORTER**, 330 W. 42nd Street, New York, N. Y. **Phone:** Longacre 3-2400. **Publisher:** The Topics Publishing Co., Inc. **Staff:** Frank J. Cogan, editor; Dan Rennick, editorial director; J. Leroy Miller, associate editor; Philip H. Van Itallie, production editor; A. W. Addelston, associate production editor; Ernest Carlson, art director. **Type of radio material accepted:** News stories of campaigns or programs for grocery store products; merchandising tie-ups with such campaigns. **Type of pictures accepted:** Illustrations of tie-ups at point of sale; human interest news pictures of talent. **Amount of space devoted to radio:** About 3%.

**MOTION PICTURE DAILY**, RKO Building, New York, N. Y. **Phone:** Circle 7-3100. **Publisher:** Quigley Publishing Co., Inc. **Staff:** Martin Quigley, publisher, editor-in-chief; Sam Shain, editor. **Type of radio material accepted:** General news items. **Type of pictures accepted:** Any type. **Amount of space devoted to radio:** Regular column; stories.

**PRINTERS' INK (weekly) & PRINTERS' INK MONTHLY**, 185 Madison Avenue, New York, N. Y. **Phone:** Ashland 4-6500. **Publisher:** Printers' Ink Publishing Co. **Staff:** C. B. Larrabee, managing editor; G. A. Nichols, editor. **Type of radio material accepted:** Articles showing how advertisers use radio as a sales stimulant; technical articles on use of electrical transcriptions and on various phases of broadcasting from advertiser's viewpoint. **Type of pictures accepted:** Only illustrative material for articles featured. **Amount of space devoted to radio:** About 10%.

**RADIO DAILY**, 1501 Broadway, New York, N. Y. **Phone:** Wisconsin 7-6336. **Publisher:** Jack Alicoate. **General manager:** Don Mersereau. **Staff:** M. H. Shapiro, editor; Marvin Kirsch, business manager. **Type of material accepted:** News of interest to the trade—agencies, stations, etc. **Type of pictures accepted:** None.

**RADIO MARKETS (Radio Art)**, 420 Lexington Ave., New York, N. Y. **Phone:** Lexington 2-6187. **Publisher:** Broadcast Publishing Corp. **Editor and Publisher:** Charles R. Tighe. **Business staff:** Scott Kingwill, 201 N. Wells St., Chicago; Dr.

## TRADE JOURNALS—Continued

Ralph L. Power, 580 Crane Blvd., Los Angeles. **Type of material:** Devoted entirely to coverage and market information relative to radio stations.

**RADIO RETAILING**, 330 West 42nd Street, New York, N. Y. **Phone:** Medallion 3-0700. **Publisher:** McGraw-Hill Publishing Co. (At press time various changes were contemplated, hence further details were not available.)

**RADIO TODAY**, 480 Lexington Avenue, New York, N. Y. **Phone:** Plaza 3-1340. **Publisher:** Caldwell-Clements, Inc. **Staff:** Dr. Orestes H. Caldwell, editor; H. L. M. Capron, merchandising editor; Darrrell Barte, news editor. **Type of material accepted:** Material for the radio industry and trade—manufacturers, jobbers, dealers and service men.

**SALES MANAGEMENT**, 420 Lexington Avenue, New York. **Phone:** Mohawk 4-1760. **Publisher:** Sales Management, Inc. (associated with Bill Brothers Publishing Corp.). **Staff:** Raymond Bill, editor and publisher; Philip Salisbury, executive editor; A. R. Hahn, managing editor; E. W. Davidson, news editor; M. E. Shumaker, desk editor; F. R. Petron, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B. Prescott, L. R. Boulware, Frank Waggoner, associate editors. **Type of radio material accepted:** Marketing campaigns utilizing radio, but not necessarily limited to same. **Type of pictures accepted:** Human interest or news pictures of talent. **Amount of space devoted to radio:** Of 1,049 pages published in 1938, approximately 87 pages dealt wholly with material of radio interest, and some 200 pages dealt in part with radio advertising or merchandising.

**STANDARD RATE & DATA SERVICE**, 333 N. Michigan Avenue, Chicago, Ill. **Phone:** Randolph 5616. **Publisher:** Standard Rate & Data Service, Inc. **Executives:** Walter E. Bothof, president; Albert Moss, executive vice-president; Albert William Moss, secretary; R. A. Trenkmann, treasurer, general manager. **Type of service offered:** Rate and data services, published in 4 sections, monthly, correction bulletins three times weekly. (1) Newspaper, (2) Magazine and Farm Paper, (3) Business Paper Sections in which are listed papers and magazines published in the U. S. and Canada which accept advertising giving

such data as circulation, advertising rates, closing dates, mechanical requirements, personnel, etc. Radio and advertising publications are included in the Business Paper Section. (4) Radio Advertising, Rates and Data, in which are listed all radio stations in the U. S., Canada and American territories licensed by the FCC, and giving such data as ownership, general advertising rates, contract and other requirements, mechanical program equipment, etc.

**TIDE**, 232 Madison Avenue, New York, N. Y. **Phone:** Ashland 4-3390. **Publisher:** Tide Publishing Co., Inc.; David Fredrick, president. **Staff:** E. L. Hess, editor; Esther R. Bien, Harrison Doty (managing), Barbara Bement, Max Forester, Norman H. Prince, Burnett Murphey, Reginald T. Clough, associate editors. **Type of radio material accepted:** New programs; results of test campaigns; selected promotion schemes; general news of the business; no manuscripts accepted. **Type of pictures accepted:** Advertising personalities, preferably informal action shots used in double spread titled, "Camera!"; special events broadcasts, copies of advertisements for stations or sponsors. **Amount of space devoted to radio:** About 13%.

**VARIETY**, 154 West 46th St., New York, N. Y. **Phone:** Bryant 9-8153. **Publisher:** Variety, Inc.; Sid Silverman, president. **Branch offices:** 54 W. Randolph St., Chicago; 1708-10 N. Vine St., Hollywood; 8 St. Martin's Place, Trafalgar Square, London. Published every Wednesday in New York; deadline, Tuesday evening. **Amount of space devoted to radio:** 100% of full department.

**VARIETY (DAILY)**, 1708-10 N. Vine St., Hollywood, Calif. **Phone:** Hollywood 1141. **Publisher:** Daily Variety, Ltd.; Sid Silverman, president. Published daily, excepting Sundays and holidays. **Amount of space devoted to radio:** Everything pertinent to film-radio relations, plus all other general radio news.

**WESTERN ADVERTISING**, 564 Market Street, San Francisco, Calif. **Phone:** Garfield 8966. **Type of radio material accepted:** Feature articles from the advertising side—commercials, program building, etc.; detailed descriptions of successful programs; news items of personnel changes, station developments, etc. **Type of pictures accepted:** Illustrative material to accompany articles. **Amount of space devoted to radio:** 8 to 12%.

# FAN MAGAZINES

Data on the larger publications directed at radio's consumers—the fans. This list makes no attempt to cover all the sectional publications.

## RADEX

**Address:** The Radex Publishing Co., 362 Cedar Lane, Teaneck, N. J. **Issued:** Monthly (10 issues; none in July or August); 25c per copy.

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

**Type of material accepted:** Largely compilations of data anent radio stations throughout the world; some articles purchased.

**Type of pictures accepted:** Glossy prints of domestic and foreign radio stations.

(Note: Editorial matter is largely DX and semi-technical type for the DX fans.)

## RADIO GUIDE

**Address:** 731 Plymouth Court, Chicago, Ill. (main office); 551 Fifth Ave., New York City; 9059 Sunset Blvd., Hollywood, Calif.

**Phones:** Wabash 5050 (Chicago); Murray Hill 2-4690 (New York); OX 2061 (Hollywood). **Issued:** Weekly; 10c. per copy.

**Chairman of the board:** M. L. Annenberg.

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

**Type of material accepted:** Main feature of this publication is the program section,

which lists the programs of approximately 365 stations in the U. S. and Canada; there are 18 different editions of Radio Guide, each listing a week in advance the programs of its territory; stories on personalities and general stories of programs are used, average wordage running from 1,000 to 2,400.

**Type of pictures accepted:** Candid shots, informals and portraits; no mats accepted; pictures should be near the 8 by 10 inch average.

## RADIO MIRROR

**Address:** 122 E. 42nd St., New York City. **Phone:** Lexington 2-9050. **Issued:** Monthly; 10c per copy.

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

**Manuscript closing date:** 10th of every month. **Type of material accepted:** Stories of radio personalities and shows with a news or personality angle of "human interest"; manuscripts not to exceed 2,500 words.

**Type of pictures accepted:** Gag pictures; news pictures; portraits for gallery purposes; fashions modeled by radio performers; glossy prints preferred.

# *The Power of Persuasion*



YOUR ANNOUNCER IS

*Dan Seymour*



# TALENT

## 5,625 PROFESSIONAL RECORDS

Talent (except network) not on the air between June 1, 1938 and June 1, 1939, is omitted from these records. For data in many of these instances, see Volume I, pages 877-1097, and Volume II, pages 1223-1423.

For additional names of Sports Announcers, see pages 859-884. For additional names of Script Writers, see pages 258-260.

There are 5,625 individual items in this compilation. Omissions occur only where (1) the station's talent was non-pro (sporadically employed, or amateur); or (2) where station and/or talent repeatedly disregarded requests for information.

Symbols are to be interpreted as follows: (R) radio record; (GA) radio guest appearances; (LS) local station record; (F) film record; (L) legitimate stage record; (PR) phonograph records; (V) vaudeville or personal appearance record; (s) starred (f) featured; M.C., master of ceremonies.

The symbols (s) and (f) show a special distinction of much importance in the show (stage-screen) business. The difference between being starred and featured is as follows: when the name of the performer is above the title of a play or film, the performer is starred; when the name appears beneath the title, the performer is featured. For example:

Scarlett O'Hara in "Gone with the Wind" (starred); "Gone with the Wind" with Scarlett O'Hara (featured); Scarlett O'Hara in "Gone with the Wind" with Rhett Butler (Scarlett O'Hara starred, Butler featured).

Names bearing an asterik (\*) could not be located as to address, or failed to reply to questionnaires. In these instances, the DIRECTORY presents information from its files.

## A

**AARONSON, IRVING.** Musical director, WHN, New York. (R) Also Lucky Strike program, NBC, 1931. (F) M-G-M shorts. (L) Puzzles (Elsie Janis), 1925-26; Paris (Irene Bordoni), 1928-29 (f). (V) Hale & Paterson, 1916-17; Bessie Clayton, 1922-23; Irving Aaronson & His Commanders, 1925-35; night club and hotel appearances since 1926.

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

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

## PROFESSIONAL RECORDS—Continued

- Smith Hour, 1938-39 (General Foods for Swans Down Cake Flour and Calumet Baking Powder, CBS). (L) Streets of Paris, 1939. (V) Many years: Hole in Wall, Baseball, Lemon Table; theatre appearances.
- ABBOTT, BUDDY.** See Abbott & Costello.
- ABBOTT, CORNELIA C.** Women's programs, WJNO, West Palm Beach.
- ABBOTT, ED.** Announcer, commentator, actor, WCCO, Minneapolis-St. Paul. (R) Local shows for George Hormel & Co.; others. (F) Commercials. (V) Theatre appearances.
- ABBOTT, JUDITH.** Women's news commentator, WNEW, New York.
- ABBOTT, LAWRENCE.** Musical writer. (R) Metropolitan Opera, 1934-35 (Listerine, NBC Red and Blue; sustaining, 1937-38); other sustaining shows including NBC Symphony Orchestra, 1937-38 (NBC Red and Blue); Music Appreciation Hour, 1936-39 (NBC Red and Blue). (Assistant to Walter Damrosch.)
- ABBOTT, MINABELLE.** Dramatic actress. (R) Role of Mary Sothern in Life of Mary Sothern, 1935-38 (1937-38 sponsored by Lehn & Fink for Hinds Honey & Almond Cream, CBS; previous to that date, broadcast over WLW, Cincinnati, and Mutual).
- ABELL, MARY.** Narrator, women's programs, WOPI, Bristol.
- ABELS, MARCELLA.** Actress, FTRD. (R) Dr. Christian, 1938 (Chesebrough Mfg. Co., CBS); Death Valley Days, 1938 (Pacific Coast Borax Co., successively NBC Blue and Red); Her Honor, Nancy James, 1939 (Kleenex, CBS); Pepper Young's Family, 1939 (P & G, NBC Red and Blue); others. (F) Shorts. (L) Girls in Uniform, others. (PR) RCA Victor.
- ABNER, BUFORD.** Singer (Vaughn Four), WNOX, Knoxville.
- ABNER, MURRIL.** Singer (Vaughn Four), WNOX, Knoxville.
- ABNER, STACY.** Singer (Vaughn Four), WNOX, Knoxville.
- ABODAH, NAIPH J.** Producer, writer. WKY, Oklahoma City. (R) Smoke Dreams, 1935-37 (H. Fendrich Co., NBC Red); Armco Iron Master Program.

# HILDEGARDE

**RADIO  
TELEVISION  
TRANSCRIPTIONS  
DECCA RECORDS  
NIGHT CLUBS  
THEATRES**

Appeared on the  
Following Radio Shows  
Magic Key of RCA  
Lucky Strike Hit Parade  
Show Boat  
Vitalis—For Men Only  
Star of  
99 Men and a Girl  
Singing Star  
Bob Ripley's Believe-It-Or-Not

**ANNA SOSENKO**  
Personal Manager

**JACK BERTELL**  
Exclusive Representative



hildegarde



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# RALPH EDWARDS

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*Announcer • Master of Ceremonies • Actor*

**MAJOR BOWES' AMATEUR HOUR—CHRYSLER**

Vic and Sade—Crisco

Life Can Be Beautiful—Ivory

Gospel Singer—Ivory

Howie Wing—Kellogg

Horn & Hardart's Children's Hour

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

Direction: COLUMBIA ARTISTS, INC.

## PROFESSIONAL RECORDS—Continued

- 1936-37 (American Rolling Mills, NBC Blue); other NBC and Mutual shows.
- ACE, GOODMAN.** Comedian, writer. (R) Easy Aces, 1935-39. (Anacin, NBC Blue). (F) RKO shorts.
- ACE, JANE.** Comedienne. (R) Easy Aces, 1935-39 (Anacin, NBC Blue). (F) RKO shorts.
- ACKLEY, WAYNE H.** Announcer, newscaster, KSO-KRNT, Des Moines. (R) Local shows including programs for Montgomery Ward, 1936-39.
- ACREE, CHUCK.** Special events announcer, writer, M.C., WLS, Chicago. (R) We, the Wives, Quiz, 1939 (Quaker Oats Co., Mutual); also WJBC, Bloomington, Ill. (V) Jasper & Jeremiah.
- \*ADAIR, FRANCES.** Singer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS and NBC Red).
- ADAMS, BILL.** Commercial and sports announcer, KGW-KEX, Portland. (R) Baseball games for General Mills and B. F. Goodrich Co., 1937-38.
- ADAMS, CEDRIC.** News and special events commentator, WCCO, Minneapolis-St. Paul. (R) Local shows for George Hormel & Co., others.
- ADAMS, EDITH.** Actress. (R) Girl Alone, 1936-38 (Kellogg Co., NBC Red); Ma Perkins, 1936-37 (Procter & Gamble, CBS); Today's Children, 1936-37 (Pillsbury Flour Co., NBC Red); Betty & Bob, 1937 (General Mills, CBS); Grand Hotel, 1937 (Campana Sales Corp., NBC Blue); Betty Crocker, 1937 (General Mills, CBS); Those Happy Gilmans, 1938-39 (General Mills, NBC Red and Blue).
- ADAMS, FELIX D., JR.** Producer, WLW, Cincinnati. (R) Shows for Grove Laboratories, Inc., Pinex Co., others.
- ADAMS, FRANKLIN P.** Quiz program. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co., since Nov. 15; previously sustaining; NBC Blue). (Columnist, New York Post; by-line, F.P.A.)
- ADAMS, GUILA.** Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS).
- ADAMS, H. BURNHAM.** Announcer, producer, writer, WBRK, Pittsfield. (R) Programs for Shell Oil and others; also WMFF, Plattsburg. (V) Theatre appearances.
- ADAMS, KENNETH.** Musician, KANS, Wichita. (R) Also KFH, Wichita; KFBI, Abilene. (V) 1936. (See Lee and the Lads and the Song Stylists).
- ADAMS, MRS. MART.** See Aunt Susan.
- ADAMS, PHILIP G. (Stuart Wayne).** Actor, announcer, WBRV, Waterbury. (V) Theatre appearances.
- ADAMS, ROGER.** Announcer, singer, M. C., WADC, Akron.
- ADAMS, WILLIAM P.** Character actor, announcer. (R) March of Time, 1931 to 1938 (Time, Inc., 1931-1937, CBS; Remington-Rand, 1933-36, CBS; Time, Inc., 1937-38, NBC Blue; Servel, Inc., 1938, NBC Red); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); Heinz Magazine of the Air, 1936-38 (H. J. Heinz Co., CBS); General Electric Hour of Charm, 1936-38 (General Electric Co., NBC Red); Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red); Saturday Night Serenade, 1938-39 (Pet Milk Sales Corp., CBS). (L) Sothorn & Marlowe; Arthur Hopkins; Morris Gest; the Shuberts; London appearances with John Barrymore; others.
- ADAMSON, NORAH E.** Conductor of children's programs, WSPR, Springfield.
- ADDINGTON, DOC (Doc & Carl).** Guitarist, singer, WHAS, Louisville. (R) Also WHAM, Rochester.
- ADELMAN, PAT.** Program director, announcer, M. C., KNOW, Austin. (R) Programs for U. S. Rubber, B. F. Goodrich and others.
- ADKINS, MAX.** Musician, arranger, WCAE, Pittsburgh. (R) Gulf Oil program, 1937; others. (V) Cadet Saxtette, 1928-30.
- ADLER, LUTHER.** (R) Scene from Golden Boy on Royal Gelatin Hour for Rudy Vallee, Dec. 16, 1937 (Standard Brands for Royal Gelatin, NBC Red). (F) 20th Century-Fox (f). (L) Katharine Cornell, Lee Shubert, Max Gordon, Al Lewis, Sam Harris, Provincetown and Group Theatre productions; Golden Boy, 1938 (f).
- ADRIAN, LOUIS.** Conductor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- AFFLICK, MARY.** Producer, writer. (R) We Are Four, 1937 (Libby, McNeil & Libby, Mutual). (LS) WGN, Chicago.



# **FRED WARING** AND HIS PENNSYLVANIANS

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## PROFESSIONAL RECORDS—Continued

- AGNEW, JOHN K.** Organist, musical director, WHKC, Columbus. (R) Shows for American Bird Seed Co., others. (V) Personal appearances.
- A'HEARN, THOMAS F., JR.** Day news editor, WXYZ, Detroit. (F) Shorts.
- AHERN, H. F.** Musician, WHO, Des Moines. (R) Local shows including Barnsdall Refining Co. program.
- AIMARD, LINA.** Coloratura soprano. (R) La Rosa Program (WOR, New York); radio work in Italy; Turina, Rome. (L) Opera: Metropolitan, LaScala; Palermo, Genoa, Trieste, London, Berne, Budapest, etc. (PR) Columbia (Italy).
- AINLEY, JOSEPH T.** Producer. (R) Story of Mary Marlin, 1934 (International Cellucotton for Kleenex, NBC Red); Hoover Sentinels, 1935 (Hoover Vacuum Cleaners, NBC Red); Madame Schumann-Heink, 1935 (Gerber & Co., NBC Blue); Contended Hour, 1935 (Carnation Milk, NBC Red); Silken Strings, 1935-36 (Real Silk Hosiery Mills, NBC Blue); Jack Hylton & His Continental Revue, 1936 (Real Silk, NBC Blue); Real Silk Program with Edwin C. Hill as the Spectator, 1936-37 (Real Silk, NBC Blue); Grand Hotel, 1937-38 (Campana Sales, NBC Red); First Nighter, 1938-39 (Campana Sales, NBC Red, CBS); others, since 1933. (LS) Chicago Motor Club, 1938-39; International Harvester, 1939. (L) Little Theatre and stock productions, 1925-27, 1928-29. (Currently radio director, Aubrey, Moore & Wallace, Chicago).
- ALAN, PAT.** Announcer, singer, WCLO, Janesville. (R) Also WBOW, Terre Haute; local shows for B. F. Goodrich, others. (V) Henry Burr Peerless Quartet, 1929-31; theatre appearances. (PR) Victor.
- ALARIE, LEON.** Announcer, WSAR, Fall River. (R) Also WORC, Worcester.
- \*ALBER, R. H.** Director. (R) Old Fashioned Revival (Gospel Broadcasting Assn., Mutual). (President of R. H. Alber Co., advertising agency).
- ALBERTI, OLIVER P.** Musical director, violinist, M. C., KMPC, Beverly Hills. (F) Fox, United Artists. (L) Stock, 1918. (V) 1925-32. Conductor, Salt Lake Symphony, 1928. (PR) Brunswick.
- ALBURY, BOB.** Sports announcer, WHBQ, Memphis.
- ALBUS, CHARLES W.** Entertainer, WHAS, Louisville.
- ALCOTT, MARY.** Singer, KMOX, St. Louis. (R) Also WLW, Cincinnati; local shows including programs for Puroil.
- ALDEN, JERRY.** Announcer, WSNJ, Bridgeton.
- ALDERMAN, JAMES S.** Announcer, news writer, commentator, WFAA, Dallas. (R) Also WLW, Cincinnati. (F) Shorts.
- \*ALESHIRE, EDWARD.** Director. (R) Dale Carnegie (Colgate-Palmolive-Peet Co., NBC Red); Stepmother (Colgate-Palmolive-Peet Co., CBS); We, the Wives (Quaker Oats Co., Mutual).
- ALEXANDER, A. L.** Commentator. (R) A. L. Alexander's Good Will Court, 1936-37 (Standard Brands for Chase & Sanborn Coffee, NBC Red); A. L. Alexander's True Stories, 1937-38 (Macfadden Publications for True Story Magazine, NBC Red); A. L. Alexander's Arbitration Board, 1939 (WHN, New York). (GA) Royal Gelatin Program, 1937 (Standard Brands for Royal Gelatin, NBC Red); Shell Show with Joe Cook, 1937 (Shell Union Oil Corp., NBC Red); Radio Guide Court of Honor, 1937 (Radio Guide Magazine, NBC Blue). (F) Educational Pictures, 20th Century-Fox and Paramount shorts, as writer and narrator. (Also author, magazine articles).
- ALEXANDER, ALTON.** Author, director. (R) Shell Chateau, 1935 (Shell Oil Co., NBC Red); Pompeian Promenade, 1935 (Pompeian Co., CBS); Musical Reveries, 1935-36 (Corn Products, CBS); Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); General Electric Hour of Charm, 1937-38 (General Electric Co., NBC Red); Sweetheart Time, 1939 (Mannhattan Soap Co., CBS); others.
- ALEXANDER, BEN.** Master of ceremonies. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Talent Parade, 1937 (Kellogg, NBC Red). (F) FN., Universal (f). (L) Penrod (s).
- ALEXANDER, DURELLE.** Singer. (R) RCA Magic Key, 1935 (RCA, NBC Blue); Kraft Music Hall, 1935-36 (Kraft-Phenix Cheese Corp., NBC Red); Eddy Duchin & His Orchestra (American Cigarette and Cigar Co. for Pall Mall); others. (V) Hollywood Junior Follies.
- ALEXANDER, HELEN.** Singer. (R) Capitol Family Hour, since 1934 (1934-

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## PROFESSIONAL RECORDS—Continued

- 36, NBC Blue; 1936-39, CBS). (V) Theatre appearances.
- ALEXANDER, JOE.** Organist, WJJD-WIND, Chicago. (V) Theatre appearances.
- ALEXANDER, KIRK.** Script writer. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue).
- ALEXANDER, MYER.** Singer, pianist, arranger, composer. (R) Camel Caravan, 1936 (R. J. Reynolds for Camel Cigarettes, CBS); Jack Oakie's College, 1937 (Camel Cigarettes, CBS); Benny Goodman Swing School, 1937 (Camel Cigarettes, NBC Blue); others. (F) RKO, Republic (as arranger). (V) With Frank Fay and Horace Heidt. (PR) RCA Victor, Brunswick, Decca. (Currently associated with KNX, Hollywood).
- ALEY, ALBERT.** Actor. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); News of Youth (Ward Baking Co., CBS); Heinz Magazine of the Air (H. J. Heinz Co., CBS); Flying Red Horse Tavern (Socony-Vacuum Co., CBS); Five Star Revue (Corn Products Refining Co., CBS); Inspector White of Scotland Yard (Gumpert's Butterscotch. Mutual); Dog Heroes (Modern Food Process for Thrivo, NBC Blue). (LS) WEA, New York. (F) Shorts.
- ALFORD, ELIZABETH.** Entertainer, KRMD, Shreveport. (R) Also WRBL, Columbus. (Also program and publicity director.)
- ALIFF, HARRY C.** Entertainer, WWVA. Wheeling. (R) Local shows for Crazy Water Crystals, Olson Rug Co., others. (V) Australian Whips. (PR) Decca.
- ALLAN, DON.** Musician (bass fiddle, horn), WCCO, Minneapolis-St. Paul.
- ALLBEE, MARJORIE.** Singer, WMT. Cedar Rapids. (V) Theatre appearances.
- ALLDREDGE, DON.** Singer, KHQ-KGA, Spokane.
- ALLEN, BARBARA JO.** Actress. (R) One Man's Family, since 1933 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39); Signal Carnival, 1935-39 (Signal Oil Co., NBC Red); Death Valley Days, 1935-37 (Pacific Coast Borax Co., NBC Blue); Sperry Special, 1935-37 (Sperry Flour Co., NBC Red); Woman's Magazine of the Air, 1936 (Acme Beer Co., NBC Red); Hawthorne House, 1936 (Wesson Oil, NBC Red); Al Pearce and His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red); others. (L) Stock, 1930-34; productions by Belasco, Los Angeles Theatre Guild and others (f). (V) Circuit engagement, 1930.
- ALLEN, BOB.** Baritone. (R) Lady Esther Serenade, 1933 (Lady Esther Cosmetics, NBC Blue); Penthouse Party, 1935 (Eno Effervescent Salts, NBC Blue); Phil Baker, 1936 (Gulf Oil, CBS); Music from Hollywood, 1937 (Liggett & Myers Tobacco for Chesterfields, CBS); Time to Shine, 1938, '39 (Griffin Mfg. for Griffin Allwite, CBS); others, not current. (V) With Hal Kemp's Orchestra, 6 years. (PR) RCA Victor.
- ALLEN, CHARME.** Actress. (R) Pretty Kitty Kelly 1937-39 (Continental Baking Co. for Wonder Bread, Hostess Cakes, CBS); David Harum (B. T. Babitt for Bab-O, NBC Red).
- ALLEN, DICK.** Musician, singer, WBNS, Columbus. (R) Crazy Water Crystals program, 1933; others. (V) 1935, '37.
- ALLEN, DOROTHY.** Popular singer, KFRC, San Francisco.
- ALLEN, EDWARD, JR.** Announcer, M.C. (R) Backstage Wife (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red.) Also Mutual Network shows and programs on WGN, Chicago. (F) Shorts (commercials).
- ALLEN, EDWARD H.** See Ted Wardal.
- ALLEN, FRED.** Comedian, M.C. (R) Linit Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Hellmann's Mayonnaise, NBC Red); Town Hall Tonight, 1934-39 (Bristol-Myers Co., NBC Red). (GA) Hollywood Mardi Gras, Oct. 26, 1937 (Packard Motor Car Co., NBC Red); Hollywood Hotel, March 4, 1938 (Campbell Soup Co., CBS); Jell-O Program Starring Jack Benny, March 27, 1938 (General Foods Corp., NBC Red); others. (F) 20th Century-Fox (f); shorts. (L) Passing Show, 1922; Vogues; Greenwich Follies; Polly; First Little Show; Three's a Crowd; others. (V) Many years; personal appearances.
- ALLEN, GEORGE W.** Director, producer. (R) Professor Quiz, 1938 (Nash-Kelvinator Corp., CBS); supervisor of all WABC local programs; director of various CBS sustaining programs. (Currently program director of WABC and a director of CBS; previously radio director of J. Stirling Getchell, producer for Benton &

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## PROFESSIONAL RECORDS—Continued

- Bowles, joint radio director of J. Walter Thompson, Chicago).
- ALLEN, GRACIE.** See Burns & Allen.
- ALLEN, HERB.** Announcer. (R) Pull Over, Neighbor, 1938-39 (Wilshire Oil, NBC Pacific Red).
- ALLEN, IDA BAILEY.** Home economist, writer, women's programs. (R) Mrs. Allen and the National Radio Homemakers Club, 1929-30 (various sponsors, CBS); Ida Bailey Allen, Sanitary Cleaning, 1930 (Air Way Electric Appliance Corp., CBS); Majestic Home Program, 1930 (General Household Utilities Co., CBS); Five Minute Meals, 1931 (George A. Hormel & Co., CBS); Round the World Cooking School, 1932 (Best Foods, Inc., CBS); Nucoa Budgeteers, 1935 (Best Foods, Inc., NBC Red); others. (LS) Homemakers of the Air (WHN, New York). (F) Shorts (Universal). (V) Theatre and auditorium appearances. (Author of 23 books on foods, cooking, and home economics.)
- ALLEN, J. A., Jr.** Announcer, news and sports commentator, actor, KGNO, Dodge City. (R) Checkerboard Time, 1939 (Purina Mills); Firestone Voice of the Farm, 1939 (Firestone Tire & Rubber Co.); others.
- ALLEN, JEAN (Marjorie Spriggs).** Women's program director, WORL, Boston. (L) Stock. (Also publicity director).
- ALLEN, LEE.** Musician, WKY, Oklahoma City. (R) Various shows for Richfield Oil Co., others. (PR) RCA Victor.
- ALLEN, MARION RANDOLPH.** See Marion Randolph.
- ALLEN, MELVIN.** Announcer. (R) Liberty News Flashes, 1937 (Liberty Magazine, WABC, New York City); Fordham play-by-play football games, 1937 (Kellogg Co., WINS, New York City); Pick & Pat, 1937 to Feb. 1939 (U.S. Tobacco, CBS); News Through a Woman's Eyes, 1937-38 (Pontiac Motor Co., CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Model Minstrels, since Feb. 27, 1939 (U.S. Tobacco Co., CBS); Grand Central Station, 1938-39 (Lambert Pharmacal Co., CBS); This Day Is Ours, 1938-39 (P & G, CBS). (Also active in sports and special events announcing, CBS).
- ALLEN, PHILIP A.** Producer, announcer, KGLO, Mason City. (L) Omaha Community Playhouse (s).
- ALLEN, REGINALD.** Announcer, WJSV, Washington. (R) Local shows for Standard Oil, Loose-Wiles Biscuit.
- ALLEN, SPENCER.** Announcer, WGN, Chicago. (R) Bob Becker's Chats About Dogs, 1938 (John Morrell & Co., NBC Red); local shows for Manhattan Soap Co., Cal-Aspirin Co., others.
- ALLEN, STUART.** Singer. (R) Your Hit Parade, July to Sept., 1937 (Lucky Strike Cigarettes, NBC Blue, CBS); Your Unseen Friend, 1937-38 (Personal Finance Co., CBS); Holland House Coffee, Feb. to July, 1937 (Mutual); Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS); Eddy Duchin and Orchestra, 1937-38 (Elizabeth Arden, NBC Blue); Melody Puzzles, 1937-38 (Lucky Strike Cigarettes, Mutual); Monday Night Show, Sept. to Nov., 1938 (Brewers' Radio Show Ass'n., CBS). (GA) Hammerstein Music Hall, Magic Key of RCA, R. H. Macy's Morning Matinee. (F) Paramount shorts. (V) Theatre appearances with Richard Himber.
- ALLEN, WILLIAM M.** Musician, WMT, Cedar Rapids. (R) Local show for Olson Rug Co. (V) Tom Owen's Cowboys.
- ALLENBY, PEGGY.** Actress (leads, character, comedy, dialect). (R) Easy Aces, 1935-38 (Anacin, NBC Blue); David Harum, 1936-39 (B. T. Babbitt for Bab-O, NBC Red); On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); Aunt Jenny's Real Life Stories, 1938 (Lever Bros. for Spry, CBS); transcriptions, WOR, New York City; Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); The Road of Life, 1937-38 (P&G for Chipso, NBC Red, 1937-38; CBS, 1938); Life Can Be Beautiful (P&G, CBS). (L) 1930-31 (f).
- ALLESANDRINI, ENZO.** Announcer, WJLS, Beckley.
- \*ALLISON, FRANCIS.** (R) Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue).
- ALLISON, LYNN.** Singer, WRC-WMAL, Washington.
- \*ALLISON, ROBERT S., JR.** Producer. (R) General Electric Hour of Charm (General Electric, NBC Red). (Associated with Maxon, Inc.).
- ALLISON, VIRGINIA (Bonnie Blue).** Hillbilly entertainer, WLBC, Muncie.
- ALLISON, PROF. W. T.** Book reviewer, CKY, Winnipeg. (R) Lecturer and reviewer since 1923. (Literary editor of the Winnipeg Tribune).

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## PROFESSIONAL RECORDS—Continued

- ALLMAN, LEE.** Actor, WXYZ, Detroit. (R) Green Hornet and Lone Ranger (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.
- ALLMAND, JOYCE.** Singer, WTIC, Hartford.
- ALLYN, RITA.** Actress. (R) Crime Clues (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue and CBS); Empire Builders (Great Northern Railroad, NBC Blue); Personal Column of the Air (P & G for Ivory Soap, NBC Red and Blue); Stickney Stuffing Program (Stickney & Poor, NBC Blue); Paul Whiteman's Orchestra (Kraft-Phenix Cheese Corp., NBC Red); The Goldbergs (Super Suds, NBC Red and CBS); House of Glass (Super Suds, NBC Blue); The O'Neills (Hecker Products for Silver Dust, CBS); Walter Winchell (Andrew Jergens Co., NBC Blue); True Story (Macfadden Publications, CBS); Lux Radio Theatre (Lever Bros. for Lux, CBS); Tony & Gus (General Foods for Post Bran, NBC Blue); Kate Smith (successively Great Atlantic & Pacific Tea Co. and General Foods, CBS); Pretty Kitty Kelly (Continental Baking for Wonder Bread, CBS); Big Sister (Lever Bros. for Rinso, CBS); Dr. Susan (Lever Bros. for Lux, CBS); numerous others. (L) Awful Truth; Is Zat So?; Tea for Three; Alarm Clock; others.
- ALM, JEANNE.** Singer, WDAY, Fargo.
- ALPERT, PAULINE.** "Whirlwind" pianist. (R) Programs for Aspirub, 1937; National Silver, 1938; Maidenform, 1938 (all WOR, New York). (GA) Paul Whiteman, Fred Allen, Walter O'Keefe, Lanny Ross, Rudy Vallee, Major Bowes' Capitol Hour and other network programs. (F) Shorts. (V) Theatre and club appearances, 1938. (PR) RCA Victor.
- ALSUP, CHARLES C.** Sportscaster, KICA, Clovis. (Also manager and owner).
- ALTER, BENNIE.** Announcer, continuity writer, WMT, Cedar Rapids. (R) Also WOC, Davenport. (L) Stock, 1933-36.
- ALTMAYER, ROLLIE.** Pianist, organist, WCCO, Minneapolis-St. Paul. (R) Also WEBC, Duluth; local shows for Pure Oil Co., General Mills, Inc. (V) Theatre appearances.
- ALVAREZ, EDWARD.** Announcer (Spanish programs), WHOM, Jersey City.
- ALVAREZ, J. IGNACIO.** Announcer (Spanish programs), WHOM, Jersey City.
- ALVES, JOSEPHINE.** Pianist, WKY, Oklahoma City.
- \*AMADON, ARTHUR.** (R) Shows on WBZ, Boston.
- AMAULI, GUILIO.** Director of Italian programs, WHOM, Jersey City. (F) Wrote, directed, and acted in an Italian film.
- AMBASSADORS, THE** (Mart Spersel, Jack Smith, Marshall Hall). Singers. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- AMECHE, DON.** Dramatic actor (leads), M.C. (R) The First Nighter, 1932-37 (Campana Sales, NBC Red); Chase & Sanborn Program, 1937-39 (Standard Brands for Chase & Sanborn Coffee). (F) 20th Century-Fox (s).
- AMECHE, JAMES.** Actor. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Grand Hotel (Campana Sales Co., NBC Blue); Jack Armstrong (General Mills, Inc., NBC Red); Win Your Lady (Jergens-Woodbury Sales, NBC Blue); Woodbury's Hollywood Playhouse, summer of 1939 (Jergens-Woodbury Sales, NBC Blue).
- AMOS 'N' ANDY.** Actors, comedians. (R) Amos (Freeman Gosden) 'n' Andy (Charles Correll) since 1929 (Pepsodent Co., NBC Red, Aug., 1929 to Dec., 1937; Campbell Soup Co., NBC Red, Jan. 1, 1938 to March, 1939, when it shifted to CBS); originally "Sam 'n' Henry" over WGN, Chicago (1926-1928). (F) RKO, 1930; Paramount, 1935 (s). (L) Amateur theatricals, 1920-1923, in which connection the teammates first became associated with each other.
- AMREIN, JOHN.** Actor, WKRC, Cincinnati. (R) Transcriptions. (L) Stock.
- \*AMSDALL, WILLIAM.** Actor. (R) Junior Nurse Corps (Swift & Co. for Sunbrite Cleanser, NBC Blue).
- \*AMSTERDAM CHORUS** (Crane Calder, director). (R) American Album of Familiar Music (Bayer Aspirin, NBC Red).
- \*ANDELIN, JIM.** Actor. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).
- ANDERSEN, BOB.** News commentator, KGO-KPO, San Francisco. (R) Local programs for Bathasweet, 1938-39; North American Accident Insurance, 1938-39; Manhattan Soap Co., 1939.
- ANDERSON, BOB.** Announcer, writer, producer, KFPY, Spokane.

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## PROFESSIONAL RECORDS—Continued

- \*ANDERSON, CHARLES.** Musical arranger. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).
- ANDERSON, CHARLES.** Announcer, producer, writer, KOA, Denver. (R) Sustaining NBC Red show; local shows including Roi-Tan program. (L) 1932-33.
- \*ANDERSON, EDDIE (Rochester).** Comedian. (R) Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount.
- ANDERSON, EDWARD.** Announcer, sportscaster, WQDM, St. Albans.
- ANDERSON, GWENDOLYN.** Actress. WHO, Des Moines. (R) Local shows including Kentucky Winners program. 1937. (L) Kendall Community Playhouse, 1936.
- \*ANDERSON, H. G.,** Director. (R) Standard School Broadcast (Standard Oil of California, NBC Blue); Standard Symphony (Standard Oil of California, NBC Red). (Associated with McCann-Erickson).
- ANDERSON, JANE.** Pianist, WGN, Chicago.
- ANDERSON, (Miss) JEAN.** Announcer, CHAB, Moose Jaw.
- ANDERSON, ORVAL B.** Announcer, writer, actor, producer, special events commentator, WDBO, Orlando.
- ANDERSON, RAYMOND E.** Sports announcer, WHBF, Rock Island.
- ANDERSON, RICHARD.** Announcer, actor, WHO, Des Moines.
- ANDERSON, RUSSELL.** Musician, WWVA, Wheeling. (R) It's Wheeling Steel, 1938 (Wheeling Steel Corp., Mutual).
- ANDRE, LOLA B.** Commentator, philosopher, WRJN, Racine.
- ANDRE, PIERRE.** Announcer. (R) Surprise Party (Willys Overland Co., Mutual); Sunday Matinee (Varady of Vienna, Mutual), Little Orphan Annie, 1938-39 (Wander Co., NBC Red); Bob Becker's Chats about Dogs, 1938-39 (John Morrell & Co., NBC Red); Hymns of All Churches, 1938-39 (General Mills, NBC Red and Blue); Betty & Bob, 1939 (General Mills, NBC Red and Blue); others.
- ANDRES, HOYT.** Announcer, WOAI, San Antonio.
- ANDREW, WILLIAM.** Orchestra leader, violinist, CKOC, Hamilton.
- \*ANDREWS SISTERS (La Verne, Patty, Maxine).** Singers. (R) Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).
- ANDREWS, ABBIE.** Musical director. WDAY, Fargo.
- \*ANDREWS, BILL.** Announcer. (R) One Man's Family, 1935-37 (Standard Brands, Inc. for Tender Leaf Tea, NBC Red).
- ANDREWS, CAMERON.** Character actor (rural, dialect), juvenile. (R) Lanny Ross and His Log Cabin Orchestra, 1934-35 (General Foods for Log Cabin Syrup, NBC Blue); Tea Time, 1935 (General Baking for Bond Bread, CBS); Maxwell House Showboat, 1936 (General Foods, NBC Red); Lowell Thomas, 1937 (Sun Oil, NBC Blue); Carol Kennedy's Romance, 1937-38 (H. J. Heinz, CBS); Town Hall Tonight, 1938 (Bristol-Myers, NBC Red); Seth Parker, 1938-39 (Vick Chemical, NBC Red and Blue); others, not current, including New York local shows. (F) Shorts.
- ANDREWS, CLARK.** Producer, director. (R) The Shadow, 1933, '37-38 (Delaware, Lackawanna & Western Coal Co., for Blue Coal, NBC Red, 1933; Mutual, 1937-38); Big Sister, 1936 (Lever Bros., CBS); Aunt Jenny's Real Life Stories, 1936 (Lever Bros. CBS); Park Avenue Penners, 1937 (R. B. Davis for Cocomalt, CBS); Big Town, 1937-39 (Lever Bros., CBS); others, not current.
- \*ANDREWS, ROBERT.** Dialogue writer (R) Just Plain Bill, 1936-39 (Anacin, Kolynos, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSodol, NBC Red).
- ANGEL, AL.** Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.
- ANGEL, PETER.** Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.
- ANGEL, WILSON.** Singer. (R) Hour of Smiles, 1934 (Bristol-Myers for Ipana Toothpaste, NBC Red); Show Boat, 1934 (General Foods for Maxwell House Coffee, NBC Red); Palmolive Beauty Box Theatre, 1934 (Colgate-Palmolive-Peet, NBC Red); Chesterfield Program, 1938 (Liggett & Myers for Chesterfield Cigarettes, CBS). (LS) Hoffman Beer Party, 1935 (Hoffman Beverages, WOR, N. Y.) (L) The O'Flynn, 1934-35 (f); concerts.



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## PROFESSIONAL RECORDS—Continued

- ANGELL, J. HERBERT.** Announcer, actor, M.C., KQV, Pittsburgh. (V) Theatre appearances.
- \***ANGLIN, MARGARET.** Actress. (R) Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue).
- \***ANGLIN, MARY LOUISE.** Director, writer. (R) Gospel Singer (P & G successively NBC Blue and Red, CBS). (Associated with Compton Adv., Inc.).
- ANSBRO, GEORGE.** Announcer. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Hill's Cold Tablets and Old English Floor Wax, NBC Red); Winchell Column Quiz, summer of 1938 (Andrew Jergens Co., NBC Blue); Young Widder Brown, 1938-39 (Cal-Aspirin and Haley's M-O, NBC Red); others.
- ANTHONY, ALLEN C.** Announcer, KWK, St. Louis. (R) Magic Key of RCA, 1938 (RCA, NBC Blue); True or False, 1938 (J. B. Williams Co., Mutual); Junior Nurse Corps, 1938 (Swift & Co., NBC Blue); Dr. I. Q., 1939 (Mars, Inc., NBC Blue); also WHAS, Louisville. (L) Stock.
- \***ANTHONY, JOHN.** Actor. (R) The Road of Life, 1937-38 (P & G, CBS and NBC Red).
- ANTHONY, JOHN J.** Program conductor, WMCA, New York. (R) Good Will Hour, 1937-1939 (Macfadden Publications and Ironized Yeast, Mutual and Inter-City Network). Founder of "Marital Relations Institute"; author of numerous books on marital problems; lecturer.
- ANTONINI, ALFREDO.** Musical director. (R) Ali d'Italia, 1933-34 (Planters Nut & Chocolate Co. for Planters Cooking Oil, N. Y. State Network); Gioia, 1936-38 (Gioia Macaroni, N. Y. State Network); Balbo, 1937-39 (Balbo Cooking Oil transcriptions). (LS) La Rosa, 1938-39 (La Rosa Macaroni Products, WOR, N. Y.). (F) Adapted music for M-G-M film. (Musical director, New York World's Fair Folk Festival, 1939).
- ANZJON, ARNE.** Announcer, KGCU, Mandan. (Also transmitter operator).
- APPLE, RUSSELL (Old Ranger).** Cowboy singer, WLBC, Muncie.
- ARCHER, GENE.** Singer, WRC-WMAL, Washington. (R) Local show for RCA, others. (L) 1937. (V) Theatre, hotel and night club appearances.
- \***ARCO PIANO QUINTET.** (R) Fireside Recitals (American Radiator, NBC Red).
- ARD, J. WILBUR.** Musician, director, WFAA, Dallas. (R) Local shows for Dr. Pepper Co., Lewis-Howe Co., others. (PR) Brunswick.
- ARDEN, VICTOR.** Orchestra conductor. (R) Follies de Paree (R. L. Watkins Co., NBC Blue); Broadway Varieties (Anacin, CBS); Sweetest Love Songs Ever Sung (Phillips' Milk of Magnesia, NBC Blue); Musical Moment (Chevrolet Motor Car Co., transcriptions); Refreshment Time (Coca-Cola, transcriptions); Second Husband (Bayer Co., CBS); others. (L) Lady Be Good; Funny Face; Spring Is Here.
- \***ARGALL, MARSDEN.** Member of singing ensemble. (R) Good Morning Tonight (Alber Bros. Milling Co., NBC Red).
- ARKIE, THE ARKANSAS WOODCHOPPER.** (Luther Ossenbrink). Musician, singer, square dance caller. (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS, Chicago. (V) Single act, 10 years; manager of WLS Barn Dance road show, four years.
- ARMBRUSTER, ROBERT.** Conductor, musical director. (R) Lux Radio Theatre (Lever Bros. Co., CBS); Gladys Swarthout Program (National Ice Advertising, Inc., NBC Red); Coronet-On-the-Air (David A. Smart for Coronet Magazine, NBC Blue); Chase & Sanborn Program (Standard Brands, Inc., NBC Red).
- ARMCHAIR QUARTET.** See Keith McLeod (director), Fred Hufsmith, Norman Price, J. Alden Edkins, Edward W. Wolter.
- ARMSTRONG, BERNIE.** Organist, KDKA, Pittsburgh. (R) Champions of the Keyboard, 1938 (Pittsburgh Coal Co., Blue); Women and the News, 1939 (Loose-Wiles Biscuit Co., KDKA); others. (V) Theatre organist, 1931-35.
- ARMSTRONG, BOB.** Announcer, singer, WSTP, Salisbury.
- ARMSTRONG, RUTH.** Organist, KVOE, Santa Ana.
- \***ARNALL, CURTIS.** Actor. (R) Pepper Young's Family, 1938-39 (Procter & Gamble for Camay Soap, NBC Red and Blue).
- ARNELL, AMY.** Singer. (R) Good Gulf

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Earl Hines • Erskine Hawkins • Eddie South •  
Stuff Smith.**

## PROFESSIONAL RECORDS—Continued

- Program, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (V) Theatre appearances with George Jessel.
- ARNOLD, BUDDY.** See Betty & Buddy.
- ARNOLD, CLAIRE.** Singer. KSFO, San Francisco. (L) Stock, 1929-30. (V) Theatre appearances.
- ARNOLD, EDWARD.** Character actor. (R) Master of Ceremonies of the Chase & Sanborn Program, summer of 1938 (Standard Brands for Chase & Sanborn Coffee, NBC Red). (F) M-G-M, Paramount, Universal, RKO, United Artists, Columbia (s.f.). (L) Productions by the New York Theatre Guild, Dwight Wiman, Charles Frohman, William A. Brady, George Broadhurst, Sam H. Harris. Lewis & Gordon. (V) The Storm, 1922-24; appearances with Viola Dana, 1930.
- ARNOLD, RHODA.** Singer. (R) As member of the Moonbeams Trio: Moonbeams, 1938 (Gambarelli & Davitto, Mutual); also various programs with Howard Barlow, Andre Kostelanetz and Mark Warnow. (GA) Waltz Time, Evening in Paris, Hammerstein Music Hall, Buick Hour and many others for Chrysler, Swift, Firestone, Consolidated Edison.
- ARNOLD, TED.** Announcer, actor, WHBF, Rock Island.
- ARNOLD, WADE.** Writer. (R) Maxwell House Show Boat, 1936-37 (General Foods Corp., NBC Red); Real Silk Program with Edwin C. Hill, 1936-37 (Real Silk Hosiery Mills, Inc., NBC Blue); also wrote material for Henry Fonda and Montague Love for Rudy Vallee Program; several NBC sustaining shows and recordings.
- ARONSON, MILTON** (*The WSPR Concert Trio*). Violinist, WSPR, Springfield.
- ARQUETTE, CLIFF.** Actor. (R) The Silver Theatre (International Silver Co., CBS); Candid Lady, 1938-39 (Pepsodent Co., NBC Red).
- ARRIS, DON.** Singer. (R) Mutual sustaining programs, 1938-39. (F) Paramount shorts. (L) European productions. (V) Single act, Paris, London, Italy. (PR) RCA Victor.
- ARTHUR, DOUGLAS.** Program director, chief announcer, WIBG, Glenside. (R) Also programs for Tastyeast and Sears Roebuck, 1936 (WTNJ, Trenton); football for Shell Oil, baseball for Wheaties and Socony-Vacuum, 1937 (WNEW, New York); others.
- ARTHUR, HARRY.** Announcer, special events commentator, continuity writer, singer, WSMB, New Orleans. (V) Theatre appearances.
- ASCOT, RITA.** Actress. (R) Ma Perkins (Procter & Gamble, NBC Red); Betty & Bob (General Mills, Inc., CBS); First Nighter (Campana Sales Co., NBC Red); also several CBS shows for Wm. Wrigley, Jr., Co. (LS) WLS, WGN and WBBM, Chicago. (L) Seventh Heaven; stock. (Currently associated with WLS, Chicago.)
- ASH, KENNETH D.** Announcer, WIBX, Utica. (R) Local shows for General Baking and others. (Also engineer.)
- ASHBAUGH, MARVIN E.** Pianist, accordionist, KVOO, Tulsa. (R) The Fun Bug, 1937-38 (Barnsdall Refining Corp., CBS); various local shows.
- ASHLEY, IRA.** Director, continuity writer. (R) Phil Baker's Armour Hour, 1933 (Armour Co., NBC Blue); Cutex Melody Cruise, 1934 (Northam Warren Corp., NBC Blue); Jack Oakie College, Jan. to April, 1938 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). Staff director, CBS, June to Dec., 1938. (L) Production staff, Sam H. Harris, Billy Rose and others.
- ATCHER, RANDALL.** Singer, guitarist, WHAS, Louisville. (V) 1933-39; Uncle Henry's Kentucky Mountaineers, Bob Atcher's Mountaineers, Country Cousins.
- ATCHER, SMILIN' BOB.** Singer (mountaineer, cowboy), WIND, Gary. (R) Also WJJD, Chicago. (V) 1930-39. (PR) American Record Corp.
- \*ATKINS, JIMMY.** (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories, NBC Red).
- \*ATWELL, MARTHA.** Director, producer. (R) Mr. Keen, Tracer of Los Persons (BiSoDol, Kolynos, NBC Blue); Alias Jimmy Valentine (R. L. Watkins Co., NBC Blue); Mrs. Wiggs of the Cabbage Patch (Old English Floor Wax, BiSoDol, NBC Red). (Associated with Blackett-Sample-Hummert.)
- ATWELL, ROY.** Comedian. (R) Roy Atwell's Tide Water Inn, 1931 (Tide Water Oil Co., CBS); Fred Allen's Bath Club Revue, 1932-33 (Corn Products for Linit, CBS); Town Hall Tonight, 1934 (Bristol-Myers, NBC Red); Park Avenue Pen-penners, 1937-38 (R. B. Davis Co. for Coco-malt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (GA)



# HOPE

1938-9

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**

## PROFESSIONAL RECORDS—Continued

- Kate Smith, Joe Cook, Rudy Vallee and other programs. (F) Warner Bros. (f); Universal short. (L) Productions by the Shuberts, C. B. Dillingham, Comstock & Gest, Charles Frohman and others (f). (V) Single act. (PR) Columbia.
- \*ATWOOD, RUDY.** Musical arranger, KHJ, Los Angeles. (R) Old Fashioned Revival (Gospel Broadcasting Assn., Mutual).
- \*AUCHINCLOSS, GORDAN.** Script writer. (R) Kay Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red); Cities Service Concert (Cities Service Co., NBC Red); Sophie Tucker & Her Show (American Tobacco Co., CBS).
- AUERBACH, ARNOLD.** Script writer. (R) Town Hall Tonight (Bristol-Myers Co., NBC Red) with Herman Wouk and Fred Allen.
- AUERBACH, ARTIE.** Comedian (dialect, character). (R) Real Folks, 1932 (General Foods, CBS); The Goldbergs, 1933-35 (Pepsodent Co., CBS); Armour Hour, 1935-36 (Armour & Co., NBC Blue); House of Glass, 1936 (Colgate-Palmolive-Peet, NBC Blue); Tony & Gus, 1936 (General Foods, NBC Blue); Phil Baker, 1936-37 (Gulf Oil Corp., CBS); Log Cabin Jamboree, 1938 (General Foods for Log Cabin Syrup, NBC Red); Wonder Show—Jack Haley, 1939 (Continental Baking for Wonder Bread, CBS). (F) Shorts. (L) Calling All Stars, 1935 (f). (V) Appearances with Phil Baker, Eddie Cantor; Mark Hellinger's Revue, Ed Sullivan's Revues.
- AUGUSTINE, JOHNNY.** Violinist, conductor. (R) Beauty Program, 1935 (Wm. Wrigley, Jr., Co., CBS); transcriptions, 1935-37 (P & G for Drene); Johnny Augustine's Orchestra, 1936 (Fain Mfg. Co., CBS); transcriptions, 1938-39 (P & G for Teel).
- AUNT SUSAN (Mrs. Mart Adams).** Home economist, WKY, Oklahoma City.
- AURANDT, PAUL H.** Special events director, KOMA, Oklahoma City. (R) Also KVOO and KTUL, Tulsa; KFBI, Abilene; KOMA, Oklahoma City. (L) Stock (s). (V) Theatre appearances.
- AURANDT, RICHARD.** Pianist, organist, musical director, KSFO, San Francisco. (R) Shows for General Mills, 1932; others, including transcriptions.
- AUSTIN, DON (Ken Kyrble).** Announcer, producer, writer, KFVD, Los Angeles. (R) Amateur Search, 1937 (General Motors, KOMO, Seattle); also KEX, KGW, Portland; KJR, KOMO, Seattle. (L) 1919-30. (V) Personal appearances.
- AUSTIN, GENE.** Singer. (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS). (F) MGM, Paramount, Universal (f); RKO shorts (s). (L) Broadway Rhapsody, 1933; Going Places, 1935 (s). (V) Theatre appearances since 1923. (Also songwriter: Entire score for a Mae West film; "Lonesome Road" for Show Boat; numerous popular songs. Now a Decca recording artist, Austin formerly waxed for Victor; his "My Blue Heaven" recording for Victor is still among the best sellers).
- AUSTIN, HERBERT.** Announcer, commentator, WCAU, Philadelphia. (R) Also KYW, Philadelphia. (F) Commercial shorts. (V) 1930.
- AUSTIN, MADELINE F.** Continuity writer, editor, CFAC, Calgary.
- AUSTIN, MEL.** Announcer, WRBL, Columbus. (R) Also WATL, Atlanta.
- AUSTIN, WILLIAM.** Accompanist (Song-fellows Quartet), WHO, Des Moines. (R) Local shows including Curtis Candy program, 1937.
- AUTHIER, LIONEL (Lee).** Pianist, orchestra leader, WSPR, Springfield.
- AVERY, ALLAN.** Announcer, WJJD, Chicago.
- AVERY, CATHERINE.** Singer, WSJS, Winston-Salem.
- AVERY, DON.** Newscaster and editor, KROW, Oakland. (R) Also KFNF, Shenandoah; KGIZ, Grant City; KPQ, Wenatchee; WNAX, Yankton.
- AVERY, GAYLORD J.** Announcer, WOW, Omaha.
- \*AVERY, KATHARINE.** (R) Backstage Wife, 1938-39 (R. L. Watkins Co., NBC Red).
- \*AYERS, STEWART.** Script contributor, dialogue writer. (R) Stella Dallas, 1937-38 (Chas. H. Phillips, NBC Red); Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).



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# PROFESSIONAL RECORDS—Continued

## B

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

**BACAL, DAVE.** Organist, WBBM, Chicago. (R) Penthouse Serenade, 1936 (Maybel-line Co., NBC Red); Sunday Afternoon with Smilin' Ed McConnell, 1937 (Acme White Lead & Color Works, NBC Blue); Skelly Court of Missing Heirs, 1937 (Skelly Oil Co., CBS); also local shows on WGN, WJJD, Chicago. (V) Organist in various theatres and with several orchestras.

**BACH, REGINALD.** Actor, director. (R) Special and sustaining programs, only, in the U. S.; Columbia Workshop, etc.; also British Broadcasting Corp., London. (F) B.I.P., Gainsborough, Gaumont British, London Film and others (f); shorts. (L) Has done about 100 plays, as actor and producer; made debut in Cheltenham, England, Dec., 1905, London debut in 1912; was stage manager and actor, at Haymarket Theatre, 1914-17; became director of the New Theatre, June, 1919; made U. S. debut in Sept., 1927, in Yellow Sands, did modern dress version of The Taming of the Shrew; numerous others.

**BACHER, BILL.** Producer, script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS); also for a short time with Metro-Maxwell House "Good News of 1938" program (NBC Red); producer, "Texaco Star Theatre," 1938-39 (Texas Co., CBS); also others.

**BACK, J. GUNNAR.** Program director, news, special events, WJNO, West Palm Beach. (R) Also KFAB and KFOR, Lincoln.

**BACKUS, CONNIE.** See Three Little Words.

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

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

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

**BAER, ALVA.** Musician, KGO-KPO, San Francisco. (R) Women's Magazine of the Air (participating, NBC Red).

**BAER, MORGAN.** Orchestra director, violinist, WRC-WMAL, Washington. (R) Network show for Atwater Kent; various local shows. (V) Theatre appearances.

**BAER, PARLEY.** Actor, KSL, Salt Lake City. (L) Various shows, including High Tor, Once in a Lifetime.

**BAGBY, MARGARET.** Singer, WAIR, Winston-Salem.

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

**\*BAILEY, BILL.** Announcer. (R) Just Plain Bill and Nancy (American Home Products Corp., NBC Red).

**BAILEY, BOB.** Actor. (R) Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS).

**BAILEY, GEORGE.** Announcer. (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).

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

**BAILEY, MARVIN.** See Six Hits and a Miss.

**BAILEY, RUTH.** Dramatic actress. (R) Girl Alone, 1935-38 (Kellogg Co., NBC Red); Bachelor's Children, 1936-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, Mutual); Henry Busse and Orchestra, 1936-38 (J. W. Marrow Mfg. Co. for Mar-O-Oil Shampoo, NBC Red); The Guiding Light, 1937-39 (Procter & Gamble Co., NBC Red); Win Your



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## PROFESSIONAL RECORDS—Continued

- Lady, summer show, 1938 (Andrew Jergens Co., NBC Blue); Woman in White, 1938-39 (Pillsbury Flour Mills Co., NBC Red). (F) Shorts. (L) Adding Machine, 1928; Wedding, With All My Love, 1936; stock.
- BAILEY, W. H. (Bill).** Commercial and public events announcer, M.C., KWTO-KGBX, Springfield. (R) Also KFEQ, St. Joseph. (V) Theatre appearances.
- BAINBRIDGE, HATTIE.** Actress, FTRD. (R) Sustaining programs. (F) Paramount, Selznick, Universal, Metro and Essanay (f); also did casting for Paramount, 4 years; Universal, one year. (L) Melodramas for many years. (Also handles casting for Federal Theatre Radio Division).
- BAIRD, DORWIN.** News announcer, CJOR, Vancouver. (R) Programs for Texaco, Signal Oil and others. (Also handles publicity).
- BAIRD, JANET.** Commentator, interviewer, script writer, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1937-39 (participating, NBC Red).
- BAKER, ART** (also known as **Art Shank**). M.C., philosopher, commentator. (R) Pull Over Neighbor, 1938-39 (Wilshire Oil Co. for Polly Gas, NBC Pacific Red). (LS) Art Baker and His Notebook (participating, KFI, Hollywood); others. (F) Bit player.
- BAKER, BOB.** Commentator, actor. (R) Hollywood in Person, 1937, to March, 1938 (General Mills, CBS); also regional show, Reunion of the States (Forest Lawn Memorial Park).
- BAKER, EDWARD J.** Organist, WHOM, Jersey City. (R) Also WKBQ (now WBNX), WWRL, New York. (V) Theatre organist.
- \*BAKER, EUGENE.** Announcer. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).
- BAKER, FLORENCE P.** Actress, FTRD. (R) Big Sister, 1938 (Lever Bros., CBS); others, including sustaining programs on NBC, CBS and Mutual. (F) Shorts. (L) Stock. (V) Ohlmeyer & Baker.
- BAKER, FRANK M.** Continuity editor, WLS, Chicago. (R) Also WMAQ, Chicago. (L) Dramatic stock (s,f).
- BAKER, FRANK S.** Singer. (R) Matt Clemens, the Melody Master, 1936 (General Electric, NBC Red); Universal Rhythm, 1937 (Ford Motor Co. Dealers, NBC Blue); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (L) At Home Abroad, 1935. (V) Roy Campbell's Royalists, 1935-37; night club and hotel appearances.
- BAKER, JACK.** Singer, WMAQ-WENR, Chicago. (V) 1935.
- BAKER, KENNY.** Singer, actor. (R) Jell-O Program Starring Jack Benny, since 1936 (General Foods Corp. for Jell-O, NBC Red); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, 20th Century-Fox. Warner Bros., RKO, United Artists (s,f); under contract to Mervyn Le Roy Film Productions, MGM Studio. (V) Theatre and cabaret appearances.
- BAKER, LYLE W.** Sound effects technician, KOA, Denver. (R) Tommy Dorsey's Orchestra, 1938 (Brown & Williamson Tobacco Corp., NBC Blue).
- BAKER, MARLON ("Pat").** Musician (string bass), WDZ, Tuscola. (R) Also KFEQ, St. Joseph; KMMJ, Clay Center; WHB, Kansas City; WTAX, Springfield; local shows for Allis-Chalmers Mfg. Co., Peruna Co., others. (V) Theatre appearances.
- BAKER, NELSON.** Announcer, WFBR, Baltimore. (R) Local shows for Household Finance Corp., others. (V) 1927-38.
- BAKER, PHIL.** Comedian. (R) Armour Program, 1933-35 (Armour Co., NBC Blue); Phil Baker, 1935-38 (Gulf Oil Corp., CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS). (F) Warner Bros., Samuel Goldwyn (f); Warner Bros. shorts. (L) Artists and Models, A Night in Spain, Calling All Stars; others (s). (V) Theatre appearances; originally teamed in vaudeville with Ben Bernie.
- BAKER, ROGER M.** Sports announcer. (R) Reds at home and road baseball games (General Mills and Socony-Vacuum, WSAI, Cincinnati); Sports Review (Packers and 20 Grand Cigarettes, WLW, Cincinnati); others. (Associated with WLW, WSAI, Cincinnati).
- BAKER, SAMM S.** Writer, program supervisor. (R) Famous Jury Trials, 1937-38 (Mennen Co., 1937-38, local sponsors, 1938-39; Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red); People's Rally & Fun Quiz, 1938-39 (Mennen Co., Mutual); The People's Vote, 1938-39 (Mennen Co., Mutual). (Staff of H. M. Kiesewetter Advertising Agency).

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## PROFESSIONAL RECORDS—Continued

- BAKER, TOM.** Singer, KSTP, Minneapolis-St. Paul. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); also KMOX, St. Louis; WBBM, Chicago; shows for General Mills, Hinds Honey & Almond Cream, others. (V) Theatre appearances.
- BALDWIN, BILL.** Announcer, writer, special events commentator, KSFO, San Francisco. (R) Painted Dreams, 1937 (Cal-Aspirin, Mutual); Tom, Dick and Harry, 1937 (Fels Naphtha, Mutual); also Central State System. (V) Baldwin & Linder, 1933-35.
- BALDWIN, BILL.** Pianist, announcer. KSO-KRNT, Des Moines. (R) Local shows including basketball broadcasts for General Foods.
- BALDWIN, J. GORDON.** Musician (piano, organ, accordion), WHEC, Rochester. (R) Also WHAM, Rochester. (V) Theatre appearances.
- BALDWIN, PHIL J.** Announcer, commentator, singer, script writer, musician. CKMO, Vancouver. (Also publicity director).
- BALDWIN, SPUD.** Singer, reader, WCOA; Pensacola.
- BALL, LUCILLE.** Actress. (R) Phil Baker, 1937-38 (Gulf Oil Corp., CBS); Wonder Show—Jack Haley, 1938-39 (Continental Baking Co., CBS). (F) RKO (f). (L) Hey Diddle Diddle, 1937 (f).
- BALLANTINE, ROBERT.** Musician. (R) National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra (Alka-Seltzer, NBC Red); Don Winslow (Kellogg Co., NBC Blue). (L) (f). (V) Single act.
- BALTER, SAM.** Commentator. (R) Inside of Sports, 1938-39 (Bayuk Cigars, Inc., Mutual); also CBS Pacific Coast, California Radio System. (Currently associated with WFIL, Philadelphia.)
- BAMPTON, ROSE.** Soprano. (R) Songs You Love, 1935-36 (Smith Brothers, NBC Blue). (GA) Ford, General Motors, Kraft-Phenix Cheese, Firestone and Chesterfield programs. Metropolitan Opera broadcasts, NBC. (Operatic debut as Siebel in Faust, Chautauqua, N. Y.; Metropolitan debut as Laura in La Gioconda, 1932; debut as soprano in Il Trovatore, in Europe, 1936; Metropolitan, spring of 1937).
- BANCROFT, PIERSON F.** Musician, KTAR, Phoenix.
- \*BANKS, JOAN.** (R) Her Honor. Nancy James (International Cellucotton Products, CBS).
- \*BARBAR, CHARLES.** Bass violinist. (R) Steinie Bottle Boys, 1937-38 (Glass Container Assn. of America, NBC Blue).
- BARBER, JAMES A.** Program director, producer, script writer, pianist, organist, singer, actor, KGVO, Missoula. (R) Also WPAD, Paducah; KETM, Jonesboro; supervisor of various CBS programs originating at KGVO. (V) Theatre organist. (Also publicity director.)
- BARBER, JIMMY.** Announcer, musician. WFTC, Kinston. (F) Shorts. (L) 1927. (V) Theatre appearances. (PR) RCA Victor Bluebird.
- BARBER, RED.** Sports announcer, WOR, New York. (R) Cincinnati Reds baseball games, 1934-35 (Ford Dealers); 1936 (Socony-Vacuum); 1937-38 (Socony-Vacuum and General Mills); World Series, 1935 (Mutual), 1936-37 (NBC); also programs on WRUF, Gainesville.
- BARBIROLI, JOHN.** Musical conductor. (R) New York Philharmonic Symphony Orchestra (CBS).
- BARCLAY, LUISE.** Actress. (R) Modern Cinderella, 1936-37 (General Mills, CBS); The Woman in White, 1938-39 Pillsbury Flour, NBC Red); Hope Alden's Romance, 1937-38 (transcribed program for Purity Bakers).
- BARENTS, GAIL H. ("Barry").** Announcer, continuity writer, WBRK, Pittsfield.
- BARKER, ALBERT.** Writer. (R) Grand Hotel, 1935 (Campana Sales, NBC Red); Don Winslow of the Navy, 1937-38 (successively Iodent and Kellogg Co., NBC Red, Blue; others, including scripts for Alka-Seltzer. (L) Author of Buckaroo, Man on Stilts, Dirty Hands and others.
- \*BARKER, BRADLEY.** Actor, animal imitator. (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Desert, CBS); Dog Heroes, intermittently (Modern Food Process for Thrivo Dog Food, NBC Blue).
- BARLOW, HOWARD.** Conductor, arranger. (R) March of Time (NBC Blue, Servel; also for Time and Remington Rand); previously programs for Philco, Plymouth, World Peaceways, La Palina, Listerine, others. (L) Grand Street Follies, 1924-26.
- BARNARD, BRUCE.** Actor, FTRD. (R)

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## PROFESSIONAL RECORDS—Continued

- Shows on WABC, WOR, New York. (F) Shorts. (L) 1929-33; Trial of Mary Dugan, Cradle Snatchers and others.
- BARNES, FORREST.** Script writer. (R) Hollywood in Person, 1937-38 (General Mills, CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Silver Theatre, 1938 (International Silver Co., CBS); Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue); Hollywood Playhouse, 1939 (Andrew Jergens Co., NBC Blue); Texaco Star Theatre, 1939 (Texas Co., CBS); First Nighter, 1939 (Campana Sales, CBS). (F) Shorts.
- BARNES, HOWARD G.** Producer, director, WHN, New York. (R) Arden Hour of Charm, 1937-38 (Elizabeth Arden, Mutual); Melody Puzzles, 1937-38 (American Tobacco Co., Mutual); Kay Kyser's Musical Klass & Dance, 1938 (successively Mutual, NBC Red); also WOR, New York.
- BARNES, PATRIC H.** Writer, producer, actor. (R) Henry Adams Book Shop, 1931-33 (Swift & Co. for Quick Arrow Soap Flakes, NBC Blue); Lombardo Land, 1934-35 (Plough, Inc., for St. Joseph Aspirin, NBC Red); Pat Barnes in Person, 1935-36 (Procter & Gamble for Dreft, NBC Northwestern Group); Just Between Us, 1937 (Rabin Cosmetic Co., Mutual); Pat Barnes & His Barnstormers, 1938 (Mutual). (L) 1921-24 (s,f). (V) Debut in Little Old Sharon; last appearance, 1934.
- BARNETT, LORRAINE.** Singer, WHN, New York. (R) Also WABC, WINS, WMCA, New York; local show for General Mills, others. (V) Henry Bergman's Black Sheep, 1934; various orchestras.
- BARNEY, MARION.** Dramatic actress. (R) Red Davis, 1933-34 (Beech-Nut Packing Co., NBC Blue); Helen Hayes in Bambi, 1936-37 (General Foods for Sanka Coffee, NBC Blue); Pepper Young's Family, 1936-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); When a Girl Marries, 1939 (Prudential Insurance Co., CBS). (L) Productions by Belasco (s); Frohman, Shaw & Erlanger, Lawrence Rivers, George Tyler, Crosby Gaige (f).
- BARNHART, LYLE D.** Dramatic director. (R) Young Hickory, 1937 (Procter & Gamble, NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Red); Vic & Sade, 1938-39 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); others. (L) 1930-37, as director. (Associated with NBC Chicago studios).
- BARNOW, ERIK.** Writer, director. (R) The Honeymooners, 1931-35 (sustaining, NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red); Bobby Benson (Hecker H-O Co., CBS). (LS) WOR, New York; also transcriptions. Currently radio writing instructor at Columbia University.
- BARNYARD PETE.** See Oliver Burkhardt.
- \*BARON, PAUL.** Music arranger. (R) Rhyming Minstrel, April-July, 1938 (Bosco Co., Mutual).
- \*BARR, BILLY.** Script writer. (R) Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).
- BARRETT, BETTY.** Singer, KWK, St. Louis.
- BARRETT, MAURICE.** Writer, director, producer, actor. (R) The Goldbergs (Procter & Gamble, NBC Red); Potash and Perlmutter (Health Products, Inc., NBC Blue); Death Valley Days (Pacific Coast Borax Co., NBC Blue); Royal Gelatin Program (Standard Brands, Inc., NBC Red); Cape Diamond Light (General Foods Corp., NBC Blue). (LS) WHN, New York. (F) Warner Bros., Paramount, Columbia (as writer, director); shorts. (L) Productions by Arthur Hopkins, David Belasco, Charles Frohman, the Shuberts, etc. (s, f). (V) Fate, On the Road to Calcutta; others. (PR) RCA Victor.
- BARRETT, PATRICK J. (Uncle Ezra).** Character actor. (R) National Barn Dance, since 1933 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, since 1934 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rose-dale, since 1938 (Alka-Seltzer, NBC Red). (LS) WTMJ, Milwaukee; WLS, WMAQ, Chicago. (L) Featured player. (V) Barrett & Cunneen, Looking for Fun.
- BARRETT, RAY.** Announcer, actor, writer, WDRC, Hartford. (R) Those Happy Gilmans, 1938 (General Mills, NBC Red and Blue); Scattergood Baines, 1939 (Wm. Wrigley, Jr., Co., CBS); also network shows for Coca-Cola, Borden Milk Co., Philco, Hudson Motor Co. (L) Stock and repertory companies, 1929-32. (V) Nut Stuff; Barberians.
- BARRETT, ROBERT.** Orchestra leader (Bob Barrett and His Styled Music), WDOD, Chattanooga.
- BARRETT, SHEILA.** Mimic. (R) Time of Your Life (Gruen Watch Co., NBC Red). (GA) Magic Key of RCA, June



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## PROFESSIONAL RECORDS—Continued

- 27, 1937 (RCA, NBC Blue); Ben Bernie and All the Lads, Aug. 24, 1937 (American Can Co., NBC Blue); Summer Stars, Sept. 19, 1937 (Gulf Oil Corp., CBS); Heinz Magazine of the Air, Dec. 2 and Dec. 9, 1937 (H. J. Heinz Co., CBS); others. (F) Time Prod.-Associated British, 1935. (V).
- \*BARRIE, BOB.** (R) Radio Newsreel (Cummer Products, NBC Red).
- BARRIE, ELAINE.** Actress. (R) Shakespeare Series, 1937 (NBC Blue). (GA) Hollywood Hotel, Royal Gelatin Hour. (F) M-G-M, Paramount (f). (Mrs. John Barrymore in private life; nee Elaine Jacobs (Barrie)).
- BARRIE, GRACE.** Blues singer. (R) Programs for Pabst Blue Ribbon Beer, 1935; Bromo-Seltzer, 1935; American Can, 1936; Hammerstein's Music Hall, 1936. (L) Strike Me Pink, 1933; George White's Scandals, 1935 and 1936; The Show Is On. (V) Coast to coast, 1933-37.
- BARRIE, WENDY.** Actress. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red). (F) Metro-Goldwyn-Mayer; Paramount; 20th Century-Fox; Universal; RKO; Republic; Gaumont British; London Films; British Lion; B.I.P. (s.f). (L) Wonder Bar (London production).
- BARRINGTON, BRUCE.** Commentator, news editor, KXOX, St. Louis.
- BARRISON, PHILIP S.** Program director, WMCA, New York. (R) Also NBC, 1928-32. (L) Productions by John Golden and others (f). (V) Zila, 1928-29.
- BARRON, FRED.** Character actor. (R) True Story Court of Human Relations, 1934-38 (Macfadden Publications, NBC Red); Believe It or Not, 1937-38 (General Foods, NBC Red); Death Valley Days, 1938-39 (Pacific Coast Borax Co., successively NBC Blue and Red); Life and Love of Dr. Susan, 1939 (Lever Bros. for Lux, CBS). (F) Silent films. (L) 30 years, mostly stock. (V) One season in support of Julie Ring.
- \*BARRON, ROBERT.** (R) Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue).
- BARROWS, RICHARD.** Actor (character, dialect). (R) Death Valley Days, 1934-39 (Pacific Coast Borax Co., successively NBC Blue and Red); Echoes of New York Town, 1935-36 (Consolidated Edison Co., WEAF); 20,000 Years in Sing Sing, 1937 (William R. Warner Co. for Sloan's Liniment, NBC Blue); Pretty Kitty Kelly, 1937 (Continental Baking Co. for Wonder Bread, CBS); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Vitaphone shorts. (L) Broadway shows including An American Tragedy, Silence, The Bat, An American Ace, and others; stock and road companies. (V) Lewis & Gordon sketches, 1916-18.
- \*BARTELL, EDDIE.** Singer. (Member of Radio Rogues). (R) Quaker Party (Quaker Oats Co., NBC Red).
- BARRY, JACK.** Sports announcer, WWSW, Pittsburgh. (R) Also CBS; KDKA, Pittsburgh; WHEC, WSAV, Rochester; WIP, Philadelphia; shows for Atlantic Refining, Crazy Water Crystals, others. (V) Theatre appearances. (PR) Decca.
- \*BARRY, LLOYD.** Actor. (R) Dog Heroes, intermittently (Modern Food Process for Thrivo Dog Food, NBC Blue).
- \*BARRY, SYLVIA.** Singer, WOR, New York.
- BARRYMORE, JOHN.** Actor. (R) Shakespeare Series, 1937 (NBC Blue); M. C., Texaco Star Theatre, Nov. 9, 1938-Jan. 11, 1939 (Texas Co., CBS). (GA) Kraft Music Hall, April 1, 1937; Baker's Broadcast, Oct. 10, 1937; Royal Gelatin Hour, Nov. 25, 1937; Hollywood Hotel, Dec. 17, 1937. (F) M-G-M, Paramount (s.f). (L) Magda, The Affairs of Anatol, Peter Ibbetson, Redemption, The Jest, Richard the Third, The Fortune Hunter; others (s.f).
- \*BARSTOW, DOROTHY.** Director. (R) Dr. Christian (Chesebrough Mfg. Co., CBS); Death Valley Days (Pacific Coast Borax Co., NBC Red). (Associated with McCann-Erickson).
- BARTH, BERNIE.** Sports announcer, KOBH, Rapid City. (R) State Basketball Tournament, 1938-39; others.
- \*BARTH, BETTY.** Actress. (R) Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Red and Blue).
- BARTHOLOMEW, FREDDIE.** Juvenile actor. (GA) Good News of 1938 (General Foods Corp., NBC Red, Dec. 2, 1937; Dec. 9, 1937; Dec. 16, 1937, and April 14, 1938); Lux. (F) M-G-M (s). (V) Personal appearances.
- BARTLETT, JANE.** Musician, singer, WBT, Charlotte. (R) Programs for Philco, Quaker Oats, Avalon Cigarettes and others, since 1935.

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## PROFESSIONAL RECORDS—Continued

- \*BARTLETT, MARJORIE.** Script writer. (R) Big Sister (Lever Bros., CBS).
- BARTLETT, TOMMY.** Announcer, M. C., news commentator. (R) Modern Cinderella, 1936-37 (General Mills, CBS); Arnold Grimm's Daughters, 1936-37 (General Mills, CBS); Horace Heidt & His Brigadiers, 1937 (Stewart-Warner, CBS); The Laugh Liner, 1938 (Wm. Wrigley, Jr., Co., CBS); others, including local shows. (F) Shorts. (V) Theatre appearances.
- BARTOLOTT, ALDOUS.** Actor, FTRD. (R) True Romances, 1931 (Macfadden Publications, CBS); others, on KFI, Los Angeles; WABC, New York. (L) Various shows including Dance Night, Such Is Life.
- BARTON, BETTY.** See Betty & Buddy.
- BARTON, BETTY.** Women's programs, WXYZ, Detroit. (R) Also Michigan Radio Network; CKLW, WJR and WWJ, Detroit. (L) Bonstelle Civic Theatre (f). (Also writer of radio features).
- BARTON, CRAIG.** Pianist, vocal arranger, WFAA, Dallas. (R) Also Texas Quality and Dixie Networks.
- BARTON, EILEEN ("Jolly Gillette").** Singer, comedienne (juvenile). (R) Rudy Vallee Hour (Fleischmann Yeast); Eddie Cantor Program (Pebeco Tooth Paste); Jolly Gillette on Milton Berle Program (Gillette). (F) Shorts (Columbia). (V).
- BARTON, HAL.** Program director, announcer, continuity writer, WTNJ, Trenton.
- \*BARTON, KEN.** Announcer, script writer. (R) Richfield Reporter, since 1932 (Richfield Oil Corp., NBC Red).
- \*BARUCH, ALLEN.** Actor. (R) Road of Life, 1938-39 (P & G, CBS).
- BARUCH, ANDRE.** Announcer. (R) Your Hit Parade, 1935-39 (American Tobacco for Lucky Strike Cigarettes, CBS); Your News Parade, 1937-38 (Lucky Strike Cigarettes, CBS); Kate Smith, 1937-39 (currently General Foods, CBS); American Album of Familiar Music, 1939 (Bayer Co., NBC Red); Second Husband (Bayer Co., CBS); others, not current. (F) Announcer for National Screen; special commentator, Pathe News; shorts.
- BARWALD, WILLIAM H.** Character actor, Federal Theatre Radio Division. (R) Also WABC, New York. (F) Director of silent films. (L) Shows with David Warfield, Otis Skinner, George Arliss, Elsie Ferguson and others. (V) Lewis & Gordon acts, 5 years; others.
- BASCH, FRANKIE (Faith Fortune).** Commentator, interviewer, mistress of ceremonies, WMCA, New York. (R) Also WAAT, Jersey City; WNEW, New York. (F) Trailers. (V) M.C. appearances.
- BASSETT, G. WILLARD.** Singer, announcer, KVOE, Santa Ana.
- BASTIEN, VINE.** Arranger, musician (cello, trombone), WCCO, Minneapolis-St. Paul.
- BATCHELDER, CHARLES F.** Announcer, sports and special events commentator, actor, producer, M.C., WDBO, Orlando.
- BATES, BETTY JEAN.** Singer, yodeler, KRNT, Des Moines. (R) Local shows for Barnsdall Refining and others. (V) Theatre appearances.
- BATES, BILL.** Continuity and news editor, KWOC, Poplar Bluff. (R) Local shows for Standard Oil Co., Philco Radio & Television Corp., others.
- BATEY, HURBERT.** News and sports commentator, announcer, WGPC, Albany. (R) Football and baseball for B. F. Goodrich; others. (V) Amateur shows, 1937.
- BATSON, CHARLES.** Program director, announcer, WFBC, Greenville.
- BATTERS, CHARLES.** Announcer, sportscaster, WBRY, Waterbury.
- BATTERSEA, W. WESLEY.** Announcer, M.C., KOB, Albuquerque. (R) Also KOA, KLZ and KFEL, Denver. (L) Zanzal, 1932; You and I, 1933; others (s,f).
- BATTLE, JOHN TUCKER.** Writer. (R) Tydol Travellers, 1933-34 (Tide Water Oil Co. of N. J., CBS); Roses and Drums, 1934-35 (Union Central Life Insurance Co., CBS); H-O Rangers, 1934-36 (Hecker Products, CBS); Heroes Were People, 1936-37 (Standard Brands, Inc., NBC Red); Follow the Moon, 1937-38 (John H. Woodbury Co., NBC Red); Pebeco Toothpaste, CBS; also scripts for Molasses 'n' January for Maxwell House Showboat, 1936 (General Foods Corp., NBC Red); Buddy Clark and Orchestra, 1938 (American Tobacco, Mutual). (Sole author of all programs with exception of Roses and Drums.)
- BAUGH, GENE.** Musical director, WBAP, Fort Worth.



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- BAUGHN, TED A.** Announcer, narrator, actor, KMPC, Beverly Hills. (L) Repertory theatre; others.
- BAUKHAGE, HILMAR.** News commentator, WRC-WMAL, Washington. (R) Also NBC sustaining shows. (L) Stock. Previously, special writer for the *United States News*.
- BAULU, MARCEL.** Chief of continuity division, announcer, news analyst and commentator, M. C., CKAC, Montreal. (R) Grande Soeur, French version of Big Sister (Lever Bros., Canadian network); programs for Lipton Tea, Blue Coal and others.
- BAULU, ROGER.** Announcer, script writer, commentator, M. C., CKAC, Montreal. (R) Network programs for Ironized Yeast, Wrigley Gum, and others. (L) *Revue*s. (V) Personal appearances.
- BAUMEL, EDDIE.** Program and musical director, organist, pianist, KGNC, Amarillo. (Formerly theatre organist, pit musician).
- \*BAUMER, MARIE.** Dialogue writer. (R) Stella Dallas, 1938-39 (Charles H. Phillips, NBC Red); Our Gal Sunday, 1938 (Kolynos, Anacin, CBS); Second Husband, 1938 (Bayer, CBS); Backstage Wife, 1938 (Dr. Lyon's Toothpowder; NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS).
- BAXTER, BEE.** Women's programs, KSTP, Minneapolis-St. Paul. (R) Also KSOO, Sioux Falls; WOW, Omaha.
- BAXTER, DALE.** Master of Ceremonies. (R) It's Up to You, 1939 (sustaining, NBC Blue); also transcriptions, WNEW and WMCA, New York, Inter-City Network, since 1936. (V) Theatre appearances.
- BAXTER, JEANNIE.** See the Sophisticated Ladies.
- BAXTER, JIMMY.** Juvenile singer, KRLD, Dallas. (R) Also Dixie and Texas Quality Networks. (P) Sam Goldwyn, 20th Century-Fox. (V) Theatre appearances.
- BAXTER, LIONEL.** Announcer, producer, WAPI, Birmingham. (R) Time to Shine, 1938-39 (Griffin Mfg. Co., CBS); Scattergood Baines, 1938-39 (Wm. Wrigley, Jr., Co., CBS); others for Royal Crown Cola, Kelvinator.
- BAY, VICTOR.** Conductor. (R) CBS sustaining programs. (Staff conductor, CBS).
- BAYEK, GILBERT.** Announcer, commentator, orchestra leader, arranger, WDRG, Hartford. (R) News, 1938-39 (Esso Marketers); others. (V) Theatre appearances with own orchestra.
- BAYEUR, ROLLIE.** Special events and sports, CHLT, Sherbrooke. (R) Also CHLN, Three Rivers; CKAC, Montreal; CHRC, Quebec.
- BAYNUM, MILLIE.** Cowgirl singer, yodeler, WHAS, Louisville. (V) Tennessee Ramblers, 1937-38.
- BEACH, ISABELLA.** Actress. (R) Myra Kingsley (Hecker H-O Products, Mutual).
- BEACH, VANCE.** Musician (violin, cello), WHEC, Rochester. (Rochester Philharmonic Orchestra, 3 seasons.)
- BEAL, WILLIAM G.** Announcer, continuity editor, KDKA, Pittsburgh.
- BEASLEY, IRENE.** Singer, writer, announcer. (R) Ward's Tip Top Club (Ward Baking Co., CBS); Old Dutch Girl (Cudahy Packing Co., CBS); Armour Program (Armour Co., NBC Blue); Life Savers Rendezvous (Life Savers, NBC Blue); others. (GA) Watch the Fun Go By (Ford Motor Co., CBS); R. F. D. No. 1, 1938-39 (CBS sustaining). (L) Thumbs Up, 1935. (V) Since 1932; night clubs.
- BEAUMONT, ELLIS A.** Actor (dialects). (R) Muriel Headlines, 1938 (P. Lorillard for Muriel Cigars, Mutual).
- BEAUPRE, MAURICE.** Actor, comic singer, CHRC, Quebec.
- BEAVERS, WILLIAM W.** Production manager, news and special announcer, WCOL, Columbus. (R) As William Wallace, also handles all CBS sustaining features originating in Columbus and vicinity. (V) Theatre appearances.
- BECK, FRED.** Organist, WJJD, Chicago.
- BECK, JACKSON.** Actor, announcer. (R) Myrt & Marge, 1937 (Colgate-Palmolive-Peet for Super Suds, CBS); Easy Aces, 1937 (Anacin, NBC Blue); We, the People, 1937 (General Foods for Sanka Coffee, CBS); Twenty Years Ago Today, 1937 (Hearns Dept. Store, Mutual); Believe It or Not, 1938 (Post Bran Flakes, NBC Red); Headlines, 1938 (Muriel Cigars, Mutual); Life of Mary Sothern, 1938 (Lehn & Fink for Hinds Honey and Almond Cream, CBS); By Popular Demand, 1938 (Modern Age Books, CBS); On Broadway, 1938 (General Foods for Diamond Salt, NBC Blue); irregular ap-



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## PROFESSIONAL RECORDS—Continued

- pearances on Dog Heroes (Modern Food Process Co., NBC Blue).
- BECKER, BOB.** Writer, speaker. (R) Chats about Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red). (Outdoor editor, Chicago Tribune.)
- BECKER, DON.** Script writer, producer. (R) Life of Mary Sothorn, 1937-38 (Lehn & Fink, CBS); This Day Is Ours, 1938-39 (P & G for Crisco, CBS); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, NBC Red).
- BECKER, HARRY L.** Announcer, KFBI, Abilene. (R) RCA Concert Hour, 1939 (RCA); also local show for Olson Rug Co.
- BECKLEY, ZOE.** Commentator. (R) People, Just People, 1939 (local sponsors). (Writes daily column for McNaught Syndicate.)
- BEDARD, JEAN-PAUL.** Singer, CHRC, Quebec.
- BEEBOUT, GEORGE L.** Announcer, WHBC, Columbus. (R) Also WHBC, Canton.
- BEEMER, BRACE.** Announcer, narrator. (R) Lone Ranger, 1938-39 (Gordon Baking Co., Mutual and Michigan Networks); Wandering Vagabonds, 1938-39 (Shedd Products Co., Michigan Network); Lutheran Hour, 1938-39 (Lutheran Laymen's League). (President, Brace Beemer, Inc.)
- BEETLE.** See Ward Wilson.
- BEGLEY, EDWARD.** Character actor, dialectician, WTIC, Hartford. (V) The Four High Hatters, 1929.
- BEGLEY, TOMMY.** Actor (juvenile), WTIC, Hartford. (L) WPA Repertory Co. (V) Single act, 1931-38.
- \*BEHLKE, HELEN J.** Actress. (R) Tom Mix Straight Shooters (Ralston Purina Co., NBC Red).
- \*BEHMILLER, HELEN.** Actress. (R) Story of Mary Marlin (P & G, NBC Red and Blue); Midstream (P & G, NBC Red).
- \*BEHRENS, FRANK.** Actor. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red); Guiding Light (P & G, NBC Red).
- \*BEHRENS, JERRY.** (Member of Range Riders). (R) Plantation Party, 1938-39 (Brown & Williamson, NBC Blue); Neighbor Boys, 1938-39 (Brown & Williamson, NBC Red).
- BELANGER, E.** Accordionist, CHRC, Quebec.
- BELANGER, CAMILLE.** Soprano, CHRC, Quebec.
- BELCHER, FINLEY D. (Red Slim).** Hill-billy singer, musician (guitar, banjo), WDJ, Tuscola.
- \*BELCHER, JERRY.** Interviewer. (R) Interesting Neighbors 1937-38 (F. W. Fitch Co., NBC Red).
- BELL, DON.** Production manager, announcer, sportscaster, actor, script writer, WFLA, Tampa. (R) Also WHO, Des Moines; WPTF, Raleigh. (Also publicity director).
- BELL, HOWARD R.** Program director, writer, announcer, producer, actor, musician, KRKD, Los Angeles.
- BELL, JOSEPH.** Actor, director. (R) 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan's Liniment, NBC Red); Sherlock Holmes, 1936 (Household Finance Corp., NBC Red); Uncle Jim's Question Bee, 1936-39 (G. Washington Coffee, NBC Blue). (R) Productions by Jed Harris, Brock Pemberton and George Abbott.
- BELL, LUCILLE.** Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (V) Tour with Horace Heidt.
- BELL, MARTHA.** Actress, CJRC, Winnipeg. (R) Also CBC.
- BELL, SHIRLEY.** Actress. (R) Little Orphan Annie (Wander Co. for Ovaltine, NBC Red).
- BELL, TED.** Producer, newscaster, KRSC, Seattle. (R) Also Mutual and CBS regional networks. (F) Shorts. (L) Dramatic stock, 3 years; repertory company, one year (f). (V) Theatre appearances. (Currently head of Department of Radio, University of Washington.)
- \*BELLAYER, HARRY.** (R) Central City (P & G, NBC Red).
- BELLI, LIDO.** Announcer, director (Italian programs), WHOM, Jersey City.
- BELLIN, CHARLES.** Dramatic actor. (R) Mr. Keen, Tracer of Lost Persons, 1938 (BiSoDol, NBC Blue); We the People, 1938 (Sanka Coffee, CBS); Death Valley Days, 1939 (Pacific Coast Borax, NBC

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- Red); others, including Mutual programs for Feen-A-Mint, transcriptions for Kroger Baking, 1937. (F) Shorts. (L) Dead End, 1935-37; Field of Ermine, 1935; Dame Nature, 1938; others, over a period of 11 years.
- BELOIN, ED.** Script writer. (R) Jell-O Program Starring Jack Benny, 1936-39 (General Foods Corp., NBC Red). (F) Paramount. Writes in cooperation with Bill Morrow.
- BELT, RICHARD E.** Announcer, WHIO, Dayton.
- BENANDER, MILTON M.** Continuity writer, WMC, Memphis.
- BENAVIE, SAMUEL.** Musical director, WJR, Detroit.
- BENCE, BOB.** Announcer. (R) Don't You Believe It (P. Lorillard & Co. for Sensation Cigarettes, Mutual). (Chief announcer, KFRC, San Francisco).
- BENCHLEY, ROBERT.** Writer, actor. (R) Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, successively CBS and NBC Blue). (F) M-G-M, RKO, Paramount, Universal; shorts. (L) Music Box Revue, 1923-24. (V) Treasurer's Report, 1924-25. (In the past, managing editor of Vanity Fair; columnist, New York World; drama editor, Life Magazine; currently theatre critic, New Yorker Magazine).
- BENDER, "ARIZONA" BILL.** Guitarist, singer (old time cowboy songs), KOA, Denver. (V) Theatre appearances.
- BENDON, FLORENCE.** Singer, WFIL, Philadelphia. (V) Theatre and night club appearances.
- BENNELL, JULIE.** Actress (leads, comedy dialects), announcer. (R) John's Other Wife, 1937-39 (Louis Philippe for Angelus Rouge, NBC Red); Stella Dallas, 1938-39 (Phillips Milk of Magnesia, NBC Red). (F) Commercial shorts.
- BENNETT, BERTON.** Announcer, KGO-KPO, San Francisco. (R) Richfield Reporter, 1931-37 (Richfield Oil Corp., NBC Red); Shell Chateau, 1935-36 (Shell Union Oil, NBC Red); Prof. Puzzlewit, 1937-39 (Gallenkamp Shoe Co., NBC Red); Standard Symphony, 1939 (Standard Oil of California, NBC Red). (F) Shorts. (PR) RCA Victor, Columbia, Edison.
- BENNETT, HAL.** Singer, announcer, M.C., WHIO, Dayton. (R) Kellogg program, 1938. (V) Theatre appearances.
- BENNETT, O. E.** Musician, KGNC, Amarillo. (F) Shorts. (V) With Buddy Rogers' band act. 1936.
- BENNETT, REESE E.** Musician. KHQ-KGA, Spokane.
- BENNETTE, BING.** Announcer, WSTP, Salisbury.
- BENNY, JACK.** Actor, comedian. (R) Jack Benny Program (successively sponsored by Canada Dry Ginger Ale, 1932-33, NBC Blue; Chevrolet Motor Co., 1933-34, NBC Red; General Tire & Rubber Co., 1934, NBC Red); Jell-O Program Starring Jack Benny, 1934-39 (General Foods for Jell-O, NBC Red). (F) M-G-M, 1935; Paramount, since 1936 (s). (L) Productions by Sam Harris, Earl Carroll, and the Shuberts (s). (V) Single act and Jack Benny Unit, 25 years; personal appearances.
- \*BENESS, MAC.** Script writer (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).
- BENS, FRANKLIN.** Tenor. (R) Lilac Time, 1936 (Pinaud, NBC Red); as a member of The Eight Men: Vocal Varieties, 1939 (Lewis-Howe for Tums, NBC Red). (LS) Canova Coffee Hour, 1930-31, Woodbury Hour, 1932-33, Marlboro Curtain Calls, 1934-35 (all WLW, Cincinnati).
- BENSON, NORMAN.** Singer, actor, announcer, WFIL, Philadelphia. (R) Also Atlantic Refining program, CBS, 1936: WCAU and KYW, Philadelphia. (L) 1934-39. (V) Minstrel shows. (PR) RCA Victor, Decca.
- BENTLEY, JULIAN T.** News editor, WLS, Chicago. (All news is sustaining on this station.)
- BENTLEY, ROBERT J.** Quiz programs, interviewer, children's programs, WCPO, Cincinnati. (R) Man on the Street, 1936-39 (Continental Baking); others. (F) D. W. Griffith (f). (L) Strike Up the Band, The Squealer; others (f). (V) Appearances with Hugh Herbert, Edith Taliaferro and others.
- BENTLEY, SPENCER.** Actor, announcer, director. (R) Mme. Olyaniva, 1935 (Philip Morris & Co., Mutual); Johnny Presents, 1935-36 (Philip Morris & Co., NBC Red); Personal Column of the Air, 1936-37 (Procter & Gamble, NBC Blue); Home Sweet Home, 1936 (Procter & Gamble, NBC Red and Blue); Magic Voice, 1936 (Procter & Gamble, NBC Blue); Pepper Young's Family, 1936-37 (Procter & Gamble, NBC Red and Blue); Betty

## PROFESSIONAL RECORDS —Continued

& Bob. 1937-38 (General Mills, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); This Day Is Ours, 1938-39 (P & G, CBS). (L) Productions for George M. Cohan, Ziegfeld and others (22 productions); 17 stock companies.

**BENTONELLI, JOSEPH.** Operatic and concert singer. (GA) Ford Sunday Evening Hour, Chase & Sanborn Program, Kraft Music Hall, Baker's Broadcast, Vick's Open House, Chicago Opera Broadcasts, Metropolitan Opera Saturday Afternoon Broadcasts. (L) Chicago Civic Opera, 1934-37; Philadelphia Orchestra Opera, 1935-36; St. Louis Opera, 1935-37; Metropolitan Opera, 1936-38; Berkshire Players, 1936. Has appeared in operas in many European countries including Italy, France, Austria, Germany, Holland, Belgium, etc.

**BENWARE, REX K.** Announcer, producer, continuity writer, WQXR, New York. (R) Also WHN, New York. (L) Repertoire of Ibsen's plays; Shakespearean plays, with Robert Mantell; The Bat (2 years); The Cat and the Canary; with Lionel Barrymore in Belasco's Laugh, Clown, Laugh; others.

**BERCH, JACK.** Actor, singer, writer. (R)

Jack Berch (Knox Gelatine, 1936, NBC Blue; Wasey Products, 1936-37, Mutual); Jack Berch and His Boys, 1937 (Fels Naphtha, CBS); transcriptions, 1938 (Wasey Products, Feen-A-Mint); Jack Berch, the Sweetheart Serenader, 1939 (Manhattan Soap Co. for Sweetheart Soap, NBC Red). (Also handles own commercials; formerly on staff of WLW, Cincinnati, and WTAM, Cleveland).

\***BERCOVICI, LEONARDO.** Producer. (R) Billy & Betty, 1939 (General Mills, Inc.; NBC Red).

**BERDAHL, ARCHIE.** See Voices Three.

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

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



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**LANNY  
ROSS**  
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## PROFESSIONAL RECORDS—Continued

**BERGENER, WALTER.** Pianist, organist, WTAM, Cleveland. (R) Lum and Abner, 1931 (Ford Motor Co., NBC Red); local shows. (V) 1920-21.

**BERGER, EVERETT.** See Chuck Wagon Boys.

**BERGGREN, ROXANE R.** Actress, WHO. Des Moines. (R) Local shows including Kentucky Winners (Penn Tobacco Co.), 1937.

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

**BERIGAN, BUNNY.** Swing band leader. (R) Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Magic Key of RCA. Nov. to Dec., 1937 (Radio Corp. of America, NBC Blue). (V) Theatre and hotel appearances, Boston, Pittsburgh, Detroit, New York. (PR) RCA Victor.

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

**BERNARD, AL.** Actor (black face), singer (blues, character). (R) Dutch Masters Minstrels, 1928-30 (Consolidated Cigar Corp. for Dutch Masters Cigars, NBC Blue); Raybestos Twins, 1929-30 (Raybestos Co., NBC Red); Mollie Merrie Minstrels, 1934-35 (Cummer Products Co. for Mollie Shaving Cream, NBC Red); Al Bernard's Merry Minstrel Men, 1939 (sustaining, CBS). (GA) Lum and Abner, General Motors Program, Sparklers Program. (F) Vitaphone short, 1927; Warner Bros. short, 1933. (V) Al Bernard—Black Face Songs in White. (PR) Numerous companies since 1919. (Writer of songs, minstrel books, etc.).

**BERNARD, DON.** Producer, director. (R) Lucky Strike Dance Hour (American Tobacco Co., NBC Red); Paul White-

man's Painters (Allied Paint Groups, NBC Blue); Studebaker Champions (Studebaker Sales Corp., NBC Red); Palmolive Hour (Colgate-Palmolive-Peet Co., NBC Red); Pennzoil Parade (Pennzoil Co., CBS); The Armour Hour (Armour Co., NBC Blue); Empire Builders (Great Northern Railroad, NBC Blue); others. Associate producer for Eddie Cantor Show, Lux Radio Theatre, Watch the Fun Go By.

**BERNIE, BEN.** Orchestra leader, M.C. (R) Pabst Blue Ribbon Malt Program (Pabst Blue Ribbon Malt Co., NBC Red); Ben Bernie and All the Lads (American Can Co., NBC Blue; U. S. Tire Dealers Mutual Corp., CBS; American Tobacco, CBS). (F) Paramount, 20th Century-Fox. (V) Since 1910; Klass and Bernie; teamed with Phil Baker for several years; once toured with Maurice Chevalier; hotel engagements.

**BERRY, CHARLES.** Announcer, actor, narrator, WOV-WBIL, New York. (R) Red Davis, 1932 (Beech Nut Packing Co., NBC Blue); Melody Cruise, 1932 (Cunard Steamship Co., NBC Blue); also CBS and WMCA, New York. (L) 1932-33.

**BERRY, ERNEST.** Organist, CKOC, Hamilton.

\***BERRY, JAMES.** Announcer. (R) Grouch Club, 1938-39 (General Mills, Inc.; CBS).

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

**BEST, LILLIAN.** Organist, KGDM, Stockton.

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

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

## PROFESSIONAL RECORDS—Continued

**BETTY & JEAN.** See Grenadier Double Quartet.

**BEZOFF, BEN.** Writer, producer, news editor, WKY, Oklahoma City. (L) Othello, 1933; others (f).

**BICKNELL, JAMES (Red)** (Four Blackhawk Quartet). Guitarist, singer. WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

**BIEBER, FREDERICK E.** Announcer, writer, WTHH, Hartford.

**BIEBL, LESLIE F.** Producer, continuity director, announcer, actor, WHK-WCLE, Cleveland. (R) Also WPTF, Raleigh.

**BIER, JOE.** Announcer. (R) Jack Berch (Wasey Products Corp., Mutual); Myra Kingsley (Heckers H-O Products, Mutual).

**BIERACH, WHITTON.** Pianist, harpist, commentator on women's program, WCAP, Asbury Park.

**BIERSTADT, EDWARD H.** Writer. (R) Empire Builders, 1927-30 (Great Northern Railroad, NBC Blue); The Westinghouse Salute, 1930 (Westinghouse

Electric Co., NBC Blue); Warden Lawes programs, 1932-37 (William R. Warner for Sloan's Liniment, NBC Red); sustaining shows, including Historic Trials (NBC, 1931); Realities of Romance (NBC, 1931). Author of several books.

\***BIGELOW, JOE.** Script writer. (R) Rudy Vallee, W. C. Fields, others. (F).

**BIGLER, LYNN.** Chief announcer, program director, singer, KGKL, San Angelo. (R) Programs for Nehi Bottling Co., Bethlehem Steel and others.

**BIGNELL, FRANK.** Announcer, actor, KWKH-KTBS, Shreveport. (R) Also KTUL, Tulsa; KYW, Philadelphia; WLS, Chicago.

**BILL & KATE.** Singers, WJRD, Tuscaloosa.

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

**BINGHAM, BOB.** Sports announcer, WWNC, Asheville. (R) Baseball for Coca-Cola Bottling and Kellogg since 1935; also WMCA, New York; CBS program for Hamilton Watch Co., 1930.

# EASY ACES

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# ANACIN

## PROFESSIONAL RECORDS—Continued

- BINGHAM, VIRGIL.** Pianist, vocal arranger, singer, KANS, Wichita. (See Lee and the Lads.)
- BINKIN, SYL.** Announcer, WEW, St. Louis.
- BINKLEY, VERA.** Pianist, WTAD, Quincy. (V) Theatre appearances.
- BIONDI, FERDINAND F.** Producer, special announcer, CKAC, Montreal. (R) Quebec Network programs for Ironized Yeast, Wrigley Gum and others. (F) Shorts. (L) Montreal Repertory Theatre, Barry-Suquesne Co. and others, as director, actor. (V) Theatre appearances.
- BIOW, MILTON.** Script writer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS, NBC Red). (President, Biow Co., Inc.)
- \***BIRCH, MISS TOMMYE.** (R) NBC shows.
- BIENBRYER, EDMUND.** Writer. (R) Magic Key of RCA, 1938 (RCA, NBC Blue); Melody Puzzles (American Tobacco Co., NBC Blue); sustaining shows including: Sweetheart of Stigma Stigma (NBC Blue, Dec. 3, 1936); Rome Was Built in a Daze (NBC Red, April 18, 1937); Horse and Buggy Days (NBC Blue, April 24, 1938); others. Also a few scripts for television. Currently NBC staff writer.
- BISHOP, PAT.** Newscaster, KFI-KECA, Los Angeles. (R) News for North American Accident Insurance, Sweetheart Soap and others; also KMPC, Beverly Hills. (L) Stock (f).
- \***BIXBY, CARL.** Dialogue writer. (R) Second Husband, 1937-38 (Bayer, CBS); This Day Is Ours, 1938-39 (P & G, CBS); Life Can Be Beautiful, 1938 (P & G, NBC Red).
- \***BJOERLING, JUSSI.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue).
- BLACK, DR. FRANK.** Musical director, conductor. (R) Carnation Contented Hour (Carnation Milk Co., NBC Red); Magic Key of RCA (RCA, NBC Blue). Conducted Cleveland Orchestra, Great Lakes Exposition and World's Fair, 1936; Robin Hood Dell concerts in Philadelphia, 1935; numerous concerts.
- BLACK, GERTRUDE I.** Pianist, KVWC, Vernon. (R) Also KGKO, Fort Worth.
- BLACK, KENNETH.** Singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.
- BLACK, OREN W.** Harmonica player, KWTQ-KGBX, Springfield. (V) Theatre appearances.
- BLACK, RUSSELL.** Newscaster, announcer, WKY, Oklahoma City. (R) Also WGAR, Cleveland; local show for B. F. Goodrich.
- BLACKBURN, ARLINE.** Dramatic actress. (R) Just Plain Bill & Nancy, 1932-33 (American Home Products Corp., CBS); Eno Crime Clues, 1934-36 (H. F. Ritchie Co., NBC Blue); House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The O'Neills, 1935-38 (Procter & Gamble, NBC Blue and CBS); Universal Rhythm, 1936 (Ford Motor Co., CBS); Behind Prison Bars, 1937 (Wm. R. Warner Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937 (BiSoDoI, NBC Blue); Ma & Pa, 1937 (Atlantic Oil & Refining Co., CBS); Pretty Kitty Kelly, 1937-39 (Continental Baking Co. CBS); True Story Court of Human Relations, 1938 (Macfadden Publications, Inc., NBC Red); On Broadway, 1938 (General Foods Corp., NBC Blue); The O'Neills 1938-39 (P & G for Ivory Soap, NBC Red) others. (F) Warner Bros., Fox (f). (L) Stock; Close Harmony, 1924-25; Bride of the Lamb, 1926; Nobody's Wife, 1927; Wild Honey, 1928 (f).
- \***BLACKBURN, M. E.** Director. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual); Let's Go Back to the Bible, 1938-39 (Moody Bible Institute, Mutual). (Associated with Critchfield & Co.).
- BLACKWELL, BURT.** Announcer, actor, WAVE, Louisville. (L) Stock, 1928-29; Wright Players, 1931; Bainbridge Players, 1931.
- BLAINE, JOAN.** Actress, singer, writer. Story of Mary Marlin, 1936-37 (International Cellucotton for Kleenex, NBC Red); Valiant Lady, 1938-39 (General Mills for Wheaties, Bisquick, successively CBS and NBC Red and Blue); numerous others, not current.
- BLAIR, FRANK.** Announcer, WOL, Washington. (L) Stock, 1934-35 (f). (V) All Star Juvenile Minstrels.
- BLAKE, BARRY.** Announcer, continuity, WFBR, Baltimore.
- BLAKE, DUANE E.** Musician, WKY, Oklahoma City. (R) NBC sustaining show.

## PROFESSIONAL RECORDS—Continued

**BLAKELY, CLINTON.** Assistant program director, announcer, script writer, WAPI, Birmingham. (R) Also WBIG, Greensboro; WIS, Columbia; WBT, Charlotte; WCSC, Charleston.

**BLAKELY, OLIVE B.** Contralto, CKOC, Hamilton.

**\*BLAKEMAN, GUY.** Member of Range Riders and Neighbor Boys. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); Avalon Time, 1938-39 (Brown & Williamson Tobacco Co., NBC Red).

**BLANCHARD, R. LOWELL.** Program director, WNOX, Knoxville. (R) Also WXYZ, Detroit; KSO, Des Moines; KYW, Philadelphia. (V) Theatre appearances.

**BLAND, AL.** Announcer, gag and continuity writer, M.C., actor, special events, interviewer, WKRC, Cincinnati. (R) Also WCMI, Ashland. (L) Stock. (V) Theatre appearances.

**BLAND, LEE.** Production manager, continuity writer, newscaster, WKRC, Cincinnati. (R) Your True Adventures, 1937 (Colgate - Palmolive - Pect, CBS); News Through a Woman's Eyes, 1937 (Pontiac Motor Co., CBS); Watch the

Fun Go By, 1938 (Ford Motor Co., CBS); others. (V) Theatre appearances.

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

**BLANTON, WALLY.** Announcer, script writer, KABC, San Antonio. (R) Commercials for baseball games, 1937, '39 (Kellogg Co.); others, including programs on KMAC, San Antonio.

**BLATHERWICK, BARBARA.** Coloratura soprano (classical songs and arias). (R) Sustaining broadcasts. (L) Concert recitals, since 1931.

**BLAUFUSS, WALTER.** Musical director. (R) NBC sustaining programs: Breakfast Club, Farm and Home Hour. (Associated with NBC Chicago studios.)

**BLAYLOCK, ROBERT.** Lecturer, WHO, Des Moines. (R) Local shows including the La Fendrich Cigar program. (F)

# AIR FEATURES, Inc.

## 247 PARK AVENUE

### NEW YORK CITY

## PROFESSIONAL RECORDS—Continued

- Shorts. (L) 1897-1930. (V) More Sinned Against Than Usual; The Redskin, 1907.
- BLEDROE, SAMUEL E. (Bud & Spud).** Guitarist, hillbilly singer, KMBC, Kansas City. (V) Theatre appearances.
- BLENDER, MORTON.** Announcer, musical director, WCOP, Boston.
- BLISS, HOMER J.** Announcer, WHAM, Rochester. (R) I Love a Mystery, 1939 (Standard Brands, Inc., NBC Red).
- \*BLISS, TED.** Announcer. (R) Lone Ranger (Weber Baking Co., Mutual).
- \*BLIZARD, MARIE.** Script writer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).
- BLOCH, RAY.** Conductor, arranger. (R) Johnny Presents What's My Name?, 1938-39 (Philip Morris & Co., Ltd., Mutual); Pick & Pat, 1938 to Feb., 1939 (U. S. Tobacco for Model Tobacco, CBS); Model Minstrels, since Feb. 27, 1939 (U. S. Tobacco, CBS); director of Beverly & Her Bel-Airs on Breezing Along, 1939 (Philip Morris & Co., Mutual). Also network and local shows, not current, for Consolidated Edison, H. J. Heinz Co., Noxzema Chemical Co., Krueger Brewing, Borden, and others. (F) Shorts. (V) Ray Bloch & Orchestra, Eton Boys; others. (PR) American Record Corp.
- BLOCK, HAL.** Script writer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS); special scripts for Hollywood Mardi Gras (Packard), Palmolive, Grape Nuts Program, Studebaker Champions.
- BLOCK, HAZEL.** Shopping newscaster, KGDM, Stockton.
- BLOCK, MARTIN.** M. C., announcer. (R) Make Believe Ballroom (numerous sponsors in past four and a half years, WNEW, New York); transcriptions for Axton-Fisher Tobacco (Twenty Grand Cigarettes). (Has collaborated with various song writers, including Irving Berlin, Victor Selsman, J. Russell Robinson; author of I Won't Believe It Till I Hear It From You).
- BLOCK VIVIENNE.** Dramatic actress, comedienne, dialectician, singer. (R) Maude & Bill (Great A & P Tea Co., NBC Blue); Socony Land Sketches (Standard Oil of New York, NBC Red); Maxwell House Show Boat (General Foods Corp., NBC Red); Wheatenaville (Wheatena Corp., NBC Red); True Story Court of Human Relations (Macfadden Publications, NBC Red); Death Valley Days (Pacific Coast Borax Co., NBC Blue); A & P Gypsies (Great A & P Tea Co., NBC Red); 20,000 Years in Sing Sing (William Warner Co., NBC Red). (L) Second Hurricane Opera, 1937.
- BLOCKI, FRITZ.** Producer, script writer. (R) Court of Missing Heirs, 1937-38 (Skelly Oil, CBS); scripts for Backstage Wife (Dr. Lyon's Toothpowder, NBC Red), Betty & Bob (General Mills, NBC Red and Blue) and others; Capt. Midnight, 1938-39 (Skelly Oil transcriptions). (Drama critic for Chicago *American*, 6 years; currently producer for Blackett-Sample-Hummert, Chicago).
- BLONDEAU, JOSEPH.** Accordionist, CHRC, Quebec.
- \*BLOODWORTH, JAMES.** Script writer. (R) Benny Goodman's Orchestra, 1937-39 (R. J. Reynolds Tobacco Co., CBS).
- BLUE, ALICE.** Singer, WAIR, Winston-Salem.
- BLUE, IRA H.** Commentator, sportscaster, writer, KGO-KPO, San Francisco. (R) It's a Fact, 1938 (International Shoe Co., NBC Red); Peter's Surprise Party, 1938 (Peters Shoe Co., NBC Red); also KJBS, San Francisco. (V) 1917-20, theatre appearances.
- BLUME, ETHEL.** Dramatic actress. (R) Easy Aces (Anacin Co., NBC Blue); Big Sister (Lever Bros. Co., CBS); Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Kate Smith's Bandwagon (General Foods Corp., CBS); Grand Central Station (Lambert Pharmacal Co., NBC Blue); Myrt & Marge (Colgate-Palmolive-Peet Co., CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); John's Other Wife (Louis Philippe Cosmetics, NBC Red); others. (F) Shorts.
- BLUME, JOSEPH.** String Ensemble Director, WDRG, Hartford. (R) Also WTIC, Hartford.
- BOARDMAN, TRUE.** Writer, actor. (R) Writer for Silver Theatre, 1937-38 (International Silver, CBS); original stories and adaptations for Lux Radio Theatre, 1938 (Lever Bros., CBS); Chase & Sanborn Program, 1938 (Standard Brands, NBC Red); appearances opposite Mary Astor, Madeleine Carroll, Olympe Bradna, 1938-39, Texaco Star Theatre (Texas Co. for Texaco Products, CBS). (F) 1914-19, as child actor. (L) The Green Hat, 1926; Gang War, 1938; Cortez, 1929; others.

## PROFESSIONAL RECORDS—Continued

**BOCK, MARY ANN.** Singer, throat whistler. (R) Hour of Charm, 1937-38 (General Electric Co., NBC Red). (F) Shorts. (V) Appearances with Phil Spitalny's All Girl Orchestra, and Vincent Lopez' Orchestra.

**BOGG, HAL.** Singer. (R) Martha and Hal (Humphrey's Homeopathic Medicine Co., Mutual). Teamed with Martha Lawrence.

**BOLEK, GEORGE.** Concert pianist WCAO, Baltimore. (R) The Bolek Musicale, 1935-36 (CBS); others. (L) Accompanist for Lucrezia Bori, Alexander Kipnis, Lucy Monroe, Fraser Gange and others. (Formerly faculty member, Peabody Conservatory of Music.)

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

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

\***BOLEY, ANN.** (R) The Mighty Show,

1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).

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

**BOLTON, JOSEPH R.** Sports announcer. (R) Benny Rubin, 1936-37 (Health Products, Mutual); Baseball, 1937-38 (General Mills, Socony-Vacuum, WHN, N. Y.); Baseball, 1939 (General Mills, CBS); others. (F) Paramount News, RKO Sportscopes, Warner Bros. and Paramount shorts. (L) Mike Connelly (f). (V) Theatre appearances.

**BOND, BILL.** Announcer, WAVE, Louisville. (L) Soloist, Louisville Civic Arts. 1934-36.

**BOND, CYRUS W.** Singer, guitarist, WKY, Oklahoma City. (V) Theatre appearances.

**BOND, FORD.** Announcer, commentator. (R) General Motors Programs, 1928-30 (General Motors, NBC Red); Collier's Hour, 1929-31 (Collier Magazine, NBC Red); Cities Service Concerts, 1930-37 (Cities Service Co., NBC Red); Manhattan Merry-Go-Round, 1932-39 (R. L.

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"Betts' style and technique are just what the name 'Romantic Bachelor' implies. His voice has quality and refinement and his diction is good."

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1938-39 on WMAQ

"Doggy Dan" for Redheart

Direction:

Frank Ferrin

Henri Hurst & McDonald

## PROFESSIONAL RECORDS—Continued

Watkins for Dr. Lyon's Toothpowder, NBC Red); Kraft Music Hall, 1934-36 (Kraft-Phenix Cheese Corp., NBC Red); Ford Bond Sports Resumes, 1934-37 (Pall Mall Cigarettes, WEA, New York City); Easy Aces, 1934-39 (Anacin, NBC Blue); Just Plain Bill and Nancy, 1935-37 (Anacin and BiSoDol, NBC Red); Side-walk Interviews, 1936-37 (Cummer Products for Molle Shaving Cream, NBC Red); Broadway Merry-Go-Round, 1936-37 (Dr. Lyon's Toothpowder, NBC Blue); David Harum, 1936-39 (B. T. Babbitt for Bab-O, NBC Red); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Alias Jimmy Valentine, 1938-39 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue); Stella Dallas (Charles H. Phillips Chemical Co., NBC Red); News with Ford Bond, 1939 (Axton-Fisher Tobacco Co., WEA, N. Y.). (F) Columbia Pictures (f); shorts. (V) Theatre appearances.

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

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

**BONHAM, GUY.** Singer, musician, actor. (Member of the Three Jesters). (R) Tastyest Jesters, 1930-34 (Tastyest, NBC Blue); The Molle Show, 1933-34 (Cummer Products, NBC Red); Tea Time Tunes, 1936 (General Baking for Bond Bread, CBS); Corn Cob Pipe Club, 1936-37 (Edgeworth Tobacco, NBC Blue); Gulden Serenaders, 1938-39 (Charles Gulden, NBC Blue). (LS) Childs Restaurants, WOR, New York; Schaefer Beer, WEA, New York; others. (F) Shorts. (V) Tastyest Jesters, 7 years. (PR) RCA Victor.

**BONIME, JOSEF.** Conductor, musical director. (R) Death Valley Days, 1930-39 (Pacific Coast Borax, NBC Blue); Five Star Theatre, 1932-33 (Standard Oil Co., NBC Blue, Red); Let's Dance, 1934-35 (National Biscuit Co., NBC Red); One Night Stands with Pick & Pat, 1935

(U.S. Tobacco Co., CBS); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); others. (F) Shorts. Concert tours.

**BONNIE BLUE.** See Virginia Allison.

**\*BOOEAEEM, HENDRIK.** Director. (R) We, the People (General Foods Corp., CBS). (Associated with Young & Rubicam).

**BOOTH, KEITH.** Singer, WHO, Des Moines.

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

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

**BOOTS.** See Clifford Douglass.

**BORAN, ARTHUR.** Mimic, comedian, M.C. (R) Gus Haenschen's Parade of Melody, 1933 (General Motors for Buick, NBC Red); Chase & Sanborn Coffee Hour, 1933-34 (Standard Brands, NBC Red); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Music by Gershwin, 1934 (Health Products for Feen-A-Mint, NBC Blue); Colgate House Party, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Fox Fur Trappers, 1935 (I. J. Fox, NBC Red); Forty-Five Minutes in Hollywood, 1935 (Borden Co., CBS); Texaco Town, 1936 (Texas Co., CBS); Ben Bernie and All the Lads, 1936 (Premier-Pabst Sales, NBC Red); Rubinoff and His Violin, 1937 (Chevrolet Motors, CBS); Watch the Fun Go By, 1937 (Ford Motors, CBS); For Men Only, 1938 (Bristol-Myers, for Vitalis, NBC Red); others since 1932, including programs for Hellman's Mayonnaise, Standard Oil, Rexall Drug Co., transcriptions for Carter's Little Liver Pills. (F) Warner Bros., 1934; Universal, 1936; Paramount, 1938 (s); shorts; also the voice of many of the Max Fleisher animated comedy picture cartoons. (V) Circuit and theatre engagements, past 10 years.

**\*BORDEN, RUTH.** Dialogue writer, script contributor. (R) Second Husband, 1938 (Bayer, CBS); Alias Jimmy Valentine, 1938 (Dr. Lyons, NBC Blue); Our Gal Sunday, 1938-39 (Kolynos, Anacin, CBS).

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

**BORRELLI, RAFFAELE.** Announcer,

## PROFESSIONAL RECORDS—Continued

- producer, commentator, WPEN, Philadelphia. (V) 1921-30.
- BOSLEY, LYLE.** Announcer, WMFF. Plattsburg.
- BOSWELL, CONNIE.** Singer. (R) Camel Caravan, 1936 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); California Hour, 1937 (California Chain Store Assn., NBC Pacific Coast Blue); Good News of 1938, 1938 (General Foods for Maxwell House Coffee, NBC Red). (GA) Ken Murray (Campbell Soup Co., CBS); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Chesterfield Program (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS); Monday Night Show, 1938 (Brewers' Radio Show Assn., CBS). (F) Paramount. (V) Theatre appearances; tours. (PR) Decca. (Made 16 radio guest appearances 1937-38—more than any other network artist. Erstwhile member of Boswell Sisters—Connie, Martha and Vet—now disbanded through marriage).
- BOTTLE.** See Harry McNaughton.
- BOUCHEY, BILL.** Actor. (R) The Woman in White, 1938-39 (Pillsbury, NBC Red); Those Happy Gilmans, 1938-39 (NBC Red & Blue); Kitty Keene, Inc. (P & G, NBC Red); Midstream, 1939 (P & G, NBC Red).
- BOULETTE, LEO.** Script and continuity writer, producer, WLS Chicago. (R) Also WHAM, Rochester; WFEA, Manchester; WEBB, Buffalo. (L) Post Road, 1935 (f). (V) Orchestra tours.
- BOULTON, MILO.** Actor (leads, juvenile, heavy). (R) John's Other Wife, since Sept., 1936 (Old English Wax, BiSoDol, NBC Red); Road of Life, 1937 (Procter & Gamble, NBC Red and Blue); Your Unseen Friend, 1937 (Personal Finance Co., CBS); The Goldbergs, 1937 (Procter & Gamble, NBC Red); irregular appearances on Dog Heroes (Modern Food Process Co., NBC Blue). (F) Shorts. (L) No Questions Asked, 1934; Petrified Forest, 1935; Paths of Glory, 1935; Cyrano de Bergerac, 1936; stock, 8 years.
- \*BOURBON, DIANA.** Director. (R) Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS). (Associated with Ward Wheelock.)
- BOURDON, ROSARIO.** Musical director, arranger. (R) Cities Service Concert, 1927-38 (Cities Service Co., NBC Red); Maxwell House Concert, 1929-30 (Gen-

# DAVID BROEKMAN



## PROFESSIONAL RECORDS—Continued

- eral Foods Corp., NBC Blue). (GA) RCA Magic Key. (F) Shorts.
- BOURKE, GERALD F.** Director, producer, CKY, Winnipeg. (R) Since 1922. (L).
- BOUSLOG, RAY.** Sports commentator, WHLS, Port Huron.
- BOVARD, BOB.** Announcer, KGMB-KHBC, Honolulu-Hilo.
- BOVAY, DON.** Singer, guitarist, WCAU, Philadelphia. (R) Also NBC; WTAM, Cleveland; Mutual; WLW, Cincinnati. (V) 1932-37.
- BOVERO, PHIL.** Saxophonist. (R) Signal Carnival (Signal Oil Co., NBC Red); My Secret Ambition (Durkee Famous Foods, Inc., CBS); Toast to the Town (Roma Wine Co., CBS). (V) Appearances with Horace Heidt. Currently staff musician, KSFO, San Francisco.
- BOWDERY, JACK H.** Writer, producer, CKWX, Vancouver. (R) Also CJOR, Vancouver.
- BOWE, MORTON.** Tenor. (R) Five Star Revue, 1937 (Corn Products Refining Co., CBS); Tommy Dorsey's Orchestra, 1937 (Brown & Williamson Tobacco Co., NBC Blue); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); Watch the Fun Go By, 1938 (Ford Motor Co., CBS). (V) Personal appearances.
- BOWERS, ELEANOR.** Contralto. (R) General Electric Program, 1936 (General Electric, NBC Red); Sparton Hour, 1936 (Sparks Withington Co., NBC Blue); Palmolive Beauty Box Theatre, 1936 (Colgate-Palmolive-Peet, CBS); Kellogg Hour, 1936 (Kellogg Co., NBC Blue). (V) Roy Campbell's Royalists, 1935-36; theatre and night club appearances.
- BOWES, MAJOR EDWARD.** (R) Major Bowes' Original Amateur Hour on WHN, New York; since 1935 (Standard Brands for Chase & Sanborn Coffee, 1935-36, NBC Red; Chrysler Corp., 1936-39, CBS); Major Bowes' Capitol Family for 14 years (originally NBC, now CBS, sustaining). (F) Shorts (RKO). Vice-president and managing director of Capitol Theatre, N. Y., since its inception.
- BOWIN, MARTIN O.** Announcer, KWK, St. Louis.
- BOWMAN, O. L.** Musician, WBAP, Ft. Worth. (L) Stock, (V) Appearances in circuses, with bands, etc. (Also librarian.)
- BOWMAN, PHILIP G.** Producer, WBBM, Chicago. (R) Sears-Then & Now, 1936 (Sears Roebuck, CBS); Poetic Melodies, 1937-38 (Wm. Wrigley, Jr., Co., CBS); also CBS sustaining and local shows for Sinclair Refining and others.
- \*BOWNE, JERRY.** (R) Horace Heidt and His Brigadiers (Stewart-Warner Corp., NBC Red).
- BOYD, CHARLES.** Announcer, KFRO, Longview.
- BOYD, ERNEST.** Script writer. (L) Translated and adapted: A Weak Woman; What Never Dies (David Belasco); L'Invitation au Voyage (Civic Repertory); others. Made first television book review in U. S. for NBC. (Member NBC script department.)
- \*BOYER, CHARLES.** Actor. (R) Woodbury's Hollywood Playhouse, 1938-39 (Jergens-Woodbury Sales Corp., NBC Blue). (F) Paramount, 20th Century-Fox, RKO, French companies (s).
- BOYER, JOHN F.** Sportscaster, man-in-the-street interviewer, singer, KQV, Pittsburgh.
- BOYER, JOHN R.** Announcer, KTSA, San Antonio.
- BOYLAN, JOHN.** Writer, KFI-KECA, Los Angeles. (R) Parents on Trial, 1938-39 (California Congress of Parents and Teachers, NBC Blue). (F) Columbia, as writer.
- BOYLING, J. SIDNEY.** Announcer, production manager, CHAB, Moose Jaw.
- BOZEMAN, JERRY.** Sports announcer, KWKH-KTBS, Shreveport. (R) Also WSFA, Montgomery; local shows for General Mills, and others.
- BRACCIANTE, JOSEPH.** Musician, WMPB, Memphis. (R) Also WMC, Memphis.
- BRADFORD, ELOISE.** Singer. (R) Town Hall Tonight, 1937 (Bristol-Myers for Ipana Tooth Paste and Sal Hepatica, NBC Red); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, 1936-37; hotels and night clubs.
- \*BRADLEY, BETTY.** Singer. (R) NBC sustaining.
- \*BRADLEY, CURLY (The Ranch Boys).** Member of cowboy trio. (R) Tom Mix & His Ralston Straight Shooters (Ralston-Purina Co., NBC Blue).

## PROFESSIONAL RECORDS—Continued

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

**BRADLEY, OSCAR.** Musical director. (R) Gulf Headliners, 1933 (Gulf Oil Co., NBC Blue); Phil Baker, 1937-38 (Gulf Oil Co., CBS); Passing Parade, 1938-39 (Gulf Oil Corp., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (L) Student Prince and The Desert Song (original productions); Ziegfeld Follies, 6 years; Rio Rita, Whoopee, Rosalie, Show Boat, St. Louis Municipal Opera. (F) 20th Century-Fox.

**BRADLEY, TRUMAN.** News commentator. (R) Ford Sunday Evening Hour, 1934-38 (CBS); News on Review, since June, 1936 (Procter & Gamble, WBBM). (F) Shorts. (V).

**BRADNER, CURTIS C.** Newscaster, WWJ, Detroit. (R) Local programs for Sinclair Refining, others.

**BRADSHAW, JUSTIN.** Dramatic actor. KGNO, Dodge City. (L) Little Theatre productions. (Also traffic manager).

**BRADSHAW, THURMAN (Curly).** Harmonica player, WHAS, Louisville. (V) Uncle Henry's Kentucky Mountaineers.

**BRADSTREET, JESSIE.** Soprano, CKCK, Regina. (R) Also Canadian Broadcasting Corp.

**BRAGGIOTTI, MARIO.** See Fray and Braggiotti.

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

**BRAMHALL, ART.** Sports announcer, WHBL, Sheboygan.

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

# ARTHUR Q. BRYAN

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## PROFESSIONAL RECORDS—Continued

- BRANCATO, ROSEMARIE.** Soprano (grand and light opera). (R) Twin Stars, 1937 (National Biscuit Co., NBC Blue); operatic productions, Radio City Music Hall, 1936-38 (sustaining, NBC). (LS) Echoes of New York Town, 1935-37 (Consolidated Edison Co., WEA and WJZ, New York). (GA) Voice of Firestone, 1934, '37 (Firestone Tire & Rubber Co., NBC Red); Death Valley Days, 1937, '38 (Pacific Coast Borax Co., NBC Blue); Dr. Christian, 1937-39 (Chesebrough Mfg. Co. for Vaseline products, CBS); Around New York, 1939, Consolidated Edison Co., WJZ, New York.) (L) Chicago Civic Opera Co., 1935-37; San Carlo Opera Co.; Cincinnati Opera Co., 1935-37; Hollywood Bowl Operas, 1938-39; soloist with Rochester Symphony Orchestra, 1933, '37, Kansas City Philharmonic, 1936, Philadelphia Orchestra, 1937, Eukrainian Symphony, 1939, Radio City Symphony, 1939; concert tours, 1935-39.
- \***BRANDON, BEULAH.** Actress. (R) Kitty Keene, Inc. (Procter & Gamble, NBC Red).
- BRANDON, ORIN.** Character actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue); Jack Armstrong (General Mills, Inc., NBC Red). (LS) WLS, WMAQ, WGN, Chicago. (L) Stock and repertoire, 20 years. Currently with WGN, Chicago.
- \***BRANDT, LYNN.** Announcer. (R) Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue).
- BRANNEN, A. LYNNE.** Announcer, poetic reader, sportscaster, WGAU, Athens.
- BRANNON, JERRY.** Announcer, singer, WMCA, New York. (R) Also WGY, Schenectady; WTAM, Cleveland; local shows for Ford Motor Co., others. (V) Theatre appearances; formerly soloist with Hal Kemp Orchestra.
- BRANT, ROY H.** Announcer, KFNF, Shenandoah. (R) Oh Henry!, 1938-39 (Oh Henry Candy); Dinty Moore, 1938-39 (Hormel Co.); Pine Corner Social, 1938 (Pinex); The Extra Inning, 1938 (Penn Tobacco); News, 1938-39 (Loose-Wiles Biscuit Co.); Homefolks Tunes, 1938 (Allis-Chalmers) all heard over WCCO, Minneapolis-St. Paul. (F) Shorts.
- BRANTLEY, GEORGE.** Announcer, continuity writer, WSPT, Salisbury.
- BRAXTON, JACK.** Program director, announcer, producer, WEED, Rocky Mount. (R) Also WGH, Newport News; WGBI, Scranton.
- BRAY, DICK.** Sports announcer, WLW-WSAI, Cincinnati. (R) Also Mutual broadcasts; shows for Socony-Vacuum, General Mills, B. F. Goodrich, others. (F) Shorts.
- BRAYTON, MARGARET.** Actress (R) Park Avenue Penner, 1936-38 (R. B. Davis Co. for Cocomalt, CBS); Lux Radio Theatre, 1937-38 (Lever Bros. Co. for Lux Toilet Soap); Thrills, 1937-38 (Union Oil Co., NBC Red); Kraft Music Hall, 1937-38 (Kraft-Phenix Cheese Corp., NBC Red); Joe Penner, 1938-39 (General Foods for Huskies, CBS); also occasional appearances on Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red); Royal Gelatin Hour (Standard Brands, Inc., NBC Red); First Nighter (Campana, NBC Red). (L) Stock.
- BRAZEAL, R. WALLACE.** Announcer, script writer, producer, KFPY, Spokane. (L) Little Theatre, 1931-32, '36-38 (f). (Also sales and promotion.)
- BRECKNER, GARY.** Announcer, producer (sports, special events), interviewer. (R) Laugh with Ken Murray, 1937 (Campbell Soup Co. for Tomato Juice, CBS); Catalina Islander, 1937-39 (Wilmington Transportation Co. for Catalina Island, CBS Pacific Coast); Phil Baker, 1938 (Gulf Oil, CBS); Gateway to Hollywood, 1939 (William Wrigley, Jr., Co. for Doublemint Gum, CBS). (L) Musical comedies on Pacific Coast, 1926-30 (s.f.). (V) Theatre appearances.
- BREECE, GEORGE.** Musical director, KFBK, Sacramento. (R) California Radio System. (V) Theatre appearances.
- BREEN, BOBBY.** Juvenile singer, actor. (R) Eddie Cantor, 1935 (Lehn & Fink for Pebeco Tooth Paste, CBS); Eddie Cantor, 1936 (Texas Co. for Texaco Gasoline, CBS); Texaco Town, 1937-38 (Texas Co., CBS). (F) RKO (s); under contract to Sol Lesser (Principal productions). (L) Say When, with Harry Richman (f). (V) Theatre appearances, 1933-34. (PR) Decca.
- BREEN, JOSEPH V.** Actor, narrator human interest commentator, WFIL, Philadelphia. (R) Also WDAS, WPEN, WIP, Philadelphia. (L) Stock.
- BREEN, MAY SINGHI (The Ukulele Lady).** Musician, singer. (R) Programs with Peter De Rose, as the Sweethearts of the Air, consecutively since 1923, having been off the air only 2 weeks from 1923 to 1939. Started as a team on WEA and WJZ in June, 1923, and spon-

## PROFESSIONAL RECORDS—Continued

- sors have included Listerine, Valspar, Kraft-Phenix Cheese, Conti Soap, Breyer Ice Cream, Elgin Watch, Humphrey's Homeopathic Medicine. (GA) Wrigley Gum and Pennzoil programs. (Miss Breen is Mrs. De Rose in private life.)
- BRENE, GRACE R.** Actress, character impersonations, soprano, WICC, Bridgeport. (L) Theatre in the Woods, 1935-38; others (f). (V) 1939.
- BRENE, HAZEL E.** Impersonator, actress, WICC, Bridgeport. (L) Bad Man, The New Moon (f).
- \***BRESE, SIDNEY.** Actor. (R) Road of Life, 1938-39 (P & G, CBS).
- \***BREITENSTEIN, G. K.** Director. (R) Richfield Reporter, since 1932 (Richfield Oil Corp., NBC Red). (Associated with Hixson-O'Donnell).
- BRENEMAN, TOM. M. C.,** producer (R) Brad & Al, 1935 (Fels Naphtha Soap, CBS); The Dream Singer, 1936 (Lipton Tea, WEAF, WJZ, New York City); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS); Night Editor, 1938-39 (Cardinet Candy Co., CBS); Clinic Counselor: Problem Clinic, 1939 (Duart Mfg. Co., CBS); Good Afternoon, Neighbor, 1938-39 (Durkee Famous Foods, CBS); Spelling Beeliner, 1939 (Duart Mfg., CBS); Yourself in Action, 1939 (Macfarlane Candy, CBS); others. (V) 1926-28, (currently CBS production manager, San Francisco).
- BRENGEL, BILL.** Announcer, program director, WSMB, New Orleans. (R) Appearances on the following NBC shows when on tour: Walter Winchell, Chase & Sanborn Program with Eddie Cantor, others. (F) Shorts.
- BRENNAN, BILL.** Announcer, WORC, Worcester.
- BRENNER, FRANCES.** Actress, comedienne, KVOO, Tulsa. (V) Theatre appearances.
- BRENNER, PAUL.** Announcer, WNEW, New York. (R) Also WFBL, Syracuse; WJZ, New York.
- BRENT, BARBARA.** Woman's commentator, WFAA, Dallas.
- BRENT, MARIAN.** Singer, WHK-WCLE Cleveland. (V) Theatre appearances.
- BREWER, FRANCES.** Actress, WWJ, Detroit. (R) Jimmie Fidler In Hollywood, 1938 (P & G, NBC Red); The Lone Ran-

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## PROFESSIONAL RECORDS—Continued

- ger and Green Hornet, 1939 (participating, Mutual); others; also KNX, Los Angeles; KSTP, WCCO, Minneapolis-St. Paul; WJJD, Chicago.
- BREWER, HARRIET H.** Singer (R) Hymns of all Churches, 1936-39 (General Mills, CBS 1936-38; NBC Red and Blue 1938-39). (L) Concert and opera appearances.
- \*BREWSTER, RALPH.** Singer. (Member of the Modernaires). (R) Chesterfield Program (Liggett & Myers Tobacco Co. CBS).
- \*BREWSTER, ROBERT.** Director. (R) Those We Love, 1938-39 (Lamont Corliss & Co., NBC Blue). (Associated with J. Walter Thompson).
- BRICE, DON.** M. C., actor, announcer KSAL, Salina. (L) Ray Bash Players 1939 (s).
- BRICE, FANNIE.** Singer, comedienne. (R) Revue de Paree (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Blue); Good News of 1938 and '39 (General Foods Corp., NBC Red). (GA) Rudy Vallee Program. (F) M-G-M. (L) George M. Cohan Productions; Follies, 1910-11, '14, '24; Music Box Revue, 1925-26; The Show Is On; others. (V).
- BRICKERT, CARLTON.** Actor. (R) Story of Mary Marlin, 1934-38 (Procter & Gamble, NBC Red and Blue); Lum and Abner, 1935-38 (Horlick's Malted Milk, NBC Blue); A Tale of Today, 1937-38 (Princess Pat., Ltd., NBC Red); Story of Mary Marlin, 1938-39 (Procter & Gamble, NBC Red and Blue).
- BRICKHOUSE, JACK.** Sports commentator, announcer, WMBD, Peoria.
- BRIER, ARTHUR J. (Northwesterners).** Musician, KRNT, Des Moines. (R) Also Iowa Network; WHO, Des Moines. (F) Monogram. (V) 1924-29.
- \*BRIERLY, JIMMY.** (R) Royal Crown Revue (Nehi, Inc., NBC Blue).
- BRIGGS, BILLY.** Steel guitarist, KGNC, Amarillo. (V) Theatre appearances. (PR) Decca.
- BRIGGS, FINNEY.** Actor, writer. (R) Adventures of Dari Dan (Bowey's, Inc., NBC Red); The Woman in White (Pillsbury Flour Co., NBC Red).
- BRINE, RUTH K.** Commentator. (R) Ruth Brine, 1938 (sustaining, CBS); special programs for CBS educational department.
- BRINEY, MARY M.** Operatic soprano. (R) Festival of Music 1938-39 (sustaining, NBC Blue). (LS) Tap Time, 1938-39 (Pitt Brewing Co., KDKA, Pittsburgh).
- BRINKLEY, JACK.** Announcer, actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Kitty Keene, Inc. (Procter & Gamble, CBS, NBC Red); Ma Perkins (Procter & Gamble, CBS); Betty & Bob (General Mills, Inc., CBS); Couple Next Door (Procter & Gamble, Mutual).
- BRISCOE, HELEN MARIE.** Singer, KOA, Denver. (R) Pontiac Campus Show, 1937 (Pontiac Motor Co., NBC Red). (V) Theatre appearances.
- BRISSETTE, ADOLPHUS ("Dol").** Musical director, WTAG, Worcester. (V) Orchestra leader, M. C.
- \*BRITO, PHIL.** Singer, WBZ, Boston.
- BRITT, ELTON.** Western singer, yodeler, WNEW, New York. (R) Also WMCA, New York. (F) Shorts. (V) Theatre appearances. (PR) American Record Corp.
- BRITT, JIM.** Sports and special events, WBEN, Buffalo, N. Y. (R) Socony Sports Reporter, since 1936 (Socony-Vacuum Oil; successively WSBT, South Bend, Ind. and WBEN, Buffalo).
- BROCK, BERYL ("Buddy").** Announcer, producer, swing trumpeter, WHAS, Louisville. (V) Buddy Brock's Swingsters.
- \*BROKENSHERE, NORMAN.** Announcer, M.C., WOR, New York.
- BROCKERMAN, MARY E.** Lyric coloratura soprano, WHKC, Columbus. (R) WCOL, 2 years; WOSU; WBMS (all Columbus); currently WHKC and Mutual sustaining programs. (L) Concerts.
- BROEKHOVEN, LUCIAN W.** Cornet player, WSMB, New Orleans. (V) Theatre appearances.
- BROEKMAN, DAVID.** Conductor, composer. (R) Mobile Magazine, 1935-36 (General Petroleum, CBS-Don Lee); The California Hour, 1937 (Don Lee); Thrills, 1937-38 (Union Oil, NBC Red); Passing Parade, 1938 (Union Oil, NBC Red); Texaco Star Theatre, 1938-39 (Texas Co. for Texaco Petroleum Products, CBS). (F) Universal. (L) Royal French Opera, Hague, Holland, 1918-19; Royal State Opera, Amsterdam, Holland, 1919-22.
- BROOK, PHILIP S.** Announcer, WGY, Schenectady.

## PROFESSIONAL RECORDS—Continued

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

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

**BROOKS, RICHARD.** News commentator, WNEW, New York. (R) Also Mutual.

**BROOKS, RUSSELL D.** Announcer, producer, WORC, Worcester. (R) Also WATR, Waterbury.

**BROOKS, WILLIAM.** Violinist, musical director, KVOO, Tulsa. (R) The Fun Bug, 1937-38 (Barnsdall Refining, CBS); Also KTUL, Tulsa.

**BROTHERS, J. STANLEY, JR.** Violinist, writer, composer, WKZO, Kalamazoo. (V) Hotel appearances. (PR) Columbia,

Edison. (Formerly pit director and violinist, writer of material for acts).

**BROWDER, LOUISE B.** Pianist, WBTM, Danville.

**\*BROWER, FLORENCE.** (R) Laugh Liner (Wm. Wrigley, Jr., Co., CBS).


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

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

**BROWN, ARTHUR.** Continuity writer, WNAX, Yankton.

**BROWN, BILL.** Sports announcer, editor, WHO, Des Moines. (R) Local shows for General Mills, Socony-Vacuum, Sinclair Oil, others.

**BROWN, BOB.** Announcer. (R) Girl Alone (Kellogg Co., NBC Red); Story of Mary Marlin (Procter & Gamble, CBS); Vic and Sade (Procter & Gamble, NBC Red and Blue); Bert Lytell in Golden Theatre Group (Lewis-Howe for Tums, NBC Blue).



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## PROFESSIONAL RECORDS—Continued

**BROWN, CONSTANCE.** Writer. (R) One-shot features, adaptations, spot drama, serials, etc., for transcriptions and sustaining programs, including Columbia Workshop, American School of the Air, Four Corner Theatre series. (L) As actress: Productions by C. B. Dillingham. John Cort, Jed Harris, Henry Hammond and others; also featured in stock.

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

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

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

**BROWN, FRED.** Musician, arranger, WLAW, Lawrence.

**BROWN, GORDON S.** Organist, choral director, WLAW, Lawrence. (L) Organ recitals throughout Europe, Canada and U. S.

**BROWN, HAL.** Musician, arranger, comedian (Hebrew parts). Just Plain Bill, 1932-39 (Kolynos Toothpaste, Anacin, NBC Red); Fox Fur Trappers, 1933-37 (I. J. Fox, local over WABC, New York, and NBC Red network at various periods); American Album of Familiar Music, 1933-37 (Bayer Aspirin, NBC Red); Oldsmobile Program, 1935-36 (Oldsmobile Motors, Mutual); numerous others. (F) Shorts. (V) Musician and comic with Ben Bernie, 1923-29. (Has been associated with Ben Bernie, Gustave Haenschen, Frank Black, World Broadcasting, and many others.)

**\*BROWN, HELEN.** Director. (R) Betty & Bob, 1938-39 (General Mills, NBC Red & Blue); Hymns of All Churches (General Mills, 1936-38 CBS and 1938-39 NBC Red and Blue). (Associated with Knox Reeves.)

**BROWN, HIMAN.** Producer, director. (R) Grand Central Station, 1937-39 (Lambert Pharmacal Co., successively NBC, Blue and CBS); Terry and the Pirates, 1937-39 (Bowey's, Inc., successively NBC Red and Blue); Spy Secrets, Aug. to Sept., 1938 (Cummer Products for Energine, NBC Red); Dick Tracy, 1938-39 (Quaker Oats for Puffed Wheat and Rice, NBC Red); Joyce Jordan, Girl Interne, 1938-39 (McKesson & Robbins, CBS).

**BROWN, JACK T.** Musician (trombone, drums), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows. (V) Theatre appearances. (PR) Columbia, Brunswick, RCA Victor, others.

**BROWN, JEANE.** Musical director, WOWO-WGL, Ft. Wayne. (R) Also WFBM, Indianapolis. (V) Fourteen Bricktops, 1930-33; Harmodears, 1935-36; others.

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

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

**BROWN, JOHN.** Actor (character, dialect, comedy). (R) Town Hall Tonight, 1935-38 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red); Thatcher Colt, 1937-38 (Packer's Tar Soap, NBC Red); Lorenzo Jones, 1937-38 (Phillips' Milk of Magnesia Tablets, NBC Red); Your True Adventures, 1937 (Colgate-Palmolive-Peet, CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (L) Six Characters in Search of an Author (revival); Black Tower; Peace on Earth; Milky Way; stock.

**BROWN, JOHN R.** Pianist, WLS, Chicago.

**BROWN, JOSEPH M.** Producer, WRDT, Richmond. (R) Also WMBG, WRVA, Richmond; WOL, Washington. (V) 1918.

**BROWN, KENYON.** Sports and special events announcer, producer, writer, KVOO, Tulsa. (R) Also Iowa Network; KRNT, Des Moines; KXBY, Kansas City; including shows for General Foods Corp. and Fels & Co.; transcriptions. (L) 1938.

**BROWN, LYMAN.** Production manager, KICA, Clovis. (R) Also KGNF, North Platte; KPND, Pampa; KASA, Elk City.

**BROWN, R. FAY.** Sports announcer, KFYR, Bismarck. (R) Sports broadcasts and programs for numerous sponsors, since 1930, including Provident Life



## PROFESSIONAL RECORDS—Continued

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

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

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

**BROWN, SAM.** Announcer, WMCA, New York. (R) Also Inter-City Network; NBC, Washington, D. C.; KYW, Philadelphia; WTOG, Savannah.

**BROWN, SEDLEY.** Actor, producer. (R) Husbands and Wives (Lamont Corliss & Co., NBC Blue). Worked as team with Allie Lowe Miles.

**BROWN, TED.** Organist, pianist, band director, KONO, San Antonio. (V)

Night club engagements. (PR) Columbia, Brunswick.

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

**BROWN, WILLIAM J., JR.** Announcer, sports commentator, CFCY, Charlotte-town. (R) Also Canadian Broadcasting Corp. (V) Personal appearances.

**BROWNE, BRADFORD.** Producer, actor. (R) 1929 to 1937, as actor, writer, singer: network and local programs for Sachs Furniture, La Palina Cigars, Pertussin, International Silver, Ward Baking, Kolynos Toothpaste, Hellman's French Dressing, Fels Naphtha, Colgate-Palmolive-Peet and others; 2 guest appearances on Rudy Vallee's program (Standard Brands, NBC Red); announcer for WABC, and for CBS when that network was formed. Producer and "The Ironmaster" for Frank Simon and His Armeo Band (American Rolling Mills, NBC Blue); producer: Watch the Fun Go By (Ford Motor Co., CBS); Universal Rhythm (Ford Motor Co., CBS); others. (F) Shorts. Writer of over 300 songs,



## Ed East

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WJZ—American Beverage Corp.

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WHN—Daily Participation.

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'A near classic example  
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New York



## PROFESSIONAL RECORDS—Continued

including *Girl in the Little Green Hat*, *Readin' from Left to Right*, *Maurice the Gendarme*. (Radio director, N. W. Ayer & Son, New York, since 1937.)

**BROWNE, TOM M.** Announcer, KRGV, Weslaco. (R) Dr. I. Q., 1938 (Mars, Inc., NBC Blue); also KTSA, San Antonio.

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

**BROZA, STAN LEE.** M.C. for children's hour, program director, WCAU, Philadelphia. (R) Local shows for American Oil Co., others. (V) Stan Lee Broza & His WCAU Kiddies.

**BRUCE, FRANK W.** Sports announcer, WJRD, Tuscaloosa. (R) Also WMFF, Plattsburg; local shows for Dr. Pepper, Coca-Cola, others.

**BRUNDAGE, HUGH.** Announcer, producer, KHJ, Los Angeles. (R) Mutual-Don Lee Network shows including *Sports-Bullseyes* (Brown & Williamson Tobacco Co.); *Newspaper of the Air* (Alka-Seltzer); *Old Fashioned Revival* (Gospel Broadcasting Assn.).

**BRUNDIGE, BILL.** Announcer, WAVE, Louisville. (R) Also WSIX, Nashville.

**\*BRUNELLI, LOUIS.** Music arranger. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue).

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

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

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

**BRYAN, WILLIAM C.** (R) Program manager, KTSA, San Antonio. (R) Also NBC Pacific Coast shows; KFI, Hollywood.

**BRYANT, BERYL.** Sports announcer, KYOS, Merced.

**BRYANT, EDWARD.** Announcer, sound effects, WLEU, Erie.

**BRYANT, EDWARD S. J.** Announcer, CJCA, Edmonton. (R) Canadian announcer for *Howie Wing*, 1938-39 (Kellogg Co., CBS); *Information Please*, 1939 (Canadian Dry Ginger Ale, NBC Blue); others, on Canadian Broadcasting Corp.

**\*BRYANT, GEOFFREY.** Announcer, actor. (R) *Death Valley Days* (Pacific Coast Borax Co., successively NBC Blue and Red); *Central City* (P & G, NBC Red).

**\*BRYANT, JANE.** (Member of Enna Jettick Seven) Singer. (R) *Stepping Along*, 1939 (Enna Jettick Shoes, WABC, New York).

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

**BUCHAN, BILL.** Musician (Sunny Boys novelty group), CJRC, Winnipeg. (R) Also CKY, Winnipeg.

**BUCK, ASHLEY.** Dramatic director, Federal Theatre Radio Division. (R) Also KFWB, Los Angeles; WMCA, New York. (F) RKO, Pathe (f); shorts. (L) Productions by Brock Pemberton, Philip Goodman, the Shuberts and others (f). (V) Lewis & Gordon acts.

**BUCKAROOS.** Bill Mitchell (singer, instrumentalist), John T. Mitchell, Jr. (actor, singer, instrumentalist), Pearl Pickens Mitchell (singer). (R) Carson Robison and His Buckaroos, 1932 (Barbasol, NBC Red); *Bar X Days and Nights*, 1933-34 (Health Products, NBC Blue and CBS); *H-Bar-O and Bunkhouse Follies* with Carson Robison, 1933-36 (CBS); Carson Robison and His Buckaroos, 1937-39 (Musterole, Mutual, 1937-38; NBC Blue, 1938-39); others, including transcriptions. (F) *Shorts*. (V) Appearances, as a group, in England; Mitchell Brothers, *Singing Banjoists*, 1920-29. (PR) RCA Victor.

**BUCKLEY, FLOYD.** Actor (character, comedy). (R) Starred as *Popeye the Sailor* for 3 years for various sponsors; *Howie Wing* (Kellogg Co., CBS); *Pepper Young's Family* (P & G for Camay Soap, NBC Red and Blue); *Your Family*

## PROFESSIONAL RECORDS—Continued

and Mine (Sealtest, CBS); Famous Plays (NBC); numerous others, since 1928, including commercials and NBC and CBS sustaining, local shows on WMCA and WOR, New York. (F) Silent films; Pathe (f); slide films. (L) Fisher Marden, 1900; Silver Slipper, 1901-03; Breaking Into Society, 1903; Bankers and Brokers, 1906; others, including own stock and repertoire shows for 4 years. (PR) RCA Victor. (Currently associated with Sam Hammer Productions as writer and producer).

**BUD & SPUD.** See Ralph Hunt and Samuel Bledroe.

**BUDD, MILTON H.** Juveniles' announcer, producer, M.C., WMBD, Peoria. (F) Commercial shorts. (V) Theatre appearances.

**\*BUFFMAN, RAY.** Script writer. (R) Tuesday Night Party (Lever Bros., CBS).

**BUHRMAN, BERT.** Musical director, KCMO, Kansas City. (R) Also WREN, Lawrence; WHB, Kansas City.

**BUILTA, TOM.** Announcer, WBBM, Chicago. (R) Poetic Melodies, 1937-38 (Wm. Wrigley, Jr., Co., CBS); Scattergood Baines, 1938 (Wm. Wrigley, Jr., Co.,

CBS); also WGN, Chicago; transcriptions.

**BULL, FRANK.** Sports announcer. (R) Under contract to Lord & Thomas for Associated Oil Co. football broadcasts.

**\*BULLARD, MARGARET.** Member of the Twin Trio. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

**BUNCE, ALAN.** Actor (straight leads, juveniles, light comedy). (R) Hello Peggy, 1936-38 (Drackett Co. for Drano, NBC Red); David Harum, 1937 (B. T. Babbitt for Bab-O, NBC Red); For Men Only, 1937-38 (Bristol-Myers, NBC Red); John's Other Wife, 1938-39 (Louis Philippe and Edna Wallace Hopper Cosmetics, NBC Red); Young Widder Brown, 1938-39 (Cal-Aspirin and Haley's M-O, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); others. (F) RKO (f). (L) Productions by the Shuberts, George Tyler, Eddie Dowling, John Golden and others (f); tour with repertory company, Australia and New Zealand.

**BUNCH, COYITA.** Singer, KWK, St. Louis. (R) Also KMOX and KSD, St. Louis. (V) Hotel appearances.



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## PROFESSIONAL RECORDS—Continued

- BUNDESEN, RUSS.** Actor. (R) Bachelor's Children, 1936-37 (Cudahy Packing Co. for Old Dutch Cleanser, CBS and Mutual); Story of Mary Marlin, 1937 (International Cellucotton Co. for Kleenex, NBC Red). (LS) Adventures Abroad, 1937 (Goldenrod Ice Cream, WGN, Chicago); Virginia Lee & Sunbeam, 1937-38 (Maca Yeast, WLS, Chicago).
- BURBIG, HENRY.** Comedian, M.C. (R) Cheer Up American, Jan. to April, 1938 (Mennen Co., NBC Red); Capt. Tim Healy's Stamp Club, Sept. to Dec., 1938 (Kellogg Co., Mutual); others in past six years.
- BURCH, DALE.** Dramatic actress. (R) Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red, CBS). (F) Shorts.
- BURCH, ED.** Announcer, WRNL, Richmond. (R) Also Virginia Broadcasting System; football for Atlantic Refining Co., others.
- BURCHELL, MAURICE.** Women's programs, announcer, CKY, Winnipeg.
- BURDICK, CORNELIA.** Reader, KGO-KPO, San Francisco. (R) Dr. Kate (Best Foods, 1936; Sperry Flour Co., 1938-39, NBC Red). (L) Stock, 1917-20.
- BURDICK, HAROLD P. (Hal Burdick).** Writer, producer, narrator. (R) Do You Believe in Ghosts, 1933 (S & W Food Products, NBC Pacific Coast Red); True Stories of the Sea, 1934 (California Packing Corp., transcriptions); Night Editor, 1934-39 (Cardinet Candy Co., NBC Pacific Coast Red, 1934-39; CBS, 1938-39); Doctor Kate, 1938-39 (Sperry Flour, NBC Pacific Coast Red). (F) Advertising shorts. (L) Stock, 1916-17.
- BURGASS, W. H.** Musician, KGO-KPO, San Francisco. (PR) RCA Victor; Bluebird.
- \*BURGER, TONY.** Actor. (R) Dog Heroes, intermittently (Modern Food Process, NBC Blue).
- BURGIN, RALPH.** Announcer, continuity editor, WPTF, Raleigh. (R) Also WSJS, Winston-Salem. (L) House of Connelly, 1930, Three-Cornered Moon, 1935; Paths of Glory, 1936, others (f).
- BURKE, BOB.** One-man show, KWK, St. Louis. (R) Local shows for B. F. Goodrich, RCA, American Packing Co., others.
- BURKE, J. FRANK.** Editorial commentator on current news, KFVD, Los Angeles. (Former editor and publisher of Elyria Chronicle Telegram, Bucyrus Telegram Forum, Santa Ana Register).
- BURKE, WALTER L.** Actor, dialectician, comedian, FTRD. (R) Sustaining shows on CBS and Mutual. (F) Universal, Paramount, Monogram; shorts. (L) Help Yourself, Red Harvest, Man on the Dock (f). (V) Ideals in Green, The Merry Men.
- BURKHALTER, RUDY.** Accordionist, yodeler, WIBA, Madison. (R) Also Swiss Village at Chicago World's Fair, 1934 (NBC). (F) Froebienius Film A. G., Switzerland (s). (V) Appearances in America and England, since 1929. (PR) Decca, Kristall (Swiss), RCA Victor. (Also composer).
- BURKHART, OLIVER (Barnyard Pete).** Imitator, WHO, Des Moines.
- BURLINGAME, BOB.** Newscaster, WHO, Des Moines.
- BURNETT, NEWMAN H.** Announcer, actor, WHK-WCLE, Cleveland. (L) 1933-37.
- BURNHAM, E. O. ("Buzz").** Musician, KASA, Elk City. (V) Cowboy entertainer.
- BURNS & ALLEN (George N. Burns, Gracie Allen).** Comedy team. (R) Guy Lombardo Orchestra with Burns & Allen, 1929-34 (General Cigar Co., CBS); The Adventures of Gracie, 1934-35 (General Cigar for White Owl Cigars, CBS); Burns & Allen, 1935 to April, 1937 (Campbell Soup Co. for Campbell's Tomato Juice, CBS); Burns & Allen, 1937-38 (General Foods for Grape Nuts, NBC Red); Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfields, CBS). (F) RKO, Paramount (f). (V) Burns & Allen, many years.
- BURNS, BOB.** Comedian. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount. (V) In vaudeville and night clubs since 1912.
- BURNS, EARLINE.** Singer, pianist, WMSD, Sheffield.
- BURNS, FRED.** Program director, sports announcer, WSAZ, Huntington.
- BURNS, GEORGE (Nat).** See Burns & Allen.
- BURNS, WILLIE.** Script writer. (R) Burns & Allen, 1937-38 (General Foods Corp., NBC Red); Burns & Allen, 1938-39 (Chesterfield Cigarettes, CBS).
- BURR, HENRY.** Singer (ballads). (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC

## PROFESSIONAL RECORDS—Continued

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

**BURRELL, ART.** Bass violinist, WMC, Memphis.

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

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

Robitschek's Vaudeville Marches On, 1938-39.

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

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

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

**BUSFIELD, ROGER M.** News commentator, KNOW, Austin. (R) Also Texas State Network.

**BUSH, CHARLES E., JR.** Continuity writer, producer, KCMO, Kansas City, Mo. (R) Also KTUL, Tulsa, for Phillips Petroleum, Barnsdall Refining and others.

**BUSH, DON (LINCOLN L.) & HELEN MAE.** Harmony team, WLW-WSAI, Cincinnati. (R) Also WLS, Chicago;



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Starting October 9—CBS

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**GENERAL FOODS**

## PROFESSIONAL RECORDS—Continued

- local show for Aladdin Lamp Co., others. (V) Theatre appearances.
- BUSHEY, DOROTHY.** Singer, KDKA, Pittsburgh. (R) Member of Dot and Pat team. (V) Personal appearances; with Dick Powell, 1931-32.
- BUSHEY, ROBERT B.** Musician (string bass, trombone), WPTF, Raleigh.
- BUSHMAN, FRANCIS X.** Actor. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue); Stepmother (Colgate-Palmolive-Peet Co., CBS); Story of Mary Marlin (International Cellucotton Products, NBC Red); First Nighter (Campana Sales Co., NBC Red). (F) 423 productions; starred in many silent films. (L) Broadway musicals; stock, road shows. (V) 8 years.
- BUSS, ROBERT J.** Program director, chief announcer, CJOC, Lethbridge.
- BUSSE, HENRY.** Orchestra leader. (R) Henry Busse and His Orchestra, 1936-38 (J. W. Marrow Mfg. Co. for Mar-Oil Shampoo, NBC Red). (F) Shorts. (V) Chicago night club, over 3 years; 1918-28, trumpet player in Paul Whiteman's Orchestra; hotel engagements. (PR) Victor and Decca.
- BUTCHER, BLAYNE.** Producer, director. (R) Jergens Journal (Andrew Jergens Co., NBC Blue); Winchell Column Quiz, summer of 1938 (Andrew Jergens Co., NBC Blue). (Associated with Lennen & Mitchell).
- BUTCHER, DWIGHT.** Singer, guitarist, actor, KMBC, Kansas City. (R) Also KFWB, Los Angeles; WEEV, Reading; WHAM, Rochester; WMCA, WNEW, New York; local shows for Crazy Crystals, Drug Trade Products, Olson Rugs. (V) Theatre appearances. (PR) RCA Victor, Decca.
- BUTLER, EDDIE.** Organist, WOW, Omaha.
- BUTLER, FRANK.** Actor (straight, character, dialect, juvenile). Death Valley Days, 1932-39 (Pacific Coast Borax, NBC Blue, Red); American Family Robinson, 1932-38 (National Assn. Mfgs., transcriptions); Lavender and Old Lace, 1934-35 (Bayer Aspirin, CBS); Old Dr. Jim, 1935-36 (Bayer Aspirin, NBC Red); Echoes of New York Town, 1936-37 (Consolidated Edison Co., WEA, New York City); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); Pepper Young's Family, 1936-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); others. (F) Shorts. (Also script writer).
- BUTLER, JACK M.** Singer, yodeler, guitarist, CJGX, Yorkton. (V) Blackface comedian, 1934.
- BUTTERFIELD, BILL.** Announcer, pianist, vocalist, KCRC, Enid.
- BUTTERFIELD, HERBERT.** Producer, actor. (R) Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red).
- BUTTERWORTH, BERT.** Commentator, narrator, writer, producer, M.C. (R) KFWB, KFI, KFAC, Los Angeles.
- BUTTERWORTH, CHARLES.** Comedian. (R) Fred Astaire, Sept., 1936 to June, 1937 (Packard Motor Car Co., NBC Red); Hollywood Mardi Gras, since Sept., 1937 (Packard Motor Car Co., NBC Red). (F) Metro-Goldwyn-Mayer; currently Paramount (f). (L) Numerous musical shows for Sam Harris, Arthur Hammerstein, Richard Herndon and Max Gordon. (V) Comedy single.
- BUTTERWORTH, WALLACE.** Interviewer. (R) The Radio Newsreel (Cummer Products, NBC Red); Thatcher Colt Mysteries (Packer's Tar Soap, Inc., NBC Red); Vox Pop (Cummer Products, NBC Red); Terry and the Pirates (Bowie's, Inc., NBC Red). (Worked as team with Parks Johnson.)
- BUTTLE, LESLIE.** Guitarist, CHNC, New Carlisle.
- BUTTRAM, PAT.** Comedian. (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WJBY, Gasden; WLS, Chicago. (V) WSGN Radio Show, 1933; WLS National Barn Dance, 1934-38.
- BUXBAUM, PHILIP L., JR.** Sports announcer, WELI, New Haven.
- BUZZELL, LELAND.** Singer, WLAW, Lawrence. (R) Also WHDH, Boston. (V) Theatre appearances.
- BYERLY, MARGARET.** Singer, WWNC, Asheville.
- BYERS, BILLEE.** Actress (ingenues, leads), comedienne (Scandinavian dialect), script writer. (R) Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales Co., NBC Red); I Want a Divorce, 1937 (Sussman Wormser & Co., NBC

## PROFESSIONAL RECORDS—Continued

Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); Woman's Magazine of the Air, 1939 (Lamont Corliss for Danya Hand Lotion, NBC Red); numerous other local and network shows, now current. (F) Bits as child actress. (L) Rip Van Winkle and others, as juvenile. (V) Debut at age of four; various circuits.

**BYERS, WAYNE C.** Producer, announcer, WHLB, Virginia. (R) Play-by-play sports, 1937-39 (various sponsors); others. (V) Theatre appearances.

**BYRN, J. DAVID, JR.** Announcer, M.C., singer, WBAP, Ft. Worth. (R) Also Texas Quality Network shows, including one for Hinds Honey & Almond Cream.

**BYRN, JOHN D., JR.** Announcer, actor, singer, news commentator, M.C., KARK, Little Rock. (R) Also WHIO, Dayton.

**BYRNE, BRIAN J.** Writer, director, FTRD. (R) Columbia Workshop (CBS); also on WHN, WQXR and WOR, New York. (L) Dramatic stock. (V).

**BYRNES, PAULINE.** See Six Hits and a Miss.

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

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

**\*BYRON, GENE.** (R) Houseboat Hannah. 1938-39 (P & G, NBC Red and Blue).

**BYRON, WARD.** Writer, producer. (R) Dr. Kate, 1936 (Best Foods, NBC Pacific Coast); Meredith Willson's House of Melody, (NBC Pacific Coast); Eddy Duchin's Orchestra, 1937 (Elizabeth Arden, NBC Blue); dramatic sketches for Your Hollywood Parade, 1938 (American Tobacco, NBC Red); Fitch Bandwagon, 1938-39 (F. W. Fitch Co. for Shampoo, NBC Red). (V) Appearances with George Jessel, 1938.

**BYSINGER, ALBERT** (Smilin' Sam). Singer, WHO, Des Moines.

# LUD GLUSKIN

Musical Director

WESTERN DIVISION

## COLUMBIA

## BROADCASTING SYSTEM

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### LIFEBUOY "TUESDAY NIGHT PARTY"

*Edward Small's Production—*

### "THE MAN IN THE IRON MASK"

# PROFESSIONAL RECORDS—Continued

## C

- CADETS, THE.** (Arnold Isolany, Al Strackey, Cal Scheibe, Reo Fletcher). Male quartet, WMAQ-WENR, Chicago. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue); also sustaining shows. (V) Theatre appearances.
- \***CADY, JERRY.** Dialogue writer. (R) John's Other Wife, 1939 (Old English, BiSoDol, NBC Red); Lorenzo Jones, 1939 (Chas. H. Phillips, NBC Red).
- \***CAESAR, IRVING.** Singer, composer. (R) WMCA, New York, Royal Gelatin Hour (Standard Brands, NBC Red). (V) Theatre appearances.
- \***CAESER, ARTHUR.** Script writer. (R) Big Town (Lever Bros. Co., CBS).
- CAHAN, GEORGE.** Announcer, actor, producer, WHP, Harrisburg. (R) Also WTNJ, Trenton; WIP and WCAU, Philadelphia; WIBG, Glenside. (L) Stock (f).
- CAIN, NOBLE AND CHORUS.** Singers. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Margot of Castlewood (Quaker Oats Co., NBC Blue).
- CAINE, BETTY.** Actress. (R) A Tale of Today (Princess Pat, Ltd., NBC Red); Story of Mary Marlin (Procter & Gamble for Ivory Soap and Flakes, NBC Red and Blue); Madame Courageous (Glidden Co. for Durkee Famous Foods, NBC Blue), also bit parts in First Nighter (Campana Sales Co., NBC Red); Zenith Radio Foundation (Zenith Radio Corp., CBS). (L) Stock; Civic Theatre work.
- CAIRNS, CY.** Program and musical director, announcer, CFQC, Saskatoon. (R) Cy Cairns and His Piano, 1938 (Ford Motor Co.); others.
- CAIRUS, GEORGE.** Announcer, WORC, Worcester.
- CALAMARIA, VICKI.** Entertainer, WGY, Schenectady.
- CALDER, CRANE.** See Amsterdam Chorus.
- \***CALDWELL, JOHN.** Script writer. (R) Scripts for Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).
- CALKINS, BEVERLY & BOB.** Singers, pianists, WBRY, Waterbury. (V) Theatre appearances.
- CALLEN, DON M.** Announcer, WWJ, Detroit.
- CALLOWAY, CAB.** Band leader, singer. (R) Guest appearances with Rudy Vallee, Royal Gelatin Program (Standard Brands, NBC Red) and others. (F) M-G-M, Republic (f); shorts. (V) 10 years, as band leader, singer and dancer, in all key cities of the U. S. and Europe; stage tours, clubs, cafes, etc. (PR) Vocalion. (Made "Minnie the Moocher" famous on stage and radio).
- CALONDE, JEAN.** Announcer, singer, M.C., CKAC, Montreal. (R) Programs for Anacin, Wrigley Gum and others. (V) Theatre appearances. (PR) RCA Victor.
- CALVAS, MARY.** Singer, WWVA, Wheeling. (R) Also KQV, Pittsburgh. (V) Theatre appearances.
- CALVERT, PATRICIA.** Actress. (R) Mrs. Wiggs of the Cabbage Patch, 1937-38 (Old English Wax and BiSoDol, NBC Red); Just Plain Bill & Nancy, 1937 (Anacin, BiSoDol, NBC Red); Personal Column of the Air, 1937 (Procter & Gamble for Chipso, NBC Blue); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Our Gal Sunday (Affiliated Products, CBS). (L) Stock and productions by Laurence Schwab, Theatre Guild, the Shuberts, A. C. Blumenthal, Brock Pemberton and others, 1927-36.
- CALVIN, ROSEMARY.** Vocalist, WWJ, Detroit. (R) NBC sustaining Red program; local shows. (V) The Calvins & Rosemary.
- CAMARGO, RALPH J.** Announcer, actor, KIRO, Seattle. (R) Also transcriptions. (L) Pasadena Playhouse, Hollywood Community Playhouse, Connell Players, stock; others (s.f.). (V) Theatre appearances. (Also series of recordings.)
- CAMERON, AL.** Writer, producer, singer, actor, M.C. (R) Son & Tron, 1928-29 (Sonatron Tubes, CBS); Al & Pete, 1930-31 (Chevrolet Motor Co., NBC Red, 1930; Cocomalt, NBC Red, 1930-31); Bill & Henry, 1932-33 (Westinghouse, NBC Red); Phillip Poly Follies, 1937-38 (Phillips Petroleum, CBS). (As Al, of Al & Pete, also heard on various NBC and CBS programs). (V) Al & Pete, 1920-31; Al Cameron & Band; single act; also



## PROFESSIONAL RECORDS—Continued

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

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

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

**CAMERON, CLIFF.** Organist, pianist, WDOZ, Chattanooga.

**CAMERON, LAYMAN.** Newscaster, WAOI, San Antonio.

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

**CAMERON, RAY.** Artists bureau manager, WMFF, Plattsburg. (R) Also WJNO, West Palm Beach. (F) Fox, British Gaumont. (L) Stock. (V) Theatre appearances. (PR) Melotone, Brunswick.

**\*CAMP, RAYMOND R.** Sports writer and editor. (R) NBC shows.

**CAMP, REBA MAY.** Song writer, KGKO, Fort Worth. (PR) Decca.

**CAMPBELL, ARCHIE.** Comedian, WNOX, Knoxville. (L) 1936-38. (V) "Grandpappy".

**CAMPBELL, DICK.** Announcer, M.C., actor, KGGF, Shawnee.

**CAMPBELL, JIM P.** Announcer, KOA, Denver.

**CAMPBELL, NAOMI.** Actress (comedy, character, straight, English dialects). March of Time, 1938 (Time, Inc., NBC Blue); others, including transcriptions for Carter's Little Liver Pills; programs on Radio Luxembourg and British Broadcasting Corp. (F) London production. (L) Love on the Dole, 1936; Victoria Regina, 1937; summer stock, 1937; Dear Octopus, 1938-39.

**CAMPBELL, ROY.** Choral conductor, vocal coach. (Director of Roy Campbell's Royalists; Eight Continentals; The Ambassadors). (R) Spartan Radio Program, 1936-37 (Spartan Radio Co., NBC Red); Time of Your Life, 1937-38 (Gruen Watch Co., NBC Red); Roy Campbell's Royalists, 1937 (General Electric Co., NBC Red); Spotlight Revue, 1938 (Magic Baking Powder Co., Canadian Broadcast-

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## WARNER BROS. BROADCASTING CORPORATION

*Owners and Operators of KFWB*

HOLLYWOOD, CALIFORNIA



## PROFESSIONAL RECORDS—Continued

- ing System). (GA) Royal Gelatin Program (Standard Brands, Inc., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red). (F) Columbia, Warner Bros. and Universal shorts, 1937-38. (V) 1937-38; hotel engagements. (Recordings by the Royalists.)
- CAMPBELL, VICTOR F.** Producer, announcer, WGY, Schenectady. (R) Also WGR, WKBW, Buffalo; WSYR, Syracuse; local shows for Cortland Baking Co., Richard Hudnut Co., Kellogg Co., others.
- CAMPBELL'S ROYALISTS, ROY.** Singers. (R) The Time of Your Life (Gruen Watch Co., NBC Red). (V) Theatre and night club appearances.
- CANADY, JOHN.** Sports commentator, KMPC, Beverly Hills. (R) Also NBC and Don Lee programs, 1935. (F) Shorts.
- \*CANOVA, ANNIE.** See Judy Canova.
- CANOVA, JUDY.** Comedienne, singer, (R) Woodbury program, 1936-37 (Jergens-Woodbury Sales, NBC Blue); with Anne and Zeke Canova, Chase & Sanborn Hour, 1938 (Standard Brands, NBC Red). (F) Paramount (f); shorts. (L) Calling All Stars, 1934-35; Ziegfeld Follies, 1936 (s). (V) Judy Canova, Anne & Zeke, past 8 years. (PR) Columbia.
- \*CANOVA, ZEKE.** See Judy Canova.
- CANSDALE, HARRY.** Actor, WLW-WSAI, Cincinnati. (R) Occasionally roles in Little Orphan Annie (Wander Co., NBC Red); Betty & Bob (General Mills, Inc., CBS); Don Winslow of the Navy (Kellogg Co., NBC Blue); others. (L) Stock. (V) 1915-17.
- CANTOR, CHARLES.** Actor (character). (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Town Hall Tonight, 1937-38 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); Terry and the Pirates, 1938-39 (Bowey's for Dari-Rich, NBC Red); Spy Secrets, 1938 (Cummer Products for Energene, NBC Red); Johnny Presents "Where Are We," 1939 (Philip Morris & Co., Mutual); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (LS) Billy & Betty, 1936-37 (Sheffield Farms, WEAf, New York City).
- CANTOR, EDDIE.** Actor, comedian. (R) Chase & Sanborn Program, 1931-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebecco Toothpaste, CBS); Texaco Town, 1936-1938 (The Texas Co. for Texaco Gasoline); Cantor's Camel Caravan, 1938-39 (Camel Cigarettes, CBS). (F) Paramount, 1925-27; Samuel Goldwyn, 1930-36; 20th Century-Fox, since 1937 (s); shorts. (L) Ziegfeld Follies, 1917-19, 1927; Midnight Rounders and Make It Snappy, for the Shuberts, 1920-21; Kid Boots for Ziegfeld, 1924-26; Whoopee, for Ziegfeld, 1927-29. (V) Gus Edwards' Kid Kabaret, 1907-09; Bedini & Arthur, 1909; Cantor & Lee, 1913-16; personal appearances, 1939. (Also author, with, and without the late David Freedman, of magazine articles).
- \*CARD, CATHERINE.** Actress. (R) The Woman in White 1938-39 (Pillsbury Flour Mills Co., NBC Red); Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue); Story of Mary Marlin (P & G, NBC Red and Blue).
- CARD, CLELLAN.** Announcer, actor, WCCO, Minneapolis-St. Paul. (R) Also WEBC, Duluth; local shows for Pure Oil Co., others. (F) Commercials. (V).
- CARDER, EDWARD O.** Continuity writer, WLW-WSAI, Cincinnati. (R) Shows for Crosley Corp., others.
- CAREW, BERYL.** Soprano. (R) Carefree Carnival, 1938 (Signal Oil Co., NBC Pacific Coast Red); Signal Carnival, 1938-39 (Signal Oil Co., NBC Red). Sustaining shows, Canadian Broadcasting Corp., Mutual and Don Lee, 1937.
- CAREY, MACDONALD.** Actor. (R) Young Hickory, 1937 (Procter & Gamble for Drene, WMAQ, Chicago); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Stella Dallas (Chas. H. Phillips, NBC Red). (L) Under management of Marc T. Nielsen (f); stock.
- CAREY, RICHARD.** Announcer, singer, KUJ, Walla Walla.
- \*CARHART, RUTH.** (R) CBS shows.
- CARL, CLIFF.** Actor, character comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others. (V) Theatre appearances.
- CARLETON, SAM.** Script writer (for George Jessel). (R) Thirty Minutes in Hollywood, 1937-38 (local sponsors, Mutual).
- \*CARLEY, MARION.** (R) CBS shows.

## PROFESSIONAL RECORDS—Continued

**CARLEY, RACHEL.** Soprano. (R) Manhattan Merry-Go-Round, since 1935 (Dr. Lyon's Toothpowder, NBC Red). (V) Follies Bergere of Paris, 2 years; theatre in Brussels, 2 years; theatre appearances in New York, Chicago, Detroit, Philadelphia, etc.

**CARLISLE, CLIFF.** Orchestra leader, M.C., WAIR, Winston-Salem. (PR) Bluebird, Vocalion.

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

**CARLON, FRANCES.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Blue); Kitty Keene, Inc. (Procter & Gamble, CBS). (F) Fox. (L) Stock.

**CARLON, LINDA.** Actress. (R) Eno Crime Clues, 1932-36 (Harold F. Ritchie & Co. for Eno Fruit Salts, NBC Red); Life of Mary Sothern, 1934-35 (General Mills, Mutual); Death Valley Days, intermittently since 1936 (Pacific Coast Borax Co., NBC Blue, Red); Big Sister, 1937 (Lever Bros., CBS); The O'Neills, 1937 (Procter & Gamble, NBC

Red and Blue); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Pretty Kitty Kelly, 1937 (Continental Baking Co., CBS); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (L) Productions by Sam Harris, 1924; William Harris, A. H. Woods, Brock Pemberton and Sydney Phillips. (V) Acts for Lewis & Gordon, Pat Casey.

**CARLSON, HOWARD.** Announcer, KFNF, Shenandoah. (R) Baseball games, 1938 (General Mills, KMA, Shenandoah). (L) Stock. (V) Personal appearances.

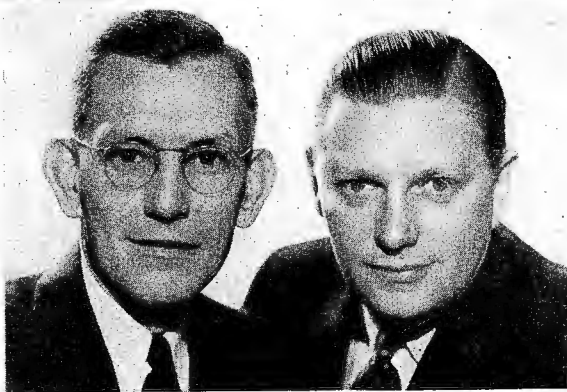
**CARLSON, KENNETH V.** Ventriloquist, M.C., WLW-WSAI, Cincinnati. (V) Theatre appearances.

**CARLSON, MILDRED W.** Continuity writer, WBZ-WBZA, Boston. (R) Local shows including one for John Morrell & Co.

**CARLSON, "WAMP".** Singer (baritone), Swedish comedian. (Member of the Three Jesters). (R) Tastyest Jesters, 1930-34 (Tastyest, NBC Blue); The Firechief's Uncle, 1933 (Texas Co., NBC Red); The Molle Show, 1933-34 (Cummer Products, NBC Red); Tea Time Tunes, 1936 (General Baking for Bond Bread, CBS); Corn Cob Pipe Club, 1936-37 (Edgeworth

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## PROFESSIONAL RECORDS—Continued

- Tobacco, NBC Blue); Gulden Serenaders, 1938-39 (Charles Gulden, NBC Blue). (LS) Childs Restaurants, WOR, N. Y.; Schaefer's Beer, WEAf, N.Y. (F) Shorts. (V) Tastyest Jesters, 1933-38. (PR) RCA Victor.
- CARLTON, HENRY FISK.** Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); Soconyland Sketches, 1928 (Socony-Vacuum Co., NBC Red); General Motors Hour, 1928 (General Motors Corp., NBC Red); Gus and Looie, 1929 (Schroeder Valve Co., NBC Red); Mr. and Mrs., 1929 (Graybar Electric Co., CBS); Sandy and Lil, 1930 (Eskimo Pie Co., CBS); Stebbins Boys, 1931 (Ewitt & Co., NBC Red); Vivian and Her Life Saver, 1935 (Life Savers, Inc., CBS); Nine to Five, 1936 (L. C. Smith Co., NBC Red) (All these programs were written in collaboration with Wm. Ford Manley); various sustaining network shows. (LS) WOR, New York.
- CARMAN, JOHNNY.** Program director, entertainer, announcer, KASA, Elk City. (V) 1934-37.
- CARNEGIE, DALE.** Inspirational speaker. (R) Little Known Facts about Well-Known People, 1933-36 (Maltex Cereal Co., NBC Red, 1933-35; CBS, 1935-36); How to Get Ahead, 1937 (Emigrant Industrial Savings Bank, WOR, New York City); How to Win Friends and Influence People, 1938 (Colgate-Palmolive-Peet, NBC Red). (Author of How to Win Friends and Influence People [film rights owned by M-G-M], and other books; lecturer).
- CARNEY, DON ("Uncle Don").** Children's programs, WOR, New York, for 11 years.
- CAROL, BOB.** Singer. (R) Loxol program, 1937-38 (Sales Affiliates for Loxol Shampoo, CBS); Sweetheart Soap program, 1938 (Manhattan Soap Co., CBS and Mutual). (LS) Swing to Chiclet, 1939 (Adams' Chiclets, WJZ, New York).
- CARPENTER, BOYDON.** Hillbilly singer, M.C., WAIR, Winston-Salem. (PR) Vocalion, Bluebird.
- CARPENTER, KEN.** Announcer. (R) Kraft Music Hall, 1936-39 (Kraft-Phenix Cheese Corp., NBC Red); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Ry-Krisp Presents Marion Talley, 1937-38 (Ralston Purina for Ry-Krisp, NBC Red); One Man's Family, 1938-39 (Standard Brands for Tender Leaf Tea, NBC Red); others, not current.
- \*CARPENTER, THOMAS K., JR.** Script writer. (R) Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce and His Gang, 1938-39 (General Foods, NBC Red). (Commercial writer, Young & Rubicam).
- CARPENTER, TYLER.** Actor, FTRD. (R) Various sustaining shows on CBS and Mutual. (L) First American Dictator 1939 (f).
- CARPENTER, WILFRED.** Chief announcer, musician, CKX, Brandon.
- CARR, HAROLD.** Producer. (R) SSS Music Box, 1935-36 (SSS Tonic, Mutual); Famous Jury Trials, 1935-37 (Mennen Co., Mutual); Smoke Dreams, 1936-39 H. Fendrich, Inc., successively Mutual & NBC Red); Front Page Parade, 1939 Richman Clothes, Mutual). (L) Stock, 1921-27. (V) Theatre appearances, (Currently associated with WLW, Cincinnati).
- CARR, WESS.** Singer, narrator, announcer, KCMO, Kansas City. (R) Quartet bass on Lum and Abner program, 1933 (Ford Motor Co., NBC Red); also WGAR and WTAM, Cleveland, and CBS and NBC programs originating in Cleveland, as well as local shows on KCMO.
- CARRAWAY, THOMAS H.** Announcer, continuity writer, KGKO, Fort Worth. (R) Also WSBM, New Orleans; KTBS, Shreveport. (L) Little Theatre productions, 3 years.
- CARRIER, WILLIAM S.** Singer (Vaughn Four), WNOX, Knoxville.
- CARRINGTON, ELAINE STERNE.** Writer. (R) Red Davis, 1933-35 (Beechnut Packing Co., NBC Red and Blue); Trouble House, 1936-37 (H. J. Heinz Co., CBS); Pepper Young's Family, 1936-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); Dr. Christian (Chesebrough Mfg. Co. for Vaseline products CBS); When a Girl Marries, 1939 (Prudential Insurance Co., CBS). (L) Author one-act plays.
- CARROLL, ADAM.** Pianist. (R) Gold Dust Twins, 1925-26 (Gold Dust Corp., WEAf, New York); Ampico Hour, 1927 (WEAF, New York); Majestic Hour, as member of piano team, 1929 (Majestic Radios, CBS); Eddie Cantor's Camel Caravan, 1938-39, as piano team with Edgar Fairchild (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (GA) Magic Key of RCA, 1937, '38, as piano team with Edgar Fairchild (Radio Corporation of America, NBC Blue). (L) Angela, 1928; First Little Show, 1929; Three's a Crowd,

## PROFESSIONAL RECORDS—Continued

1930; Ziegfeld Follies, 1925; On Your Toes, 1936 and Babes in Arms, 1937-38 (with Edgar Fairchild); others (f). (V) Appearances as member of Paul Whiteman's Orchestra, 1927; own orchestra, presented by Whiteman, 1929-30. (PR) Liberty. (Also Ampico Reproducing Piano recordings, 1922-39).

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

**CARROLL, CHARLES.** Actor. (R) Hollywood Hotel, 1935-37 (Campbell Soup, CBS); Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); The O'Neills, 1939 (P & G NBC Red); also numerous network shows originating in Hollywood, 1934-37, local and Pacific Coast shows. (L) Stock.

**CARROLL, GENE.** Comedian (**Gene & Glenn**). (R) Quaker Early Birds, Gene & Glenn, 1930-32 (Quaker Oats Co., NBC Red); Gene & Glenn, 1934 (Gillette Safety Razor Co., NBC Red); Kellogg Corn Flakes Program, 1935-37 (Kellogg Co., Corn Belt Network); National Barn

Dance, 1939 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) Gene & Glenn, 1930-35 (Spang Baking Co., WTAM, Cleveland); Gene & Glenn, 1933 (Sohio Oil Co., WTAM, Cleveland, and WLW, Cincinnati). (F) Shorts. (V) Jack & Gene, 1923-29; Gene & Glenn, 1930-39. (PR) RCA Victor, American. (Started in radio 1926, as Gene of Jack & Gene; current team formed 1929.)

**CARROLL, HELEN.** Member of **Merry Maes**, precision song stylists. (R) Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Town Hall Tonight, 1937-39 (Bristol-Myers Co. for Sal Hepatica and Ipana Tooth Paste, NBC Red); Benny Goodman's Swing School, 1938 (R. J. Reynolds for Camel Cigarettes, CBS); Al Jolson Program, 1938 (Lever Bros. for Rinso and Lifebuoy Soap, CBS); For Men Only, 1938-39 (Bristol-Myers Co. for Vitalis, NBC Red). (F) Shorts. (V) Theatre appearances. (PR) Decca.

**CARROLL, LA DENE.** Vocalist, entertainer, KASA, Elk City.

**CARROLL, MADELEINE.** Actress. (R) The Circle, 1939 (Kellogg Co., NBC Red). (GA) 1937-39: Lux Radio Theatre (Lever Bros., CBS); Chase & San-



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# THE KING SISTERS

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Grape-Nuts Show

## PROFESSIONAL RECORDS—Continued

- born Program (Standard Brands, NBC Red); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Texaco Star Theatre (Texas Co., CBS). (F) Under contract to Walter Wanger Productions, Paramount (s); also Fox and British productions. (L) London productions, 1933-36.
- CARROLL, NORM.** Pianist, violinist, singer, WOW-WGL, Ft. Wayne.
- CARRUTH, TOM M.** Announcer, continuity writer, WDAE, Tampa. (L) Stock.
- CARSCALLEN, PHILLIPE F.** Announcer, actor, CFAC, Calgary. (L) British Guild Players, 1933. (Also publicity writer.)
- CARSON, PAUL.** Organist. (R) Breakfast with Sperry, 1930-31; Sperry Smiles, 1930-32; The Sperry Special, 1935-36 (all Sperry Flour Co., NBC Pacific Coast); One Man's Family, 1932-39 (successively sponsored by Wesson Oil and Snowdrift, Penn Tobacco, Royal Gelatin; since 1935 by Standard Brands for Tender Leaf Tea, NBC Red); Lee S. Roberts & His Old Memory Box, 1934-35 (Folger Coffee, NBC Pacific Coast); Hawthorne House, 1935-38 (Wesson Oil and Snowdrift, NBC Red); It's a Fact, 1938-39 (International Shoe Co., NBC Red); Bridge to Dreamland, past 10 years (sustaining, NBC Pacific Coast). (V) As pianist.
- \*CARSON, SHORTY (The Ranch Boys).** Member of cowboy trio. (R) Tom Mix & His Ralston Straight Shooters (Ralston Purina Co., NBC Blue).
- CARTER, BOAKE.** Commentator, writer, producer. (R) Boake Carter (Philco Radio Corp., CBS; General Foods Corp., CBS); transcriptions. Columnist, author of books on current events.
- CARTER, BOB.** Announcer, commentator. (R) Eno Crime Clues, 1935 (Harold F. Ritchie & Co. for Eno Effervescent Salts, NBC Blue); Good Will Hour, 1937-39 (Macfadden Publications, 1937-38; Ironized Yeast, 1938-39). (LS) Grandstand & Bandstand, 1936-37 (Wheaties, WMCA, N. Y.); Turf Club, 1935-39 (WMCA, N. Y.); Sports Roundup, 1939 (WHN, N. Y.). (F) Narrator for Paramount Newsreel, 1935-37.
- CARTER, BOB.** Singer, WCAE, Pittsburgh. (R) Kellogg College Prom (Kellogg Co., NBC Blue); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); local shows.
- CARTER, FORREST.** Writer, actor, WKZO, Kalamazoo.
- \*CARTER, JOHN.** (R) Chase & Sanborn Program (Standard Brands, Inc., NBC Red).
- CARVER, ELIZABETH.** Writer. (R) One time sustaining shows: Light of Mull (NBC, Sept. 9, 1936); One Silent Night (NBC, Dec. 24, 1937); Deborah (CBS, July, 1937).
- \*CARY, STROTHER.** Director. (R) Red Grange, Sept. to Nov., 1938 (Pure Oil Co., CBS). (Associated with Leo Burnett Co., Inc.).
- \*CASE, FRANK.** Producer. (R) Court of Human Relations, 1938-39 (Vadsec Sales Corp., Mutual).
- CASE, GEORGE T.** Sports, special events and commercial announcer, producer, M.C., director, writer, actor, WRAL, Raleigh. (R) Also WLW, WCPO, WCKY and WKRC, Cincinnati, WIS, Columbia, transcriptions. (L) Ultra-Violet, 1931; Voodoo Charm, 1932; Snug Harbor, 1936; Merry-Go-Round, 1937; others (s.f.). (V) Hullabaloo, Kenny & Kay, Klem & Sary's Hayride, since 1930. (Also assistant manager.)
- CASE, J. FRED.** Announcer, KGGF, Shawnee. (Also engineer.)
- CASE, KENTON.** Announcer, KGO-KPO, San Francisco.
- CASE, MARILU.** Announcer, producer, director, writer, commentator, WRAL, Raleigh. (R) Also WIS, Columbia; WKRC and WCPO, Cincinnati, and others. (F) Shorts. (L) Little Theatre Groups, Town Players (s.f.). (V) 4 years; The Klem & Sary Hayride, George & Marilu, Hullabaloo Frolics.
- CASE, NELSON.** Announcer. (R) Wheat- enaville, 1931-34 (Wheatena Corp., NBC Pacific Coast Red); Voice of Firestone Garden Concerts, 1934 (Firestone Tire & Rubber Co., NBC Red); Lombardo Land, 1934-35 (Plough, Inc., NBC Red); Red Davis, 1934-35 (Beech-Nut Packing Co., NBC Blue); Armour Hour, 1935 (Armour Packing Co., NBC Blue); Ray Noble, 1935-36 (Coty, Inc., NBC Red); Sunday Nite Party, 1936-37 (Sealtest, NBC Red); Husbands and Wives, 1936-37 (Lamont Corliss & Co., NBC Blue); Hour of Charm, 1936-39 (General Electric, NBC Red); True Story programs since July, 1937 (Macfadden Publications, NBC Red, Blue); Dorothy Thompson, 1938 (Pall Mall Cigarettes, NBC Red); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner Co. for

## PROFESSIONAL RECORDS—Continued

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

**CASHMAN, EDMUND L.** Director. (R) Linit Revue, 1932 (Corn Products, CBS); Guy Lombardo's Orchestra with Burns & Allen (General Cigar for White Owl Cigars, CBS); Camel Quarter Hour, 1934 (R. J. Reynolds Tobacco Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); Universal Rhythm, 1937 (Ford Motor Co., CBS); Steinnie Bottle Boys, 1938 (Glass Container Assn. of America, NBC Blue); Time to Shine, 1938-39 (Griffin Mfg. Co. for Allwite, CBS); originated and produces, with Phil Cohan, Saturday Night Swing Club (sustaining, CBS); others, not current. (Associated with CBS since 1931; currently director, artists representative and member of the audition board.)

**CASINO, DEL.** Tenor. (R) Jergens Program, 1936 (Jergens-Woodbury, NBC Blue); Hollywood News, 1937 (Noxzema Chemical Co., CBS); Romantic Tenor (CBS). (GA) Fred Allen, Jack Benny and other programs. (F) Paramount

shorts. (V) Theatre and club engagements. (PR) Variety, Vocalion.

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

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

**CASSEL, WALTER.** Baritone. (R) Saturday Night Party (Sealtest, Inc., NBC Red); Rubinoff Program (Chevrolet Motor Co., CBS); Musical Moments (Chevrolet Motor Co., transcriptions); Radio Frolic (United Drug Co., transcriptions). (GA) Hammerstein Music Hall (Anacin, CBS); Chesterfield Presents (Liggett & Myers Tobacco Co., CBS); Maxwell House Showboat (General Foods Corp., NBC Red); General Motors Concerts (General Motors Corp., NBC Blue); Watch the Fun Go By (Ford Motor Co., CBS). (F) Warner Bros. (f); shorts. (V) Various theatres, 1937-38; appearances with Nick Kenny.



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# LEW LEHR

1937-1938

THE U. S. RUBBER PROGRAM

1938-1939

THE HALF AND HALF PROGRAM

(American Tobacco Co.)

FOX MOVIE TONE NEWS

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30 Rockefeller Plaza

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New York

## PROFESSIONAL RECORDS—Continued

- CASSIN, MARIGOLD.** Continuity writer, producer. (R) Good Morning Tonite, 1936-39 (Alber Bros. Milling Co., NBC Pacific Coast Red); Problem Clinic, 1939 (Duart Mfg. Co., CBS).
- CASTILLO, DEL.** Production manager, organist, WEEI, Boston. (V) Theatre organist (featured).
- \***CATON, CHRISTINE.** Musician. (R) Jane Arden (Ward Baking, NBC Blue).
- CATON, EARLE.** Announcer, continuity writer, WSPA, Spartanburg. (R) Also WBBZ, Ponca City.
- CATTERALL, ALICE.** Pianist, CKOC, Hamilton.
- \***CAVALLO, PETER A., JR.** Conductor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).
- CAVERLY, BUN.** Pianist, KTAR, Phoenix. (V) Caverly & Wald, Record & Caverly, 1923-28.
- CAVICCHIO, SALVY.** Musician. (R) NBC sustaining programs. (V) Hotel engagements as a member of 4-piece ensemble, and with Ruby Newman's Orchestra. (PR) Grey Gull, RCA Victor.
- CECIL, HERMAN.** Program director, announcer, KVWC, Vernon. (C) Also KDNT, Denton.
- \***CECIL, MARY.** (R) Life & Love of Dr. Susan (Lever Bros., CBS).
- CHADWICK, LEE.** Writer, WTAR, Norfolk. (R) Also WTEL, Philadelphia.
- CHALK, WESLEY.** Sports announcer, WCOA, Pensacola. (R) Baseball games of Pensacola Fliers, Southeastern League.
- CHALKE, IAN.** Announcer, KTUC, Tucson.
- CHALMERS, THOMAS.** Actor, commentator, narrator. (R) Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS). (F) Shorts, as director and narrator; associate editor and European production editor, Fox Movietone News; editor, Pathe News. (L) As singer: Boston Opera Co., 1917-22; as actor: The Wild Duck, Mourning Becomes Electra, The Eternal Road, and others (f).
- CHAMBERLAIN, HOWARD R.** Production manager, announcer, KLZ, Denver. (F) Commercials, 1938-39.
- CHAMBERLAIN, LARRY.** Script writer, actor, director, WICC, Bridgeport. (V) 1930-39.
- CHAMBERLIN, FRANCIS.** Announcer, WMPS, Memphis. (R) Also WMC, Memphis, others; local shows for Coca-Cola Bottling Co.
- CHANCE, ALFRED A.** Producer, announcer, WBBM, Chicago. (R) Gold Medal Fast Freight, 1930-32 (General Mills, CBS); Lone Ranger, 1935-38 (Gordon Baking Co.; Mutual); also WJSV, Washington; WXYZ, Detroit. (L) Stock, 1924-25.
- CHANDLER, ARTHUR, JR.** Organist, WLW-WSAI, Cincinnati. (R) Betty Moore, 1934-38 (Benjamin Moore & Co., NBC Red); local shows for Procter & Gamble, Olson Rug Co., others. (V) Theatre appearances.
- CHAPEL, JOHN K.** Announcer, WOW, Omaha.
- CHAPIN, PATTI.** Singer, WTIC, Hartford. (R) Also CBS shows.
- CHAPMAN, DAVE.** Producer, sports announcer, KCKN, Kansas City. (R) Football Broadcasts, 1935-36 (Coca-Cola, KRMD, Shreveport); Football Broadcasts, 1938 (Socony-Vacuum, KCKN, Kansas City); others, including special events carried by the networks. (L) Little Theatre.
- CHAPMAN, JOHN.** Raconteur, M.C. (R) John Chapman (Loft, WOR, New York). (Columnist, New York Daily News).
- CHAPPELL, ERNEST E.** Producer, dramatic director, writer, news commentator. (R) Coty Melody Girl (Coty, Inc., CBS); Around the World with Libby (Libby, McNeill and Libby, NBC Blue); Wadsworth Dramas (Wadsworth Watch Case Co., NBC Blue); Richfield Country Club (Richfield Oil Corp., CBS); Van Heusen Program (Phillips-Jones Corp., CBS); True Detective Mysteries (Macfadden Publications, CBS); La Palina Hour (Congress Cigar Co., CBS); Headlines (P. Lorillard Co., Mutual); Show of the Week (local co-operative campaign, Mutual); announcer for Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS); others. (F) Newsreels; shorts (Paramount); commercials.
- CHAPPELLE, GEORGE.** Orchestra leader, CFCY, Charlottetown. (R) Also Canadian Broadcasting Corp. (V) Personal appearances.
- CHARIOTEERS, THE.** Negro quartet, NBC and WOR, New York. (R) Also Wildroot Program (CBS); Aspirub (NBC). (GA) Rudy Vallee, Ben Bernie, Fred Waring, others. (F) Universal (shorts).

## PROFESSIONAL RECORDS—Continued

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

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

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

**CHARNINSKY, HYMAN.** Musician. (R) Watch the Fun Go By, 1937 (Ford Motor Co., CBS); also appeared on Texas Quality Network, 1935-37. Currently with KRLD, Dallas.

**CHASE, BOB ("Skipper").** Announcer, M.C., WIL, St. Louis.

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

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

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

**CHASE, RICHARD C.** Continuity writer, KMOX, St. Louis. (R) Commercial announcer, KMBC, Kansas City; local shows for Grove Laboratories, American Tobacco Co.; sustaining CBS shows.

**CHASE, TOM.** Announcer, WOW, Omaha.

**CHASE, VICKI.** Entertainer. (R) Smoke Dreams (H. Fendrich, Inc., NBC Red).

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

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

**CHEERIO.** See Charles K. Fields.

**CHERNIAVSKY, JOSEF.** Musical conductor, arranger. Currently musical director, WLW, Cincinnati. (R) Also Musical Cameraman (International Silver Co., 1936-37, NBC Red); My Lucky



## LYN MURRAY

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on

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*Extra facts if you want 'em:*

**CHOIRS ON:** Chesterfield, Chrysler, Sealtest, Rudy Vallee, Heinz, U. S. Rubber, Fred Allen, Socony, Grif-fin, Ford, Gruen and Lucky Strike.

**ORCHESTRAS ON:** Woodbury and CBS sustainings.



## PROFESSIONAL RECORDS—Continued

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

**CHESHIRE, HARRY** ("Pappy"). Director, KMOX, St. Louis. (R) Local shows, including Barnyard Follies for Drug Trade Products. (L) Stock. (V) Theatre appearances.

**CHILDE, ROBERT.** Pianist, arranger. (R) Contented Hour, 1932-39 (Carnation Milk, NBC Red); College Memories, 1931 (National Battery Co., NBC Blue); Armour Hour, 1932-34 (Armour & Co., NBC Blue); Crazy Water Crystals, 1933-34 (Crazy Water Hotel Co., NBC Red and Blue).

**CHILDS, LELAND.** Announcer, baritone, sports commentator, WBRC, Birmingham.

\***CHILDS, REGGIE.** Orchestra leader. (R) NBC sustaining shows.

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

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

\***CHISM, SYBIL.** Organist. (R) Lum and Abner, 1938-39 (General Foods, CBS).

\***CHOAT, HELEN.** (R) Pretty Kitty Kelly (Continental Baking, CBS).

**CHON, MYRON E.** Director. (R) Just Entertainment, March to July, 1938 (William Wrigley, Jr., Co., CBS). (Copy chief, Neisser-Meyerhoff, Inc.).

**CHOST, EDDIE.** Announcer, WCFL, Chicago. (R) Also KHJ, KMTR, Los Angeles; KMPC, Beverly Hills; WCFL, Chicago. (P) 20th Century-Fox (voice work). (V) Theatre appearances.

\***CHOTZINOFF, SAMUEL.** Music commentator. (R) NBC symphony programs.

**CHRIST, JOHN H.** Producer. (R) Baker's Broadcast (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Harriet Parson (Emerson Drug for Bromo-Seltzer, NBC Blue); others. (Associated with J. Walter Thompson Co., Hollywood).

**CHRISTENSEN, H. T.** Musician, WMT,

Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.

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

\***CHRISTOPH, CHARLES.** Script editor. (R) Young Widder Brown (Cal-Aspirin, Haley's M-O, NBC Red); Lorenzo Jones (Chas. H. Phillips, NBC Red); Alias Jimmy Valentine (Dr. Lyon's, NBC Red); Backstage Wife (Dr. Lyon's, NBC Red). (Associated with Blackett-Sample-Hummert.)

**CHRISTY, KEN.** Actor. (R) Junior Nurse Corps (Swift & Co., NBC Blue); Zenith Radio Foundation (Zenith Radio Corp., CBS); Town Hall Tonight (Bristol-Myers Co., NBC Red); Stepmother (Colgate-Palmolive-Peet, CBS); Road of Life (Procter & Gamble, CBS).

**CHUCK WAGON BOYS** (Everett Berger, Lloyd Combs, E. E. Holstein). Cowboy and hillbilly trio, KANS, Wichita.

**CHURCHILL, STUART.** Tenor. (R) Fred Waring & His Pennsylvanians, 1933-35 (Old Gold Cigarettes, CBS, 1933; Ford Motors, NBC Blue, 1934-35); Sigmund Romberg's Studio Party, 1935 (Swift & Co., NBC Red); Saturday Night Party, 1936 (Sealtest Laboratories, NBC Red); Musical Reveries, 1936 (Corn Products, CBS); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo Quinine, NBC Red). (V) Appearances with Fred Waring since 1930. (PR) RCA Victor.

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

\***CIEVE, FAUSTO.** Orchestra leader. (R) Metropolitan Opera Auditions of the Air, 1939 (Sherwin-Williams Co., NBC Blue).

**CIVILLE, ROY.** Sports announcer, KIDO, Boise. (R) All University of Idaho football games, 1938 (Associated Oil). (Also promotion manager).

**CIZEK, WILLIAM.** Announcer, singer, commentator, WIBM, Jackson.

\***CLAGGETT, CHAS. E.** Director. (R) Tom Mix Straight Shooters (Ralston

## PROFESSIONAL RECORDS—Continued

Purina Co., NBC Blue); Public Hero No. 1 (Falstaff Brewing Co., NBC Red); Inside Story (Ralston Purina Co., CBS, NBC Blue). (Associated with Gardner Advertising Co.).

**CLAIRE, HELEN.** Actress. (R) Roses and Drums (Union Central Life Insurance, successively CBS, NBC Blue); Death Valley Days (Pacific Coast Borax, NBC Blue); Twin Stars (National Biscuit Co., NBC Blue); Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); The O'Neills (P & G for Ivory Flakes, NBC Red, Blue); Grand Central Station (Lambert Pharmacal for Listerine, NBC Blue); Columbia Workshop (sustaining, CBS). (GA) Rudy Vallee's Royal Gelatin Hour (Standard Brands, NBC Red). (F) Movietone News, as commentator on fashions, society, etc. (L) Jester; Nine Pine St.; Girls in Uniform; The Eldest; Kiss the Boys Goodbye, 1938-39 (s). (Has also written scripts for radio).

**CLAIRE, MALCOLM.** Character actor, writer. (R) National Barn Dance, 1932-35 (Miles Laboratories for Alka-Seltzer, NBC Blue); Sinclair Minstrels, 1936-37 (Sinclair Oil, NBC Blue); Fibber McGee

and Molly, 1936 (S. C. Johnson & Son for Wax, NBC Red). (LS) Spareribs, 1933-34 (Campbell Cereal Co., WLS, Chicago); Olson Minstrels, 1933-34 (Olson Rug Co., WLS). (V) Spareribs, 4 years. (PR) Emerson, Columbia, RCA Victor.

**CLANCY, R. R.** Chief announcer, night program director, WHN, New York.

**CLANEY, HOWARD.** Commentator, announcer. (R) American Album of Familiar Music, 1932-39 (Bayer Aspirin, NBC Red); Waltz Time, 1933-37, '39 (Chas. H. Phillips Chemical Co., NBC Red); Metropolitan Opera Auditions of the Air, 1934-37 (Sherwin-Williams Co., NBC Blue); Jack Benny, 1934 (General Motors Corp., NBC Red); General Motors Concerts, 1934-37 (General Motors Corp., NBC Blue); Parade of the States, 1934-37 (General Motors Corp., NBC Red); Voice of Firestone, 1935-39 (Firestone Tire & Rubber Co., NBC Red); Al Jolson, 1935 (General Motors Corp., NBC Red); Paul Whiteman's Orch., 1935-36 (Kraft-Phenix Cheese Corp., NBC Red); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); America's Town Meeting of the (NBC Blue sustaining); others. (F)

1939-40

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## PROFESSIONAL RECORDS—Continued

- Shorts. (L) Productions by the Shuberts, Henry Miller, Sam Harris; others. (V) Personal appearances.
- CLAPP, GEORGE R.** See George Reid.
- CLARE, OTTO.** Musician, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air (participating, NBC Red).
- CLARE, TED.** See the Escorts & Betty.
- CLARK, ALLAN.** Musical and program director, production manager, WKY, Oklahoma City. (R) Transcriptions. (F) RKO. (V) With Phil Harris, Leah Ray, Estelle Taylor. (PR) RCA Victor, Columbia, Brunswick.
- CLARK, BUDDY.** Baritone. (R) Fox Fur Trappers, 1933-35 (I. J. Fox, CBS); Your Hit Parade, 1936 to Jan., 1939 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Ben Bernie & All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Buddy Clark & Orchestra, 1938 (American Tobacco, Mutual). (GA) Socony-Vacuum, Ex-Lax, Ford and Chevrolet programs. (F) 20th Century-Fox shorts. (V) Theatre appearances, 1937.
- CLARK, CHESTER H.** Announcer, WCAE, Pittsburgh, (R) Also WFMD, Frederick; WTAR, Norfolk.
- CLARK, ELMER.** Sports announcer, KABR, Aberdeen.
- CLARK, HOWARD G.** Announcer, CKSO, Sudbury.
- CLARK, JAMES B.** Musical director, KFPY, Spokane. (R) Also WLW, Cincinnati.
- CLARK, JAMES B.** Announcer, WPTF, Raleigh. (Also sports columnist for North Carolina weekly).
- \***CLARK, JAY.** Producer. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS). (Associated with Lennen & Mitchell).
- CLARK, MARTY.** Singer, WLAW, Lawrence.
- CLARK, RAY.** News editor, announcer, WNAX, Yankton. (R) Local show for Allis-Chalmers Mfg. Co., others.
- CLARK, VIRGINIA.** Dramatic actress. (R) The Romance of Helen Trent, 1933-39 (Edna Wallace Hopper's Restorative Cream, Old English Floor Wax and others, CBS); Your Speech, 1935 (Better Speech Institute of America, NBC Blue); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).
- CLARKE, BURKE.** Character actor, WTIC, Hartford. (R) Also Union Central Life Insurance program, NBC, 1936. (F) Paramount. (L) Productions by Sam Harris, the Shuberts, George Tyler and others; 38 years.
- CLARKE, KITTY.** Actress (ingenue and children parts), Federal Theatre Radio Division. (L) Dramatic stock, 3 years; Shuberts' Boom Boom, 1929-30 (f). (V) Overseas Revue, Seminary Scandals, others.
- CLARKE, PHILIP N.** Actor (character, straight). Second Husband, 1937 (Bayer Aspirin, CBS); John's Other Wife, 1937-38 (Louis Philippe, Edna Wallace Hopper, NBC Blue); Court of Human Relations, 1938 (Macfadden Publications for True Story, Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue); Dog Heroes, 1938-39 (Modern Food Process for Thrivo Dog Food, NBC Blue); We, the People, 1939 (Sanka Coffee, CBS). (LS) WMCA, New York, for Remington Rand. (F) Gaumont (British), 1912; shorts. (L) Intermittent roles, 1921-33, in Broadway, road and English productions. (PR) RCA Victor.
- CLASBY, WARD E.** Sports announcer, KGY, Olympia. (R) Also KLS and KROW, Oakland.
- CLAVET, MADO.** Singer, CHRC, Quebec.
- CLAY, LLOYD F.** Continuity writer, KMOX, St. Louis. (R) Also KGBX, KWTO, Springfield.
- \***CLEARY, LEO.** Announcer. (R) Dr. Kate, 1938-39 (Sperry Flour, NBC Red).
- CLEAVER, OSCO J.** Announcer, singer, WFDF, Flint.
- CLEGHORN, JOHN.** Special events and sports announcer, program manager. M.C., WMC, Memphis.
- CLEMENS, JACK & LORETTA.** Song team, musicians. (R) Jack and Loretta (Kirkman & Son, CBS); others. (GA) Programs for Ford Motor Co., Atlantic Refining Co., American Tobacco Co. (F) Warner Bros. (V) Wesley Barry's Orchestra.
- CLEMENTS, CHARLES H.** Producer, director, writer, announcer, WMFO, Decatur. (R) Local shows for Texas Co., Chevrolet Motor Co., others.
- CLEVELAND, HIBBARD.** Announcer, singer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; WHO, Des Moines. (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

- CLIFFE, HANSEN.** Producer, chief announcer, KRKO, Everett. (R) Also KOL, Seattle.
- CLIFFER, MAURICE.** Announcer, actor. (R) Views on News, 1935-38 (American Packing Co., KMOX, St. Louis); Phillips Poly Follies, 1936-37 (Phillips Petroleum Co., CBS); Sports Review, 1937 (Penn Tobacco Co., KMOX); Dope from Dug-out, 1937 (Hyde Park Beer, KMOX); Sidewalk Reporter, 1937 (Union Biscuit Co., KMOX); Smoke News, 1937-38 (Brown & Williamson Tobacco, KMOX); Front Page Patrol, 1937-38 (General Grocer Co., KMOX). (V) Theatre appearances.
- CLIFFORD, JUNE.** See Music Maids.
- CLINTON, LARRY.** Composer, arranger, bandleader, musician. (R) The Quaker Party with Tommy Riggs, Betty Lou and Larry Clinton's Orchestra, 1938-39 (Quaker Oats Co., NBC Red). (LS) Larry Clinton Show, 1937-38 (Radio Corp. of America, WJZ, New York). (F) Paramount shorts. (V) Theatre, hotel and night club appearances. (PR) RCA Victor.
- CLITES, MINOR.** Pianist, accordionist, organist, singer, KOWH, Omaha. (R) Also KFNF, Shenandoah; WAAW, Omaha; WIBW, Topeka. (Blind musician).
- CLOUGH, MERVIN.** Announcer, M.C., KFYR, Bismarck. (R) Dakota Broadcasting System, 1938; local shows. (Also news and publicity director.)
- CLOUGH, ROBERT S.** Commentator. (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue).
- CLOUTIER, NORMAN L.** Conductor. (R) Various NBC sustaining programs as staff conductor. (PR) American Record Corp.
- CLOW, HARRY.** Announcer, WCLS, Joliet. (R) Local shows for Texas Co., Standard Oil Co., others. (F) Shorts. (V) Theatre appearances.
- CLUCAS, LESLIE.** Singer. (R) House by the Side of the Road, 1934-35 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Fibber McGee & Molly, 1935 (Johnson's Wax, NBC Red); National Barn Dance, 1935-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Horace

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- **1936-7** Thirty-nine weeks with Jack Benny. Six months at 20th Century-Fox Studios. Special material for Eddie Cantor, Ben Bernie, Jack Haley and "Showboat."
- **1937-8** Twenty-two weeks with Jack Oakie Camel Caravan; twenty-four weeks Billy House Laughliner.
- **1939** Currently with Lifebuoy Tuesday Night Party.

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## PROFESSIONAL RECORDS--Continued

- Heidt & His Brigadiers, 1936-37 (Stewart-Warner Corp., CBS); transcriptions: Refreshment Time, 1936-37 (Coca-Cola); Lamp Lightin' Time, 1938 (Aladdin Lamp); Checkerboard Time, 1938-39 (Ralston Purina); Kennel Time, 1939 (Ken-L-Ration). (V) Theatre appearances.
- COBB, MABEL.** Book reviewer, writer. (R) Book Theatre, 1936-39 (cooperative program, Mutual). (Formerly on program staff of WCOP, Boston).
- COCHRAN, DON.** Announcer, KWK, St. Louis. (R) Also Iowa Network.
- \***COCHRAN, THOMAS.** Script writer. (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- COCHRANE, GORDON ("Tex").** Yodeler, singer, guitarist, CFCY, Charlottetown. (R) Local shows and transcriptions. (L) Maritime Tour, 1938-39. (V) Personal appearances.
- COCKRELL, ALSTON, JR.** Entertainer, WMBR, Jacksonville. (L) 1938-39.
- CODY, FRANK.** Sports announcer, WEMP, Milwaukee.
- COE, WINN E.** Pianist, KHQ-KGA, Spokane. (V) Theatre appearances, 1924-26.
- COFFEY, J. FREEMAN.** Announcer, continuity writer, WBRY, Waterbury, (V) 1924-31.
- COFFIN, TED.** Announcer, sports and newscaster, WAGM, Presque Isle. (V) M.C., 1936-38.
- COGHLAN, JAMES J.** Comedy scripts. (R) No regular programs; material for Bob Hope, Beatrice Lillie and W. C. Fields. (L) Comedy sketches for the Second Little Show, Vanderbilt Revue, Follies, Scandals, Vanities, and others; material for Al Trahan, J. C. Flippen, Lew Field, Ray Dooley and many others. (Author of 5 books of comedy sketches).
- COHAN, PHILIP.** Producer. (R) Music from Hollywood, 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Chesterfield Program, 1938 (Liggett & Myers, CBS); originator and producer of Saturday Night Swing Club, 1936-38 (CBS sustaining).
- COLAMARIA, VICKI.** Singer, WGY, Schenectady.
- COLBERT, JANICE.** Dramatic actress. (R) The O'Neills (Procter & Gamble, CBS); Famous Fortunes (General Shoe Corp. for Richland Shoes, Mutual); others. (F) Shorts. (L) Stock.
- COLDPAVSKI, FRANCISCO.** Pianist, CHNC, New Carlisle.
- \***COLE, ALONZO D.** Actor, writer, director, WOR, New York.
- COLE, ERMA J.** Actress, continuity writer, WMT, Cedar Rapids.
- COLE, FREDERIC B.** Announcer, WBZ-WBZA, Boston. (R) Local shows for RCA Victor, Standard Oil.
- COLE, GRADY.** Humorist, newscaster, commentator, business news analyst, philosopher, WBT, Charlotte. (R) Programs for Welch Grape Juice, BC Remedy and others, since 1930.
- COLE, JOHN.** Announcer. (R) Pet Milky Way, since 1933 (Pet Milk Sales Corp., CBS and transcriptions).
- \***COLE, JOYCE.** Actress. (R) My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS).
- \***COLEMAN, CARYL.** Script writer, producer. (R) My Secret Ambition, 1937-38 (Durkee Famous Foods, Inc., CBS).
- COLEMAN, WILLIE.** Pianist, orchestra leader, WSWA, Harrisonburg. (V) Night club and hotel appearances.
- COLLINS, BOB.** Musician, KFXM, San Bernardino. (R) Also KGER, Long Beach. (L) Federal Theatre projects, 1937. (V) Trio, Hawaiian act, cowboy act, dance band, solo, 1934-37; night club appearances.
- COLLINS, JAY.** Singer, WRJN, Racine.
- COLLINS, JEAN.** Blues singer, WMEX, Boston. (R) Also WCSH, Portland.
- COLLINS, JEAN.** Actor, CHRC, Quebec.
- COLLINS, JERRY.** Pianist, WNOX, Knoxville. (V) Theatre appearances. (PR) Bluebird.
- COLLINS, NEIL.** Public events director, announcer, WHK-WCLE, Cleveland. (F) Shorts. (V) Theatre appearances. (Also publicity director.)
- COLLINS, RAY.** Actor (character, straight). (R) Thatcher Colt Mysteries, 1936-38 (Packer's Tar Soap, NBC Red); Cavalcade of America, 1936-39 (E. I. du Pont de Nemours, CBS); Philip Morris Program, 1937-39 (Philip Morris Cigarettes, CBS, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine,

## PROFESSIONAL RECORDS—Continued

NBC Red); Aunt Jenny's Real Life Stories, 1938-39 (Lever Bros. for Spry, CBS); Kay Kyser's College of Musical Knowledge, 1938-39 (Lucky Strike Cigarettes, NBC Red); Campbell Playhouse, 1939 (Campbell Soup, CBS); numerous others in past 7 years, including appearances in support of stars, daytime serials, transcriptions, sustaining programs. (F) Shorts. (L) Productions for Albert Lewis, A. H. Wood, Max Gordon, Sam H. Harris, Lee Shubert (s); own stock company in Canada, 1917-20; 17 years in Pacific Coast stock. (V) Supported Alma Rubens; theatre appearances.

**\*COLLINS, TED.** Producer. (R) Kate Smith and Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Car Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith's A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith's Hour, 1937-39 (General Foods Corp., CBS); announcer for Kate Smith—Noon-day Chats, 1938-39 (General Foods Corp., CBS).

**\*COLLINS, TOM.** Actor. (R) Junior

Nurse Corps (Swift & Co., NBC Blue).

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

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

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

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

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# JACK TEAGARDEN AND HIS ORCHESTRA

MUTUAL, COAST-TO-COAST

Twice Nightly



Fitch Bandwagon—1939



## PROFESSIONAL RECORDS—Continued

- \*COLSTON, WARREN.** Actor. (R) Dog Heroes (Modern Food Process, NBC Blue).
- COLTON, KINGSLEY.** Juvenile actor (straight, emotional, dialect). (R) Campbell Playhouse, 1938 (Campbell Soup Co., CBS); Kate Smith Hour, 1938 (General Foods Corp., CBS); March of Time, 1938 (Serval, Inc., and Life Magazine, NBC Blue); Mr. Keen, Tracer of Lost Persons, 1938 (Anacin Co., NBC Blue); Valiant Lady, 1938-39 (General Mills, NBC Red); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS); Town Hall Tonight, 1938-39 (Bristol-Myers Co., NBC Red); Tommy Dorsey's Orchestra, 1939 (Brown & Williamson Tobacco Co., NBC Red); numerous others, not current. (F) Warner Bros., 1938; shorts.
- COMBS, LLOYD.** See Chuck Wagon Boys.
- COMO, PERRY R.** Musician. (R) Fibber McGee & Molly, 1936-37 (S. C. Johnson & Son, NBC Red); Ted Weems's Orchestra, 1936-37 (Varady of Vienna, Mutual); Henry Busse & His Orchestra, 1938 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red). (V) Theatre and ballroom appearances with Ted Weems.
- COMPTON, WALTER (Knobloch).** Announcer, newscaster, WOL, Washington. (F) Shorts. (V) Theatre appearances. (Presidential announcer, Mutual).
- COMSTOCK, WILLIAM H.** Comedian. (R) Al Pearce, 1933 (Swift & Co., NBC Pacific Coast); M.J.B. Coffee Program, 1935 (M.J.B. Coffee, NBC Blue); Al Pearce & His Gang (Pepsodent Co., 1936, NBC Blue; Grape Nuts, 1938-39, NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS). (V) Theatre appearances.
- COMTE, GEORGE R.** Announcer, WTMJ, Milwaukee. (R) Local shows for Penn Tobacco, Loose-Wiles Biscuit, others.
- CONDON, EVA.** Character actress. (R) David Harum, 1936-37 (B. T. Babbitt for Bab-O, NBC Red and Blue); John's Other Wife, 1936-37 (Edna Wallace Hopper, Louis Philippe, NBC Red and Blue); Personal Column of the Air, 1937 (P & G for Chipso, NBC Red); others. (GA) Lux Radio Theatre; Eddie Cantor, Red David, Floyd Gibbons and other programs. (L) Debut with John Drew in Smith, most recent engagement with Ruth Chatterton in West of Broadway, 1939; You Can't Take It With You, 1938-39; The Late Christopher Bean; Strange Interlude; Icebound; 6 Theatre Guild productions; appearances with Mrs. Fiske, Pauline Lord, Lillian Gish, Lunt and Fontanne, Ruth Gordon, Judith Anderson, and others.
- CONDON, MAURICE.** Announcer, WGAR, Cleveland. (R) Local show for Manhattan Soap Co., others.
- CONINE, BILL.** Announcer, KOME, Tulsa. (R) Also KFPW, Ft. Smith; baseball games for General Mills, 1937.
- CONLAN, PAUL.** Writer. (R) Feen-A-Mint National Amateur Hour, 1934-36 (Feen-A-Mint, CBS); Hammerstein Music Hall, 1935-36 (Kolynos Toothpaste, NBC Blue); Lazy Dan, 1936-37 (Old English Floor Wax, CBS); Ed Wynn, 1936-37 (Plymouth Motors and Spud Cigarettes, CBS and NBC Red); Eddie Cantor, Texaco Town, 1937 (Texas Co., CBS); Tommy Riggs, Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Your Hollywood Parade, 1937-38 (American Tobacco for Lucky Strike, NBC Red); Texaco Star Theatre, 1938 (Texas Co., NBC Red); Joe Penner, 1938 (R. B. Davis for Cocomalt, CBS). Scripts for guest appearances of Hugh Herbert, Zasu Pitts, W. C. Fields and many others; sustaining shows, NBC and CBS; own radio show, Sam & Willie (blackface), 1930-32; announcer, continuity writer, station manager, 1929-31. (F) Warner Bros., Universal, Republic, Monogram, M-G-M, Educational, as writer. (V) Fay & Conlan (blackface), 1920-25.
- CONLEY, EUGENE.** Tenor. (R) NBC Concert Orchestra, 1939 (sustaining, NBC Blue); others, not current.
- CONLON, JUSTIN.** Accordionist, WHEC, Rochester.
- CONN, EVA (Louisiana Lou).** Singer, WHO, Des Moines. (R) Also transcriptions.
- CONN, HARRY.** Script writer. (R) Eddie Canter's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS); Wonder Show-Jack Haley, 1938-39 (Continental Baking Co., CBS). (F).
- CONNER, KARL F.** Musician, orchestra leader, WOWO-WGL, Ft. Wayne. (V) Conner Bros.
- CONNER, NADINE.** Singer. (R) The Song Shop, 1938 (Coca-Cola Co., CBS). (GA) Vick's Open House (Vick Chemical Co., CBS, Nov. 14, 1938, and Nov. 28, 1938).
- CONNOLLY, VINCENT.** Announcer,

## PROFESSIONAL RECORDS—Continued

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

**CONOLLY, BERNARD W.** Pianist, WPTF, Raleigh.

**CONOVER, HUGH.** Announcer, WJSV, Washington. (R) Local show for Continental Baking Co; others.

**CONRAD, EUGENE.** Writer. (R) Guy Lombardo Orchestra and Burns & Allen (General Cigar Co., CBS); Adventures of Gracie (General Cigar for White Owl, CBS); Burns & Allen (Campbell Soup Co., CBS); also programs for Hudson Motor Car Co., Esso Gasoline, Old Gold, Mennen Co., Brown & Williamson.

**CONRAD, HUGH.** See C. W. Van Voorhis.

**CONRIED, HANS.** Actor. (R) First Nighter, 1936-37 (Campana Sales, NBC Red); One Man's Family, 1937-38 (Standard Brands for Tender Leaf Tea, NBC Red); Thrills, 1937-38 (Union Oil, NBC Red); Hollywood Hotel, 1938 (Campbell Soup, CBS); Tuesday Night Party, 1939 (Lever Bros. for Lifebuoy Soap, CBS); others, since 1936. (F) M-G-M (f). (L) Summer stock.

**CONTE, A. B.** Organist pianist, KDKA, Pittsburgh. (R) Champions of the Keyboard, 1938 (Pittsburgh Coal Co., NBC Blue); programs for Westinghouse, 1932, and Graham Paige Motor Co., 1934.

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

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

# TYRO PRODUCTIONS

## 1697 Broadway

## New York City



## PROFESSIONAL RECORDS—Continued

- \*CONWAY, BILL.** Singer (Member of the **Modernaires**). (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).
- COOK, BILL.** Announcer, KWK, St. Louis. (R) Calling All Cars, 1933 (Rio Grande Oil, CBS); United Remedies Program, 1937 (Mutual). (F) Universal (f).
- COOK, BURR C.** Writer. (R) Friendly Philosopher, 1934 (Corn Products Refining Co., CBS); Cape Diamond Light, 1934-35 (Diamond Coal Co., NBC Blue); Home Sweet Home, 1934-35 (Procter & Gamble for Chipso, NBC Red); Capt. Diamond's Adventures, 1935-36 (Diamond Salt, NBC Blue); Al Jolson, 1935 (Kraft-Phenix Cheese Corp., NBC Red); sustaining: Harbor Lights (NBC Red, 1930-33); The Eternal Question (NBC Red and Blue, 1932-33); Object Matrimony (NBC Red, 1933); Call of the Sea (NBC Red, 1935); It May Have Happened (NBC Blue, 1938); recordings: McAleer Melodists (McAleer Shoe Polish, 1933). Also wrote for Maxwell House Showboat, 1935-36; Log Cabin Dude Ranch, 1936; Palmolive Music Box, 1936; The Shadow, 1937-38; Melody Puzzles, 1937-38.
- COOK, CONSTANCE.** Popular singer, WAVE, Louisville.
- COOK, FRANCES.** See Three Little Words.
- COOK, GEORGE.** Organist, pianist, WLBC, Muncie. (R) Local show for Texas Co.; others.
- \*COOK, HAROLD.** Member of **Kay Thompson Rhythm Singers**. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- COOK, JOE.** Comedian. (R) Colgate House Party, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Circus Night in Silver-town, 1935 (B. F. Goodrich, successively NBC Blue and Red); Shell Show with Joe Cook, 1937 (Shell Oil, NBC Red). (GA) 16 appearances with Rudy Vallee on Royal Gelatin Hour (Standard Brands, NBC Red). (F) Columbia, Paramount (s); shorts. (L) Earl Carroll's Vanities, 1923, "26-27; How's the King, 1925; Rain or Shine, 1928-29; Fine and Dandy, 1930-31; Fanfare (London), 1932; Hold Your Horses, 1933 (s). (V) "One Man Vaudeville Show," 14 years.
- COOK, LOIS & JOE.** Harmony team, KFB, Abilene.
- COOK, PHIL.** M.C., singer, one man show. (R) Phil Cook, the Quaker Man (Quaker Oats Co., NBC Blue); other shows including Morning Almanac and Phil Cook's Almanac, CBS, sustaining; in radio 16 years.
- COOK, THOMAS COFFIN.** Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).
- COOKE, ALISTAIR.** Commentator, dramatic critic. (R) Covered abdication and Sept., 1938, crisis for NBC; NBC dramatic critic, 1937-38. (F) Voice for English edition of the March of Time.
- \*COOKE, GORDON.** Director (R) Jimmie Fidler (P & G, NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue). (Associated with H. W. Kastor & Sons).
- COOKE, HENRY S.** Announcer, WBOW, Terre Haute.
- COOL, GOMER (Texas Rangers).** Musician, actor, writer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Red Horse Ranch, 1934-35 (Socony-Vacuum); Gossip Club, 1936-37 (General Electric Co.); Kellogg's Box K Ranch, 1938 (Kellogg Co.); others. (V) 8 years. (PR) Decca.
- COOL, HARRY.** Singer, KMOX, St. Louis. (R) Phillips Poly Follies (Phillips Petroleum, CBS); local shows. (V) Theatre appearances.
- COOLES, MICHAEL.** Orchestra conductor. (R) The Fun Bug (Barnsdall Refining Corp., CBS).
- \*COOLEY, LEE.** Script writer. (R) Hollywood in Person (General Mills, Inc., CBS).
- COONTZ, EDWARD.** Chief announcer, assistant producer, KVOO, Tulsa. (R) The Fun Bug, 1937 (Barnsdall Refining Corp., CBS). (R) Also KTUL, Tulsa; WKY, Oklahoma City. (L) Stock. Novelist, writer of several film stories.
- COOPER, ADRIAN R.** Program and production director, WFDF, Flint. (R) Also KQV, Pittsburgh.
- COOPER, BERNARR.** Actor, monologist. (R) Death Valley Days (Pacific Coast Borax, NBC Blue); Big Sister (Lever Bros. for Rinso, CBS); David Harum (B. T. Babbit for Bab-O, NBC Red); Rich Man's Darling (Jo-Cur, Kissproof and Outdoor Girl, CBS); Story of Mary Marlin (P & G for Ivory Soap and Flakes, NBC Red and Blue); Ma Perkins (P & G for Oxydol, CBS, NBC Red); others, in-

## PROFESSIONAL RECORDS—Continued

- cluding British Broadcasting series done from NBC. (F) Shorts. (L) Stratford-on-Avon (England); Squaring the Circle and Waiting for Lefty (both road companies) (f). (V) Theatre appearances, night club engagements, here and in England.
- \*COOPER, COURTNEY RYLEY.** Script writer. (R) Big Town (Lever Bros. Co., CBS). Author numerous books, films and magazine articles (especially for the *Saturday Evening Post*).
- COOPER, ELISSE.** Swing and novelty singer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co. for Dole Pineapple, CBS). (F) Warner Bros. shorts. (V) Theatre appearances. (PR) RCA Victor (Bluebird).
- COOPER, HAROLD.** Pianist, WGAU, Athens. (R) Shows with The Spinks Trio—with Mr. and Mrs. Ed Spinks, and Harold Cooper, pianist.
- COOPER, JERRY.** Singer, M.C., (R) Wrigley program, 1935 (William Wrigley, Jr., Co., CBS); Studebaker Champions, 1935 (Studebaker Sales Corp., NBC Red); Tea at the Ritz, 1936 (Pompeian Cosmetics, CBS); Kreuger Musical Toast, 1936-37 (Kreuger Brewing Co. NBC Red, CBS); Jerry Cooper, 1936-37 (Procter & Gamble for Drene Shampoo, NBC Blue); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS); Vocal Varieties, currently (Lewis-Howe Co. for Tums, NBC Red). (F) Warner Bros. (f); shorts. (V) Theatre appearances, 1935-36.
- \*COOPER, WILLIS.** Script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS).
- \*COPE, DON.** Director. (R) Good News of 1939 (General Foods Corp., NBC Red). (Associated with Benton & Bowles).
- COPE, FRANK N.** Master of Ceremonies, KJBS, San Francisco. (V) Boyd Senter and His Senterpedes, 1923-27. (PR) RCA Victor, Perfect, Velvetone.
- COPELAND, CLYDE.** Hillbilly singer and musician, KFBB, Great Falls. (R) Also KCMO, Kansas City; WIL, St. Louis; KNX, Los Angeles, and others in past 15 years. (V).
- COPELAND, LOU.** Singer, guitarist, KFBB, Great Falls. (R) Also KHQ and KGA, Spokane; KNX, Los Angeles. (V) Theatres and night clubs.
- CORBEIL, PAUL-EMILE.** Vocal arrange-

# PEGGY WALL

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FOR COLGATE

THROUGH BENTON & BOWLES—CHICAGO, INC.

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"IT CAN BE DONE"

AND OTHER DRAMATIC SHOWS ORIGINATING IN CHICAGO

## PROFESSIONAL RECORDS—Continued

- ments, CJBR, Rimouski. Network (Canadian Broadcasting Corp., NBC, Mutual) and local (CKAC, CHLP, CFCF, Montreal and WHN, WMCA, New York) programs for past 15 years. (F) Shorts.
- CORBIN, CHARLES P.** Program director, announcer, news editor, KELA, Centraalia. (R) Football and basketball broadcasts, 1937-38 (Associated Oil, NBC Red and Blue); special events carried by Mutual and NBC.
- CORCORAN, RED.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS). (Also film and vaudeville actor).
- \*CORDNER, BLAINE.** Pepper Young's Family (P & G, NBC Red and Blue).
- CORDNER, PAUL.** Singer, musician. (Member of Kidoodlers). (R) Transcriptions for Imperial Tobacco, 1938, and Dr. Pepper Bottling Co., 1939. (GA) 1937-38: Town Hall Tonight (Bristol-Myers, NBC Red); Ford Program (CBS); Gulf program (CBS). (F) Furnish musical background for Fleisher Cartoons. (V) The Kidoodlers. (PR) Vocalion.
- COREY, HELEN.** Singer, KOWH, Omaha.
- COREY, VIRGIL.** Play-by-play sports editor and announcer, KANS, Wichita.
- CORKEN, MAURICE.** News commentator, WHBF, Rock Island.
- CORLEY, STAN.** Announcer, WIND, Gary. (R) Also WHIP, WWAE, Hammond.
- CORNELL, LILLIAN.** Singer, WMAQ-WENR, Chicago. (R) Sustaining shows.
- \*CORNELL, SYD.** Script writer. (R) Joe Penner, 1938-39 (General Foods, CBS).
- CORNELL, THOMAS J.** Musician, WWJ, Detroit. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.
- CORNETT, ALICE.** Singer. (R) The Songshop, 1937-38 (Coca-Cola Co., CBS). (GA) Hammerstein Music Hall, June 8, 1937. (V) Night clubs.
- CORNETT, EVELYN E.** Singer, WMEX, Boston. (L) Concerts and light operas.
- CORNING, ERASTUS (Tip).** Announcer, WOKO-WABY, Albany. (V) Personal appearances, Tip Corning & His Orchestra.
- CORNING, WALTER D.** Writer, producer, WNOX, Knoxville. (R) Also stations in Chicago, Cincinnati, Memphis.
- CORNWELL, BLAINE.** Singer, announcer, writer, KXOX, St. Louis. (R) Also KVOO, Tulsa; KXOK, St. Louis; WFBR Baltimore; WRC, Washington.
- CORRALL, TONY G.** Orchestra leader (The Royal Castillians), KTAR, Phoenix. (F) Golden West Picture Co. (V). Hotel appearances.
- CORRELL, CHARLES.** See Amos 'n' Andy.
- CORRIGAN, JOHN J.** Announcer, actor, producer, director, KWOS, Jefferson City. (R) Also WCBS, Springfield.
- CORREY, RUSSELL A.** Pianist, WHO, Des Moines. (V) Leader of orchestra for hotel and floor shows.
- CORTEZ, JAMES.** Comedian, singer, yodeler, WWVA, Wheeling. (R) Also WSCH, Charleston. (V).
- CORWIN, NORMAN.** Director. (R) Words without Music (CBS); others, in capacity of director of CBS sustaining shows; also WBZ-A, Boston; WQXR, New York; WMAS, Springfield; guest appearances, Mutual and NBC Red. (Head of radio bureau, 20th Century-Fox, 1936-38). Author, special radio scripts.
- \*COSENTINO, NICHOLAS.** (R) CBS shows.
- COSLETT, FRANKLIN D.** Sports announcer, producer, director, WBRE, Wilkes-Barre. (R) Local shows for Atlantic Refining and others. (L) Death Takes A Holiday, Lightnin', others. (V) Texas Tumbleweeds.
- \*COSTE, FELIX.** Producer. (R) The Songshop, 1937-38 (Coca Cola Co., CBS).
- COSTELLO, DON.** Dramatic actor. (R) Your Hit Parade, 1937-38 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Pepper Young's Family, 1937-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); Gang Busters, 1938 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Second Husband, 1938-39 (Bayer's Aspirin, CBS); The Mighty Show, 1938-39 (Penick & Ford, Ltd., for My-T-Fine Dessert, CBS); others, including sustaining. (F) Warner Bros. shorts. (L) The Last Mile, 1930-31; Face the Music, 1935; Ghost of Yankee Doodle, 1937-38 (f). (V) The Prodigal Father, over seven years; others.
- COSTELLO, JAMES.** Writer. Prepares announcements for international pick-

## PROFESSIONAL RECORDS—Continued

- ups, New York speakers, special events, musical programs, etc. (NBC staff writer.)
- COSTELLO, JOHN P.** Announcer. (R) R & R Revellers, 1936-38 (Richardson & Robbins, WJZ, New York City); Vox Pop, 1937-38 (Cummer Products for Molle Shaving Cream, NBC Red); Radio Newsreel, 1937-38 (Cummer Products for Energine, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); R & R Entertainers, 1938-39 (Richardson & Robbins Boned Chicken, NBC Red and Blue); Battle of the Sexes, 1938-39 (Cummer Products for Energine, NBC Red); Fitch Bandwagon, 1938-39 (F. W. Fitch Co., NBC Red).
- COSTELLO, LOU.** See Abbott & Costello.
- COTE, BERT.** Pianist, musical director, WCOU, Lewiston.
- COTE, L. EMILE.** Choral conductor. (R) Pet Milky Way, 1936-39 (Pet Milk, CBS); others, including programs and transcriptions for Maxwell House Coffee, Bayer Aspirin, Palmolive, Goodrich Tires, Kellogg, Chevrolet, Pontiac, I. J. Fox, etc. (L) Student Prince, Sidewalks of New York, Lucky. (Owner of The Modern Choir.)
- COTTER, FRANK L.** Announcer, musical director, WSAR, Fall River.
- \***COTTON, LARRY.** Singer. (R) Horace Heidt & His Brigadiers (Stewart-Warner Corp., NBC Red).
- \***COUGHLIN, BUNNY.** Baritone. (R) Steinnie Bottle Boys, 1937-38 (Glass Container Association, NBC Blue).
- COUGHLIN, ROLLA J.** Musical director, KWK, St. Louis.
- \***COULOURIS, GEORGE.** Actor. (R) Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS).
- COULTER, DOUGLAS.** Producer. (R) Chesterfield Presents and Chesterfield Program (Liggett & Myers Tobacco, CBS); others. (CBS staff producer.)
- COULTHURST, ALBERT E.** Singer, WEBR, Buffalo. (V) Theatre appearances.
- COURBOIN, DR. CHARLES M.** Solo organist. (R) Sustaining program since 1935 (Mutual). (GA) Magic Key of

MEREDITH  
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## PROFESSIONAL RECORDS—Continued

- RCA, 1937. (Formerly organist of Antwerp Cathedral; concert work; organ designer.) (PR) RCA Victor.
- COURTENNEY, FAY.** Actress, FTRD. (R) Shows on WABC and WOR, New York. (F) Educational films (Paramount). (L) Shows for Belasco, Shubert, others; stock. (V) Out of the Night.
- COURTNEY, ALAN.** M.C., singer, comedian. (R) Alan Courtney's Joymakers, 1936-38 (participation; sponsors included Howard Co., Westinghouse Refrigerator Dealers, General Supply, Antonio Beauty Shops and others; WNEW, New York); Alan Courtney's Candid Mike, 1938 (Madison Personal Loan, WMCA, New York); Alan Courtney's Gloomchasers, 1938-39 (sustaining, Mutual); also WHN and WINS, New York. (V) Theatre and night club appearances, 1934-38. (PR) Vocalion.
- COUTURE, EDWARD J.** Announcer, WDEV, Waterbury. (F) Shorts (M-G-M). (L) 1937-38. (V) Theatre appearances; also singer with orchestra, 1937-38.
- COVELL, ROBERT R.** Music research. (R) Music and American Youth, 1935-38 (sustaining, NBC Red); Metropolitan Opera, 1937-38 (sustaining, NBC Blue).
- COWAN, ALVIN E.** Announcer, continuity director, KNOW, Austin.
- COWAN, THORBURN.** Writer, producer, M.C., singer, KMPC, Beverly Hills. (R) Also KNX, Los Angeles; Mobile Magazine, 1935-36, CBS. (L) Belle of New York (f).
- \*COWARD, CHARLES J.** Director. (R) Hello Peggy (Drackett Co., NBC Red). (Associated with Ralph H. Jones Co.)
- COWLEY, SAM.** See the Three Romeos.
- COX, JAMES E.** Writer, producer, actor, WKY, Oklahoma City. (R) Also KFAB-KFOR, Lincoln. (L) 1935.
- COY, JAMES.** Announcer (special events, news), KCMO, Kansas City. (R) Also Procter & Gamble transcriptions; WGR, Buffalo; WCAU, Philadelphia; KMBC, Kansas City; Road of Life, 1939, as free lance actor (Procter & Gamble, NBC Red and CBS).
- COYLE, STACIA.** Actress, CJRC, Winnipeg.
- COZATT, PERRY, JR.** Singer, WDAN, Danville. (L) 1937.
- CRADDOCK, DEON.** Contralto. (R) Program of the Week, 1933 (Schlitz Brewing Co., CBS); Doty & Johnny, 1934 (Murine Co., Mutual); Four Stars Tonight, 1937-38 (4-Way Cold Tablets, WLW Line); Hoosier Housewarming, 1938 (F & F Cough Drops, WLW, Cincinnati). (GA) Tums, Fendrich Cigar programs.
- CRADDOCK, JACK.** Sports announcer, KDKA, Pittsburgh. (R) Boxing Matches, 1936 (Adam Hats); Pittsburgh Pirates Baseball Games, 1938 (General Mills & Socony-Vacuum); other stations. (V) Theatre appearances.
- CRAGO, WILLIAM T.** Announcer, WRC-WMAL, Washington.
- CRAIG, BENNY.** Sports announcer, newscaster, KARK, Little Rock. (R) Also KRLA, Little Rock; Sports Review, 1934-39 (BC Remedy Co.); baseball, 1936-38 (Wheaties). (V) Theatre appearances.
- CRAIG, DOUG.** See the Escorts & Betty.
- CRAIG, KEN.** Announcer, singer, KSFO, San Francisco. (R) Goodyear Program, KNX, Hollywood, 1938.
- CRAIG, NANCY BOOTH.** See Alice G. Maslin.
- CRAIG, RENA.** Dramatic actress. (R) Your Unseen Friend, 1937 (Personal Finance Co., CBS); Parents Magazine, 1937 (Parents Magazine, Mutual); Junior G-Men, 1937-38 (Fischer Baking Co., Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); also transcriptions, 1936 (Light & Power Co.) (LS) Ave Maria Hour and St. Anthony Hour, 1936-38 (Graymoor Friars, WMCA, New York City). (F) Commercial. (L) Tour with Katharine Cornell, 1935; stock, 1935-36.
- CRANDALL, BRADFORD F.** Actor, WDAF, Kansas City. (R) Also KXBY, Kansas City. (L) Dramatic productions since 1900. (V) Burlesque and circuit engagements, 1915-29.
- CRANDALL, MARK C.** Announcer, producer, KFEL, Denver. (R) National AAU Basketball Games, 1937 (Chevrolet Motor Co.); formerly manager of KOVC, Valley City.
- CRANE, DICK.** Announcer, singer, KGKO, Fort Worth. (R) Also KBTM, Jonesboro; KLRA, Little Rock; KMLB, Monroe; WCOC, Meridian; Time to Shine, 1938 (Griffin Mfg. Co., NBC Blue); also local shows for Nash Mfg. Co., Montgomery Ward, and Coca-Cola Bottling Co., 1937.
- CRANE, RUTH F.** Continuity writer,

## PROFESSIONAL RECORDS—Continued

household advisor, commercial editor, WJR, Detroit.

**CRANE, WALTER.** Actor, FTRD. (R) Various sustaining shows on CBS and Mutual. (F) Warner Bros.; shorts. (L) Theatre Guild. (V) Circuit engagement.

**CRAVEN, OPAL.** Singer. (R) Carnation Contented Hour (Carnation Milk, NBC Red). (LS) Builders of Happiness (Builders Life Insurance Co., WBBM, Chicago); Northerners (Northern Trust Co., WGN, Chicago).

**CRAVENS, KATHRYN.** Commentator. (R) News Through a Woman's Eyes, 1936-38 (Pontiac Motor Co., CBS); others since 1931. (F) Silent pictures. (L) Stock, with Mary Hart Players, Arthur Casey Co. and others.

**CRAWFORD, BOB.** Announcer, newscaster, WTOG, Savannah.

\***CRAWFORD, JESSE.** Organist. (R) Between the Bookends, currently (sustaining, NBC); Jesse Crawford's Melody Hour, 1929, and Royal's Poet of the Organ (with Mrs. Jesse Crawford), 1929-31 (Royal Typewriter Co., CBS); others. (F) Shorts, singly and with Mrs. Crawford.

(V) Theatre appearances, many years, singly and with Mrs. Crawford. (PR) Practically all companies.

**CRAWFORD, ROBERT (Texas Rangers).** Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937; Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances.

**CRAWFORD, SAM L.** Newscaster and editor, KGY, Olympia.

**CRAWFORD, VERNON.** Announcer, WFIL, Philadelphia. (R) True or False, 1938 (J. B. Williams Co., NBC Blue); also Philadelphia Symphony Orchestra Concerts to Mutual and Canadian Broadcasting Corp.; local shows for Sears, Roebuck & Co., others. (F) Short.

**CREEDON, DICK.** Script writer. (R) Mickey Mouse Theatre of the Air (Pep-sodent Co., NBC Red).

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

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



**Robert Armbruster**

*Musical Director*

**Chase and Sanborn Hour**

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## PROFESSIONAL RECORDS—Continued

- Quin Ryan's News Commentary, 1939 Bathasweet Corp., Mutual). (Associated with H. M. Kiesewetter).
- CRITES, DALBEY.** Musician, WFAA, Dallas. (F) Paramount, 1932
- CROCKER, BETTY.** Home economist. (R) Betty Crocker (General Mills, Inc., CBS).
- CROCKER, J. W.** Director, KRLD, Dallas. (R) Also KTSA, WOAI, San Antonio; local shows including Borden program. (L) Stock, 1932-33. (V) Theatre appearances.
- CROCKETT, ALAN B.** Entertainer, WLS, Chicago. (R) Also KNX, Los Angeles; show for Miles Laboratories, Inc. (F) Shorts. (V) 1928-32. (PR) Brunswick, Crown, Decca.
- CROMWELL, RICHARD.** Actor. (R) Those We Love, 1938-39 (Lamont Corliss & Co., NBC Blue). (F) Columbia, RKO, Fox, Paramount. (L) So Proudly We Hail, 1936 (s).
- CRONENBOLD, ED (Texas Rangers).** Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937; Corn Flake Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances. (PR) Decca.
- CRONICAN, LEE.** Announcer. (R) Beatrice Fairfax (Hecker Corp., Mutual).
- \*CRONIN, FRANCIS J.** (R) Local shows on WAAB, Boston.
- CROOK, GEORGE.** Organist. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Betty Moore (Benjamin Moore & Co., NBC Red).
- CROOKS, RICHARD.** Tenor. (R) Voice of Firestone, 1931-39 (Firestone Tire & Rubber Co., NBC Red). (GA) Programs of Ford Motors, 1936 and 1937; Lucky Strike Cigarettes, 1937; General Motors, 1937; others. (Also recitals and operatic work).
- \*CROOM-JOHNSON, AUSTEN.** Producer. (R) NBC shows.
- CROSBY, BING.** Singer, actor, M. C. (R) Chesterfield Program, 1933 (Liggett & Myers Tobacco Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Kraft Music Hall, 1936-39 (Kraft-Phenix Cheese Corp., NBC Red). (GA) Lux Radio Theatre, Nov. 8, 1937 (Lever Bros. Co., CBS); Paul Whiteman Program, Dec. 31, 1937 (Liggett & Myers Tobacco Co., CBS). (F) Paramount. (V) Member of Paul Whiteman's Rhythm Boys (with Al Rinker and Harry Baris); personal appearances; records.
- CROSBY, BOB.** Orchestra leader. (R) Camel Caravan, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes, Mutual, 1938-39; CBS, 1939); also network sustaining; Rogers and Gallet Program, 1935. (F) Paramount shorts. (V) Theatres, hotels.
- CROSBY, LEW.** Announcer, commentator. (R) Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales for Woodbury Soap, NBC Blue); Lum and Abner, 1938-39 (General Foods for Instant Postum, CBS); Tommy Dorsey's Orchestra (Raleigh and Kool, NBC Red); Hollywood Hotel, 1938 (Campbell Soup, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (L) Repertoire, 1930 (f).
- CROSLEY, ALMA.** Singer, bass violinist, WWVA, Wheeling. (R) Local shows for Pinex, Brown & Williamson Tobacco Co., Sterling Products, Crazy Water Crystals. (V) 3 years.
- CROSS, C. C. (Skeet).** Continuity writer, actor, KMA, Shenandoah. (R) Iowa State Network and local shows. (F) Commercial shorts. (L) Stock (f). (V) Theatre appearances.
- CROSS, GLENN.** Singer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); Johnny Presents, 1937-39 (Philip Morris & Co., CBS); Philip Morris Program, 1937-39 (Philip Morris & Co., NBC Red). (LS) New York on Parade, 1937-38 (Consolidated Edison, WEA, New York City); Schaefer Revue, 1937-38 (Schaefer Brewing, WEA, New York City); as member of the Enna Jettick Seven on Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).
- \*CROSS, GORDON.** Singer (Member of the Enna Jettick Seven). (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC).
- CROSS, HUGH.** Singer, WWVA, Wheeling. (R) Also Mutual, WLS, Chicago; WLW-WSAI, Cincinnati; shows for Brown & Williamson Tobacco Co., others. (V) Theatre appearances, 12 years. (PR) Decca.
- CROSS, JOE.** Script writer. (R) What's My Name? 1938-39 (Philip Morris & Co., Ltd., Mutual).
- CROSS, MILTON J.** Announcer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA

## PROFESSIONAL RECORDS—Continued

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

**CROTEAU, JULIETTE.** Pianist, CHRC, Quebec.

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

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

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

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

**CROWLEY, MATTHEW D.** Actor (straight

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

\***CROWTHERS, BOSLEY.** Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).

**CROXFORD, LLOYD M.** Singer, KFBB, Great Falls.

**CROXTON, THOMAS W., JR.** Announcer, WIOD, Miami.

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

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

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## PROFESSIONAL RECORDS—Continued

- CRUMIT, FRANK.** Singer, M. C. (R) Blackstone Plantation, 1929-33 (Blackstone Cigars, CBS); Tea Time, 1931-36 (General Baking Co., CBS); Town Hall Tonight, 1933 (Bristol-Myers Co., NBC Red); Gulf Presents Crumit & Sanderson, 1936 (Gulf Refining Co., CBS), Heinz Magazine of the Air, 1937 (H. J. Heinz, CBS); The Songshop, 1937-38 (Coca-Cola Co., CBS); Battle of the Sexes, 1938-39 (Cummer Products for Molle Brushless Shave, NBC Red); others. (F) Shorts. (L) No, No, Nanette; Queen High; Betty Be Good; Shuberts, 1928. (V) Three Collegians, 1911; Julia Sanderson & Crumit.
- CRUMP, OWEN.** Writer, producer, M.C. (R) Grouch Club, 1938-39 (General Mills, CBS); Let's Go Hollywood, 1939 (Ford Motor Co., Mutual).
- CRUMPTON, CHARLES.** Actor, writer, director, FTRD. (R) Palmolive Beauty Box Theatre (Colgate-Palmolive-Peet, CBS); Lux Radio Theatre (Lever Bros., CBS); Maxwell House Showboat (General Foods, NBC Red); others; also sustaining shows on WABC, WEA, WJZ, WOR, New York.
- CRUTCHFIELD, CHARLES H.** Announcer, program director, WBT, Charlotte. (R) Also WRDW, Augusta; local shows for Atlantic Refining Co., others.
- CRUZ, VERA.** Singer, WTAM, Cleveland. (R) Also WELI, New Haven; WMBO, Auburn.
- CUBBERLY, DAN.** Announcer, continuity writer, special events and newscaster, KGY, Olympia. (R) Also sustaining Mutual shows.
- CULHANE, ELEANOR.** Actress, WBRY, Waterbury.
- CULKIN, PHIL.** Actor. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- CULL, RICHARD, SR.** News commentator and editor, WHIO, Dayton.
- CULVER, HAL.** Announcer, singer, WLS, Chicago. (R) Local shows for Allis-Chalmers, Aladdin Lamp and others. (F) Commercial shorts.
- CUMBERLAND RIDGE RUNNERS.** Musicians, singers, WJJD, Chicago.
- CUNNEEN, NORA.** Character actress. (R) Uncle Ezra, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Red). (LS) Two Old Timers, 1928-32 (Hoffman Coffee Co.). (F) Featured. (L) Productions by Mort Singer, Boyle Woolfolk. (V) Barrett & Cunneen, 20 years.
- CUPP, RODERICK.** Producer, WLS, Chicago.
- CURLEY, LEO.** Actor (characters, heavy leads). (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Johnny Presents, 1936-38 (Philip Morris & Co., NBC Red); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS); Pepper Young's Family, 1937-38 (Procter & Gamble, NBC Red); Just Plain Bill, 1938-39 (Anacin, Kolynos, CBS); Road of Life, 1938-39 (P & G, CBS). (F) Universal, Fox; shorts. (L) Productions by William Harris, Guthrie McClintock, Theatre Guild, A. H. Woods, and others. (V) The Lash; She Had to Tell Him.
- \*CURRAN, VINCENT.** Singer. (R) NBC shows.
- CURREN, JACK.** Announcer, singer, producer, WFBL, Syracuse. (R) Also WKRC and WLW, Cincinnati. (L) Concert recitals.
- CURREN, THELMA.** Musical director, organist, assistant program director, WFBL, Syracuse. (R) Local show for Benjamin Moore Paint Co., others.
- CURTIN, JOSEPH.** Actor (leads, juvenile leads), announcer, narrator. (R) Our Gal Sunday, 1937-38 (Anacin, Kolynos Toothpaste, CBS); Famous Actors Guild Presents Second Husband, 1937-39 (Bayer Aspirin, CBS); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS). (L) Merchant of Venice (Maude Adams and Otis Skinner), 1931-32; Ruy Blas (Walter Hampden), 1933; Searching for the Sun, 1936.
- \*CURTIS, NATHANIEL.** Script writer. (R) Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (Wm. R. Warner, NBC Blue).
- CUTHBERTSON, JOHN.** Actor. (R) Dogs and Gold, 1937-38 (H. Moffatt Co., CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). Currently with KSFO, San Francisco.
- \*CYDE, SYLVIA.** Singer, WOR, New York.

# PROFESSIONAL RECORDS—Continued

## D

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

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

**DAHLSTEAD, DRESSER M.** Announcer. (R) Standard School Broadcast, 1935-38 (Standard Oil of California, NBC Pacific Red); Death Valley Days, 1936-38 (Pacific Coast Borax Co., NBC Red); The Hughesreel, 1938 (Borden Co., NBC Red); Standard Symphony, 1939 (Standard Oil of California, NBC Pacific Red); Fitch Band Wagon, 1939 (F. W. Fitch Co., NBC Red); Rudy Vallee Hour, 1939 (Standard Brands for Royal Desserts and Fleischmann's Foil Yeast, NBC Red); I Love a Mystery, 1939 (Standard Brands, NBC Pacific Red). (Member NBC San

Francisco staff, 1932-38; currently, NBC Hollywood staff).

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

**\*DAIGHEAU, KENNETH.** Actor. (R) Gang Busters (Colgate-Palmolive-Peet Co. for Palmolive Brushless Shave, CBS); The Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS).

**DAILEY, TOM.** Announcer, sportscaster, singer, KVOO, Tulsa. (R) Educational shows (NBC) and special events (Mutual); also KMOX, KWK, St. Louis; WDOD, Chattanooga; WLAC, Nashville; transcriptions. (V) Aunt Jemima showboat, 1930.

**DALE, GEORGE.** News commentator, continuity writer, WJLS, Beckley. (R) Also WTBO, Cumberland.

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



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- D'ALEMBERTE, HELEN.** Actress, director, WCOA, Pensacola. (L) Director, Pensacola Little Theatre.
- DALLAS, EVERETT T.** Musician, KHQ-KGA, Spokane.
- DALTON, ARTHUR D.** Musician, WNOX. Knoxville, Tennessee. (V) Theatre appearances.
- DALTON, JACK.** First Tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.
- DALTON, KELLY.** Lead voice, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.
- DALTON, PETE.** Second tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.
- DALY, JOHN C., JR.** Commercial and special events announcer, WJSV, Washington. (R) Gunther Swing Party, 1938-39; special events for WJSV-CBS. (L) Peabody Players, 1933.
- DALY, TOM.** Sports announcer, CKOC, Hamilton.
- DAMEREL, DONNA.** See under Myrt & Marge.
- DAMERON, CHARLES.** Singer, actor, M. C. (R) Famous Jury Trials, 1936-37 (Mennen Co., Mutual). (LS) Featured on WLW, Cincinnati, shows, past 10 years. (V) Theatre appearances.
- DAMROSCH, WALTER.** Musical conductor, composer. (R) NBC Music Appreciation Hour, 1928-39 (sustaining, NBC Blue); Packard Cavalcade, 1934 (Packard Motor Car Co., NBC Blue). (GA) Magic Key of RCA, Feb. 13, 1938 (RCA, NBC Blue). Chairman of the Program Committee for Music, New York World's Fair.
- \*DANCER, MIX.** Director. (R) Get Thin to Music, 1938 (General Mills, Mutual). (Associated with Blackett-Sample-Humert).
- DANE, FRANK.** Actor (light comedy, character juveniles, leads). (R) Story of Mary Marlin (P & G for Ivory Soap, NBC Red and Blue); It Can Be Done, with Edgar Guest (Household Finance Co., CBS); First Nighter (Campana Sales for Italian Balm, Dreskin, Coolies, D.D.D., CBS); Road of Life (P & G for Chipso, NBC Red); Arnold Grimm's Daughter (General Mills for Softasilk, NBC Red and Blue); others since 1928. (L) The Gorilla; Companionate Marriage; The Merry-Go-Round; Cradle Snatchers; stock (f).
- DANE, TOM.** Newscaster, WBAL, Baltimore. (R) Also WIP and KYW, Philadelphia; WRUF, Gainesville; transcriptions.
- DANIEL, FLAVIUS.** News analyst, actor, M.C., CKAC, Montreal. (V) French shows in Province of Quebec.
- \*DANIELS, HELENE.** Singer, WOR, New York.
- \*DANIELS, LESLIE.** Director. (R) Curtain Time (General Mills, Mutual); Jack Armstrong (General Mills, NBC Red). (Associated with Blackett-Sample-Humert).
- DANIS, LEW.** Dramatic actor. (R) Unfinished Headlines, 1938 (Sachs, Inter-City); Ave Maria, 1938 (Inter-City); Ivory Masques, 1938 (Procter & Gamble, WOV and WPEN, New York). (Italian programs). (F) Foreign films (s); Warner Bros. shorts. (L) Tapestry in Gray (Broadway), Mulatto and One Good Year (road); formerly child star in the Italian theatre.
- D'ANNA, EDWARD.** Musical director. (R) Carborundum Band Program, 1927-38 (Carborundum Co., CBS).
- D'ARTEGA.** Conductor, composer, arranger. (R) Jell-O Summer Show, 1937 (General Foods for Jell-O, NBC Red); Tim & Irene, 1937-38 (Admiral Shampoo, Mutual). (LS) Stepping Along, 1939 (Enna Jettick Shoes, WABC, N. Y.) (F) Shorts. (V) Olsen & Johnson, 1927-30. Guest con-

## PROFESSIONAL RECORDS—Continued

ductor, Buffalo theatre, 9 weeks in 1938, St. Louis theatre, one year.

**\*DARWIN, GLENN.** Singer. (R) NBC shows.

**DAUM, MARGARET E.** Lyric soprano. (R) Semi-finalist, Metropolitan Opera Auditions of the Air, 1937 (Sherwin-Williams Paints, NBC Blue); Hammerstein Music Hall (Anacin, CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); The Goldbergs (P & G, NBC Red and CBS); Major Bowes Capitol Family, 1938-39 (CBS); featured on CBS sustaining program with symphony orchestra for 62 weeks. (L) *Revenge with Music*, 1935; Civic Light Opera Co., 1936; Metropolitan Opera, 1937; St. Louis Municipal Opera, 1937; others. (V) Theatre appearances, 52 weeks.

**DAVIDSON, BILL.** Writer, commentator, comedian, M.C., KFRC, San Francisco. (R) Shows for Greyhound Bus, Roma Wine, and others.

**\*DAVIDSON, DAVID.** Script contributor, dialogue writer. (R) Famous Actors Guild Presents Second Husband (Bayer, CBS); Just Plain Bill (Kolynos, Anacin, NBC Red).

**DAVIDSON, GRETCHEN.** Actress (ingenue). (R) Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); has also played, intermittently, with Burns & Allen, Kate Smith, Eddie Cantor, Guy Lombardo, Floyd Gibbons and others. (L) Many Mansions, 1937-38.

**DAVIDSON, THOMAS W.** Announcer, concert baritone, CKY, Winnipeg. (R) Also Canadian Broadcasting Corp. (F) Commercials. (V) Theatre appearances.

**DAVIES, DON.** See Men of the West.

**DAVIES, EDWARD.** Singer, WMAQ-WENR, Chicago. (L) 1925-27. (V) Theatre appearances.

**DAVIES, EDWARD.** Singer. (R) NBC Minstrels and Word & Music (sustaining, NBC). (L) Student Prince (f). (V) Theatre appearances. (NBC staff singer).

**DAVIES, ERIC.** Announcer, baritone, CKY, Winnipeg. (R) Also CKX, Brandon. (Formerly chief announcer and manager, CKX).



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## PROFESSIONAL RECORDS—Continued

- DAVIS, ARTHUR.** See the Pioneer Quartet.
- DAVIS, BOB.** Announcer, WDAF, Kansas City.
- DAVIS, CHARLES ("Chuck").** Accordionist, violinist, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; KMA, Shenandoah; WNAX, Yankton.
- \*DAVIS, DICK.** Member of the Signaleer Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).
- DAVIS, DOROTHY J.** Vocalist, WLW-WSAI, Cincinnati. (R) Avalon Time (Brown & Williamson Tobacco Co., NBC Red); Uncle Walter's Dog House (Brown & Williamson Tobacco Co., NBC Red); local shows.
- DAVIS, EDITH.** Actress. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red); Betty & Bob (General Mills, Inc., CBS); Stepmother (Colgate-Palmolive-Peet Co., CBS).
- DAVIS, JOHN J.** Announcer, WWSW, Pittsburgh.
- DAVIS, MEB.** Announcer, WRNL, Richmond. (R) Football for Atlantic Refining Co. (Virginia Broadcasting System).
- DAVIS, OWEN, JR.** Juvenile leads. (R) The Goldbergs (Procter & Gamble, NBC Red); Those We Love (Lamont Corliss & Co., NBC Blue); Soconyland Sketches (Socony-Vacuum, NBC Red). (F) RKO, Fox (s, f). (L) Juvenile roles. (V) Dramatic sketch; theatre appearances.
- DAVIS, PHIL.** Orchestra leader. (R) Avalon Time, 1938-39 (Brown & Williamson for Avalon Cigarettes, NBC Red); Uncle Walter's Dog House, 1939 (Brown & Williamson for Raleigh Tobacco, NBC Red; previously heard over WLW only); Four Stars Tonight (Beaumont Laboratories for 4-Way Cold Tablets; live show on WLW, Cincinnati, transcriptions, coast to coast). (F) Paramount (f); shorts. (V) Stage presentations. (PR) RCA Victor.
- DAVIS, RAYMOND L.** Violinist, WKY, Oklahoma City. (R) NBC, CBS, and local shows. (V) Theatre appearances, 1923-24. (PR) RCA Victor.
- DAVIS, REX** (previously known as **FRANK W. ZWYGART, FRANKLYN STEWART**). Announcer, sports and special events commentator, singer, WKY, Cincinnati.
- \*DAVIS, STANLEY.** Musician. (R) John's Other Wife (Old English, BiSoDol, NBC Red).
- DAVIS, TED.** Pianist, orchestra leader, WAGM, Presque Isle.
- DAVIS, TYLER.** Director, producer. (R) Woman's Magazine of the Air, 1938-39 (Chas. B. Knox Gelatine Co., NBC Pacific Red); Rhyming Minstrel, April to July, 1938 (Bosco Co., Mutual). (Radio director, Kenyon & Eckhardt).
- DAVIS, WILLARD M.** Announcer, KRKD, Los Angeles. (F) 20th Century-Fox. (L) Stock.
- DAVISON, EDWARD.** Dramatic actor, writer. (R) Betty & Bob, 1937 (Gold Medal Flour, NBC Red); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue); Don Winslow, U.S.N., 1937-39 (NBC Blue).
- DAWES, SYLVIA.** Commentator, newscaster, interviewer, WTCN, Minneapolis.
- DAWN, DOLLY.** Singer (George Hall Orchestra). (R) Lou Little Club, 1936 (Borden Farm Products Co., Mutual); Imperial Tobacco program, 1939 (Canadian Broadcasting Corp.); sustaining broadcasts from hotel with George Hall Orchestra; transcriptions. (F) Shorts. (V) Theatre appearances, 3 years. (PR) Vocalion.
- DAWSON, MARK.** Singer, WCAU, Philadelphia. (L) Appearance with Philadelphia Orchestra, 1937.
- DAWSON, NICK.** Actor. (R) Dangerous Paradise (John Woodbury, Inc., NBC Blue); Follow the Moon (Lehn & Fink, CBS). (L) Stock. (Once with Barnum & Bailey Circus.)
- \*DAWSON, STUART.** Producer. (R) Manhattan Mother, 1939 (P & G, CBS).
- DAY, CHARLES.** Singer. (R) Gem Highlights, 1933 (Gem Razors, NBC Red and Blue); Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Johnny Presents, 1937-38 (Philip Morris & Co., CBS, NBC Red); Pick & Pat in Pipe Smoking Time, as member of the Eton Boys, 1938-39 (U.S. Tobacco for Model, CBS); also programs for Socony-Vacuum, 1935, United Cigar Co., 1936. (F) Universal (f); shorts. (L) Le Maire's Affairs, 1928 (f). (V) Eton Boys. (PR) Cameo, Brunswick.
- \*DAY, DOLLY.** Actress. (R) Jenny Peabody (F. & F. Laboratories, Inc., CBS).

## PROFESSIONAL RECORDS—Continued

**DAY, ELIZABETH.** Dramatic actress. (R) Broadway Varieties, 1934-35 (BiSoDol, CBS); Five Star Jones, 1935-37 (Mohawk Carpet Mills, 1935-36, CBS; Procter & Gamble for Oxydol, 1936-37, NBC Blue); Alias Jimmy Valentine, 1938 (Larus & Brother for Edgeworth Tobacco, NBC Blue); Court of Human Relations, 1938 (Vadco Sales Corp., Mutual). (L) The World Between, 1932; The Web, 1932; Dinner at Eight, 1933.

\***DAY, JACK.** Singer. (Member of the Eton Boys). (R) Pick & Pat in Pipe Smoking Time (U. S. Tobacco, CBS); Model Minstrels (U. S. Tobacco, CBS).

**DAY, JANE.** Actress, continuity writer, WNAC-WAAB, Boston. (R) Also Yankee Network.

**DAY, JOHN H.** Announcer, WSJS, Winston-Salem.

**DAY, NOLA.** Contralto. (R) Guest on Magic Key of RCA, 1938 (Radio Corporation of America, NBC Blue); NBC sustaining programs. (F) Shorts. (L) Guest with Portland Symphony Orchestra.

**DEAN, BILL.** Announcer, WDAY, Fargo.

**DEAN, FREDDIE.** Guitarist, KGNC, Amarillo. (R) Also KFJZ, Fort Worth. (V) Theatre and club appearances. (PR) Decca.

**DEAN, HONEY.** Song stylist. (R) Maxwell House Showboat, 1938 (General Foods for Maxwell House Coffee, NBC Red); Two on a Shoestring, 1938 (Oakland Chemical for Dioxogen Face Cream, Mutual); others, not current, including guest appearances on Borden, Life Savers and Bristol-Myers programs. (PR) Brunswick.

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

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

**DEANE, BOBBE.** Comedienne, ingenue, imitator of children's voices and babies' cries. (R) Hawthorne House (Wesson Oil & Snowdrift, NBC Red); My Secret Ambition (Durkee Famous Foods, CBS);

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- DEANE, MARTHA.** See Mary Margaret McBride.
- DE ANGELIS, DICK.** Actor, announcer, producer, news commentator, KJBS, San Francisco. (F) Shorts. (L) The Racket, The Ambulance Chaser and others (f). (V) Dailey Paskman's Radio Minstrels.
- \*DE ANGELO, CARLO.** Producer. (R) The O'Neills (P & G, NBC Red).
- DEAUVILLE, FRANK.** Actor, script writer, CKY, Winnipeg. (R) Network and local programs with Art McGregor, as Woodhouse and Hawkins.
- \*DE BECKER, HAROLD.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).
- DE BIASI, A.** Director. (R) Moonbeams, Nov. to Dec., 1938 (Gambarelli & Davitto, Mutual). (Radio director, De Biasi Advertising Agency).
- DE CAMP, ROSEMARY.** Actress. (R) Dr. Christian, since Oct., 1937 (Chesebrough Mfg. Co. for Vaseline, CBS); Hollywood Screenscoops, 1938 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (L) The Drunkard, 1933; Merrily We Roll Along, 1935.
- DECKER, DELLA W.** Writer, WBAP, Fort Worth. (R) Programs for Lehn and Fink and others; also Texas Quality Network. (Author of children's poems: magazine writer.)
- \*DECKER, GUNTHER.** Singer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual); Sunbrite Smile Parade (Swift & Co., NBC Blue).
- DE CORDOBA, PEDRO.** Actor. (R) Those We Love, 1938-39 (Lamont Corliss & Co., NBC Blue).
- DE CORSIA, TED.** Actor (leads, heavies, characters, dialects). (R) March of Time, 1930-39 (successively sponsored by Time, Inc., Remington-Rand, Wm. Wrigley, Jr., Co., Servel, Inc., Time, Inc., CBS and NBC Blue); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); True Story Court of Human Relations, 1935-38 (Macfadden Publications, NBC Red); Gang Busters, 1936-39 (Colgate-Palmolive-Peet Co., CBS). (L) Scarlet Sister Mary (with Ethel Barrymore), 1927-28, (V) 1914-22.
- DE COURVAL, PAULETTE.** Singer. CHRC, Quebec.
- DEE, DANNY.** Commentator, M.C., actor, WTAM, Cleveland. (R) Also WSUN, St. Petersburg. (V) Theatre appearances.
- DEE, TOMMY.** Announcer, actor, WSBT-WFAM, South Bend.
- DEEP RIVER BOYS (Vernon Gardner, George Lawson, Edward Ware, Harry Douglass).** (R) CBS shows.
- DEERING, JOHN.** Narrator, actor, comedian. (R) Camel Caravan, 1936 (R. J. Reynolds for Camel Cigarettes, CBS); First Nighter, 1936-37 (Campana Sales, NBC Red); Hollywood Hotel, 1936-37 (Campbell Soup Co., CBS); Silver Theatre, 1938-39 (International Silver Co., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (F) Paramount, Universal, Warner Bros. (L) Ambulance Chasers, 1931; Strangers at Home, 1934.
- DEFREITAS, DICK.** Announcer, WJRD, Tuscaloosa.
- DEGAN, VINCENT.** See Six Hits and a Miss.
- DE GROEN, JOHN.** Violinist, WFLA, Tampa.
- DE HAVEN, ROBERT.** Program director, announcer, sportscaster, WTCN, Minneapolis. (R) Also KVOO, Tulsa; WIBA, Madison; WISN, WTMJ, Milwaukee.
- DEIS, CAROL.** Singer. (R) Broadway Varieties, 1937 (Schlitz Beer, CBS); Gulf Program, 1937 (Gulf Oil, CBS); others, not current, including programs for Pontiac Motors and transcriptions. (GA) Magic Key of RCA (Radio Corporation of America, NBC Blue). (F) Shorts. (L) Knickerbocker Holiday, 1938-39.
- DEISLEY, ROBERT E.** Continuity writer, WWJ, Detroit.
- \*De KOVEN, ROGER.** Actor. (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).
- \*DELAMARTER, ERIC.** Conductor, WOR, New York.
- DE LANGE, EDDIE.** Orchestra leader composer (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co. for Dole Pineapple, CBS). (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.
- DE LANY, GWENDOLINE.** Dramatic actress, writer, WXYZ, Detroit. (R) Little Orphan Annie, 1932 (Wander Co.,

## PROFESSIONAL RECORDS—Continued

NBC Red); Lone Ranger and Green Hornet (participating, Mutual), (F) Commercials. (L) Woman in the Case, 1914; Millionaire Kid, 1914; Oh, Look! 1918; Hail and Farewell (Broadway production), 1927; The Barker (with Richard Bennett), 1929-30; others. (V) Mary's Day Out, 1915-16; with Pat Ryan in song and dance sketch, 1919.

### DE LEATH, VAUGHN. Singer, composer.

(R) First radio appearance, 1916, as a singer with de Forest in Highbridge, Bronx, New York; joined WJZ, New York in 1921; Voice of Firestone, 1928-30 (Firestone Tire & Rubber, NBC Red); also NBC programs for Eveready Batteries, Cities Service, Log Cabin Syrup, Dodge Automobiles, Hanna Coal, Champion Sparkplugs, Palmolive Soap, Dioxogen Face Cream, Wrigley Gum; Battle Creek Foods (Inter-City Network). (L) Laugh, Clown, Laugh, with Lionel Barrymore (Belasco) (f). (V) Three years. (PR) RCA Victor, Brunswick, Columbia, Edison. Writer, many songs.

De **LINE, JAMES.** Announcer, script writer, producer, WFBL, Syracuse. (R) Also WMBO, Auburn; WSYR, Syracuse.

**DELLA CHIESA, VIVIAN.** Lyric soprano. (R) Musical Footnotes, 1935-36 (Julian & Kokenge Co., CBS); Then & Now, 1936 (Sears, Roebuck, CBS); Contented Hour, 1937 (Carnation Milk Co., NBC Red); currently heard on NBC Blue sustaining program. (GA) Saturday Night Party, RCA Magic Key, Schaefer Revue, Summer Stars. (V) Personal appearances, 1935-36.

**\*DELLERS, WALTER.** Music arranger. (R) First Nighter (Campana Sales Corp. successively NBC Red, CBS).

**DELLWO, HOWARD.** Musician, KLPM, Minot. (R) Minnesota State Fair, 1938 (Allis-Chalmers, KSTP, Minneapolis-St. Paul); transcriptions. (PR) Brunswick, Vocalion.

**DELMAR, KENNETH.** Dialectician, juvenile and character actor. (R) 1936-38, Gang Busters (Colgate-Palmolive-Peet, CBS); Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Big Sister (Lever Bros. Co., CBS); Emily Post (Florida Citrus Commission, CBS); Follow the Moon (Lehn & Fink, CBS); March of Time (Time, Inc., CBS); Johnny Presents (Philip Morris & Co., Ltd.,

*Directing*

**"VIC and SADE"**

*Ted MacMurray*

**"BIG BROTHER"**

"RAINBOW  
HOUSE"



"THIS  
WONDERFUL  
WORLD"

**BOB EMERY**

SA. 2-5449



## PROFESSIONAL RECORDS—Continued

- CBS); Your Hit Parade (American Tobacco Co., CBS); News of Youth (Ward Baking Co., CBS). (LS) WOR, New York. (F) D. W. Griffith. (L) The Prince and the Pauper. (V) Seven Rosebuds, 1921; Kenneth & Kay Sisters; Stars of Tomorrow.
- DELMORE, HENRY.** Announcer, CHLT, Sherbrooke. (Also studio manager).
- DEMETRIADES, TETOS.** Announcer (Greek programs), WHOM, Jersey City.
- DE MILLE, CECIL B. M.C.** (R) Lux Radio Theatre, since 1935 (Lever Bros. for Lux, CBS). (F) Producer and director: Jesse L. Lasky Feature Play Co., Famous-Players Lasky Co., Cecil B. DeMille Pictures Corp., M-G-M Studios, Paramount Pictures, Inc., Cecil B. DeMille Productions, Inc. (L) The Prince Chap, Lord Chumley (s.f.); wrote The Stampede, The Royal Mounted, The Return of Peter Grimm. (V) Theatre appearances.
- DEMING, WILLIAM.** Writer, comedian. (R) Lifetime Revue, 1932 (Sheaffer Pen Co., NBC Blue); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); Joe E. Brown, 1938-39 (General Foods for Post Toasties, CBS); also Pacific Coast show for Ford Motor Co., 1932-35. (L) 1935.
- DE MOSS, LYLE.** Production manager. WOW, Omaha. (R) Also KFAB, Lincoln.
- DE MOTT, MRS. MARJORIE.** Script writer. (R) Famous Fortunes (General Shoe Corp. for Richland Shoes, Mutual).
- DENBURGER, PAUL.** Actor, WHO, Des Moines. (L) Ralph Bellamy Players, Clement Walsh Players. (V) Comedy skit, Their Folks.
- DENISON, MERRILL.** Writer. (R) Forum of Liberty (Liberty Magazine, CBS); The Inquiring Listener (20th Century Fund, CBS); The Spectator (Real Silk Hosiery Mills, Inc., NBC Blue); Pickwick Papers (sustaining, NBC); America's Hour (sustaining, CBS). Also scripts for The Stebbins Boys, Roses and Drums, Cavalcade of America.
- DENKE, FRANK R.** Pianist, KGO-KPO, San Francisco. (V) With Phil Harris' Orchestra.
- DENNETT, JACK.** Chief announcer, CFAC, Calgary. (V) Personal appearances.
- DENNIS, CLARK.** Tenor. (R) Fibber McGee & Co., 1937-38 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Chesterfield Program, 1939 (Liggett & Myers for Chesterfield Cigarettes, CBS); programs for Coca-Cola, 1936-37; Chevrolet, 1937; United Drug Co., 1938. (V) Theatre and club appearances. (PR) Decca.
- DENNIS, GENE W.** Announcer, KSOO-KELO, Sioux Falls. (R) Also WNAK, Yankton; local shows for B. F. Goodrich and others. (V) M. C., 1937-39.
- DENNY, GEORGE V., JR.** Founder and director of America's Town Meeting of the Air, presented by League for Political Education (NBC Blue), 1935 to date. Formerly director of Institute of Arts and Sciences, Columbia University.
- \*DE PALMA, JIMMY.** Singer. (R) NBC shows.
- \*DERBY, FRANCIS.** Actor. (R) Little Orphan Annie (The Wander Co., NBC Red).
- \*DERBY, K.** (R) Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red).
- DERIETT, ALAN.** Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual)
- DERNING, JOHN.** Musician. (R) Toast To the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS). (V) Theatre appearances with Henry Santry, Ted Lewis. Currently staff musician, KSFO, San Francisco.
- DE ROSE, PETER.** Musician, singer, composer. (R) Programs with May Singhi Breen (Mrs. De Rose in private life), as the Sweethearts of the Air, consecutively since 1923, having been off the air only 2 weeks from 1923 to 1939. Started as a team on WEAf in June, 1923, and sponsors have included Listerine, Valspar, Kraft-Phenix Cheese, Conti Soap, Breyer Ice Cream, Elgin Watch, Humphrey's Homeopathic Medicine. (GA) Wrigley Gum and Pennzoil programs. (Composer of When Your Hair Has Turned to Silver, Somebody Loves You, Have You Ever Been Lonely?, Wagon Wheels, Rain, Deep Purple and many others).
- DESMOND, CORNELIUS J. ("Connie").** Announcer and producer (sports), WSPD, Toledo. (R) Local broadcasts for General Mills, Socony-Vacuum and others. (F) Commercial shorts (commentator). (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

**DESPARD, WILFRED D.** Announcer, WHEC, Rochester.

**DESPRES, JEANETTE.** Script writer, FTRD. (R) Network sustaining programs. (L) Productions for Henry B. Harris, George M. Cohan, Shubert, others. (V) Greenwich Village Follies, 12 years.

**D'ESTE, YOLANDA.** Actress, WOV-WBIL, New York. (L) Italian shows.

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

**DE SYLVARA, BEATRICE.** Women's programs. (R) How to Be Charming (Charles H. Phillips Co. for Phillips Milk of Magnesia, NBC Red).

**DETINGER, ALMA M.** Script writer, commentator, WICC, Bridgeport.

**DEVANEY, FRANK M.** Announcer, script

writer, WMIN, Minneapolis-St. Paul.

**DEVINE, ANDY.** Comedian, actor. (R) Jell-O Program Starring Jack Benny, since Oct., 1937 (General Foods for Jell-O, NBC Red). (F) Universal (f); now under contract to Paramount.

**DEVITT, ALAN.** Actor (heavy, character, dialect). (R) 1938-39 season: This Day Is Ours (P & G for Crisco, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Dick Tracy (Quaker Oats Co., NBC Red); Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); The Shadow (D. L. & W. Coal Co. for Blue Coal, Mutual); For Men Only (Bristol-Myers for Vitalis, NBC Red); Alias Jimmy Valentine (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); March of Time (Time, Inc., NBC Blue). (L) Productions by John Golden, Earl Carroll and others; 28 years (f). (V) 13 years. Also recordings.

**DE VORE, BILLE.** See the De Vore Sisters.

**DE VORE, MARJORIE.** See De Vore Sisters.

**DE VORE, RUTH.** See the De Vore Sisters.



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"Persuasive" . . . Boston Transcript  
"Winsome" . . . Chicago Evening American  
"Vivid" . . . New Orleans Times-Picayune

## PROFESSIONAL RECORDS—Continued

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

**DEWHIRST, DON.** Singer, announcer, WHK-WCLE, Cleveland. (L) 1930. (V) Theatre appearances.

**\*DE WITT, JOHN.** Script contributor. (R) David Harum, 1936-39 (B. T. Babbitt, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSoDol, NBC Red).

**DE ZURIK, CAROLYN A.** Entertainer, WLS, Chicago. (R) Local shows for Alka-Seltzer, Pinex, others. (V) Theatre appearances. (PR) Columbia.

**DE ZURIK, MARY JANE.** Entertainer, WLS, Chicago. (R) Local shows for Alka-Seltzer, Pinex and others; transcriptions. (V) Theatre appearances.

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

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

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

**DICKEY, ANNAMARY.** See The Madrigal Singers.

**DICKEY & HIS SHOWBOYS, TOM.** Hillbillies, WOAI, San Antonio.

**\*DICKINSON, HAROLD.** Singer. (Member of the Modernaires.) (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).

**DICKMAN, JOHN.** Announcer, WBAL, Baltimore.

**DICKSON, A. STUART.** News commentator, director, producer, CFCY, Charlottesville.

**DICKSON, ARTELLS.** Singer, actor, author. (R) Mr. Fixit (A. S. Boyle Co., CBS); Uncle Joe and Miss Virginia (Diplomat Products, CBS); Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); others. (F) Paramount, National Screen. (L) Meet My Sister, 1933; Sweet Water Trail; Personal Appearance. (V) Theatre engagements, 1922-29.

**DICKSON, DONALD.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Sunday Night Party (Sealtest, Inc., NBC Red); Chase & Sanborn Program, since Feb. 6, 1939 (Standard Brands, NBC Red).

**DIESPECKER, DICK.** Program director, news editor, script writer, producer, actor, CJOR, Vancouver. (R) Programs for Texaco, Signal Oil of Canada and others.

**DIGHTON, JOHN.** Announcer, singer, WJRD, Tuscaloosa.

**DILLEN, BETTY.** Singer, WHO, Des Moines.

**DILLER, ROBERT H.** Continuity writer, announcer, WMRO, Aurora.

**DILLON, HAROLD N.** Announcer, KRSC, Seattle.

**DILLON, JOE.** Announcer, WPEN, Philadelphia.

**DILLON, JOHN.** Commercial and sports announcer, actor. (R) Football for Socony-Vacuum stations, 1936 (WFAS, White Plains); others.

**DINGLE, CHARLES.** Actor (character, heavy). (R) March of Time, 1933 (Remington Rand, CBS); Lux Radio Theatre, 1936 (Lever Bros., CBS); Pepper Young's Family, 1936-38 (P & G for Camay Soap, NBC Red and Blue); The O'Neills, 1937 (P & G for Ivory Soap, NBC Red and Blue); Central City, currently (P & G for Oxydol, NBC Red). (F) Paramount; shorts. (L) Room Service, 1937; All the Living, 1938; The Little Foxes, 1939; others.

**DINSDALE, A. ("Dinny").** Producer, director. (R) Member of CBS production department, handling live programs and transcriptions, 2 years; production manager and recording director, AudiVision, Inc., 3½ years; free lance producer of transcriptions, 2 years; produced first experimental television programs in London, 1929-30. (F) Producer and director

## PROFESSIONAL RECORDS—Continued

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

**DION, ROLLANDE.** Soprano, CHRC, Quebec.

**DISQUE, BRICE, JR.** Writer, director. (R) March of Time, 1936 (Wm. Wrigley, Jr., Co., CBS); several scripts for Grand Hotel (Campana Sales Corp., NBC Blue); Forecasting 1937, Jan. 2, 1937 (sustaining, CBS); Forecasting 1938, Jan. 1, 1938 (sustaining, CBS); scripts for Warden Lawes program (Sloan's Liniment, NBC Blue); Cities Service Concert (NBC Red). (LS) WEA, WINS, WOR, New York; transcriptions, 1935. (LS) Stock; Walter Hampden's Co., 1925-26 (Hamlet, Cyrano, Merchant); Judgment Day, 1934. (Radio director, News Week Magazine, 1935. Assistant radio manager, writer, director for King Features Syndicate, 1936-38).

**DITMARS, IVAN.** Pianist, organist, director. (R) Shell Chateau, 1937 (Shell Oil, NBC Red); Ken Murray, 1937 (Lever Bros., CBS); Al Jolson, 1938 (Lever Bros., CBS); Dr. Christian, 1938-39 (Chesebrough Mfg. for Vaseline Products, CBS); Joe E. Brown, 1939 (General

Foods, CBS); Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); Tuesday Night Party, 1939 (Lever Bros., CBS); others, including Burns and Allen and Eddie Cantor; numerous coast commercials. (First pianist-organist, CBS, Hollywood).

**DIVEN, DOROTHY.** Singer, actress, writer, KDQN, Monterey. (R) Also transcriptions and Mutual Network shows out of KFRC, San Francisco.

**DIVEN, ROY M.** Musician (violin, saxophone, trombone), KGNC, Amarillo, Texas. (V) Phil Phillips' Orchestra. (PR) RCA Victor.

**\*DIXON, JEANNE.** Actress. (R) Arnold Grimm's Daughter (General Mills, NBC Red and Blue).

**DIXON, MASON.** Production manager, announcer, WFBC, Greenville. (R) Also via WRVA, Richmond.

**DOC & CARL.** See Doc Addington and Carl P. McConnell.

**DOGGETT, JEROME H.** Announcer, KFRO, Longview.

# Carl Hoff and his Orchestra

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with Al Pearce  
for Grape Nuts

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for Lucky Strike

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## FRANK HODEK

Musical Director  
NBC HOLLYWOOD

## PROFESSIONAL RECORDS—Continued

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

**DOLAN, ROBERT EMMETT.** Conductor. (R) The Adventures of Gracie (Burns & Allen), 1934-35 (General Cigar Co. for White Owl Cigars, CBS); Frank Fay Calling, 1936 (Standard Brands for Royal Gelatin, NBC Red and Blue); The Saturday Night Party, 1936-37 (Sealtest, NBC Red); The Sunday Night Party, 1937 (Sealtest, NBC Red); The Circle, 1939 (Kellogg Co. for Corn Flakes, NBC Red). (L) Conducted several Broadway musicals.

**DOLE, BURTON.** Member of *Our Sere-naders*. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue).

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

**DOLVA, VINCENT.** Announcer, KGCU, Mandan. (Also transmitter operator).

**DONAHUE, DONALD.** Sports announcer, KDLR, Devils Lake.

**DONALD, PETER, JR.** Actor (character, dialect, juvenile, straight). (R) 20,000 Years in Sing Sing, 1932, 1936-37 (William R. Warner Co. for Sloan's Liniment, NBC Red); Kre-Mel Hour, 1932 (Corn Products Refining Co., CBS); Lux Radio Theatre, 1935 (Lever Bros. for Lux, CBS); The Fleischmann Hour, 1935-37 (Standard Brands, NBC Red); College Prom, 1935 (Kellogg Co., NBC Red); Billy and Betty, 1936-37 (Sheffield Farms, WEAF); News of Youth, 1936 (Ward Baking Co., CBS); Bakers Broadcast, 1936-37 (Standard Brands, NBC Blue); Irene Rich Dramas, 1936 (Welch's Grape Juice, NBC Blue); Death Valley Days, 1936-37 (Pacific Coast Borax Co., NBC Blue); Helen Hayes in Bambi, 1937 (General Foods for Sanka Coffee, NBC Blue); Guy Lombardo and His Orchestra, 1937 (General Baking Co., CBS); Today's Children, 1937 (Pillsbury Flour

Mills, NBC Red); Pepper Young's Family, 1937 (Procter & Gamble for Camay Soap, NBC Red and Blue); Terry and the Pirates, 1937-39 (Bowey's, Inc., for Dari-Rich, NBC Red); Kitchen Cavalcade, 1937 (C. F. Mueller Co., NBC Blue); others, since 1929. (F) Shorts. (L) Bitter Sweet, 1929-30; Lottery, 1931; Give Me Yesterday, 1931; Pure in Heart, 1934 (f); others. (Also journalist, lyricist, composer, director and writer of radio shows).

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

**DONLEY, BOB.** Announcer, WCAE, Pittsburgh. (R) Formerly KOA and KLZ, Denver; WKY, Oklahoma City. (L) Stock, 1932. (V) Theatre appearances.

**DONNELL, JACK.** Announcer, KWOS, Jefferson City. (R) Also KUOA, Siloam Springs.

**DONNELLY, ANDY.** Actor. (R) Famous Actor's Guild Presents Helen Menken in Second Husband (Bayer Aspirin, NBC Blue); Court of Human Relations (Vadeco Sales Corp., Mutual); Mrs. Wiggs of the Cabbage Patch (A. S. Boyle Co., BiSoDol, and Hill's Cold Tablets, NBC Red); Dick Tracy (Quaker Oats Co., NBC Red); Road of Life (P & G, NBC Red).

**DONNELLY, JIMMY.** Actor. (R) Hilltop House (Colgate - Palmolive - Peet Co., CBS); The O'Neills (Procter & Gamble, CBS, NBC Red and Blue); Second Husband (Bayer Aspirin, CBS).

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

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

**DONNIE, DON.** See Alfred Rickey.

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

**DOOLEY, CLARENCE.** Musician, singer (*The Novelty Aces*). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati: Melody Grove, 1937 (Bromo-Quinine)

## PROFESSIONAL RECORDS—Continued

- Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) WLS road shows, 1934-37; Blue Ridge Mountaineers, 1935; WLW road show, 1938. (PR) Bluebird.
- DOOLEY, EDDIE.** Sports commentator. (R) Chesterfield Sports Resume, Sept. to Dec., 1937 (Liggett & Myers Tobacco Co., CBS); 1936 Royal Football Roundup (Royal Typewriter Co., CBS); Eddie Dooley's Last Minute Football News Oct. to Nov., 1938 (Liggett & Myers Tobacco Co., NBC Red).
- DOOLEY, PHIL.** Orchestra leader. (R) Sustaining broadcasts from hotel with own swing orchestra, past 3 years. (V) Hotel engagements.
- DOOLITTLE & THE PINE CENTRE GANG, TIM.** Novelty band, WJR, Detroit. (R) Local shows for Olson Rug Co., A & P Tea Co., others. (V) Theatre appearances.
- \*DORLAND, NAN.** (R) Shows on WABC, New York.
- DORR, ROY.** Musician, KUJ, Walla Walla. (V) Theatre appearances.
- \*DORR RUSSELL.** Singer. (R) CBS shows.
- DORSETT, CHRISTINE.** Commentator, WSTP, Salisbury.
- DORSEY, ANDREW L.** Music director, WNEW, New York. (R) Also WMAL-WRC, Washington, as concert singer. (F) Shorts. (L) Operas, operettas. (V) Theatre appearances.
- DORSEY, HOWARD.** Announcer, news commentator, program director, WCBS, Springfield. (R) Also WMBD, Peoria: transcriptions.
- DORSEY, TOMMY.** Orchestra leader. (R) Substituted for Fred Waring, Ford Program, month of August, 1936 (Ford Motor Co., CBS); Jack Pearl Program, 1936-1937 (Kool and Raleigh, NBC Blue); Tommy Dorsey's Orchestra, 1937-39 (Brown & Williamson Tobacco Co. for Raleigh and Kool Cigarettes, successively NBC Blue and Red). (GA) Magic Key of RCA. (L) Everybody's Welcome, 1931. (V) Theatre and hotel appearances. (Also recordings for RCA Victor).
- DOSCH, MICHAEL.** Accordionist, KWTO-

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## PROFESSIONAL RECORDS—Continued

- KGBX, Springfield. (R) Also KMMJ Clay Center; WLS, Chicago; WNAX Yankton; local shows for Armour & Co., Peruna, and others. (V) Rube Tronson Texas Cowboys.
- DOSS, WARREN G.** Musician, WMBD Peoria. (V) Theatre appearances.
- \*DOUGALL, BERNARD.** Script writer. (R) Benny Goodman's Orchestra (R. J. Reynolds Tobacco Co., CBS).
- DOUGALL, TOM.** Script writer, actor, director, WXYZ, Detroit. (R) Also Mutual; Michigan Radio Network. (L) 1931-32. (V) 1928.
- DOUGHERTY, LEO ("Bill").** Special events announcer, WRBL, Columbus, Ga. (R) Also WMBO, Auburn.
- DOUGLAS, CHARLES.** Musician, KGO-KPO, San Francisco. (L) 1930. (PR) RCA Victor, Bluebird.
- DOUGLAS, DOUG.** News commentator, KRKD, Los Angeles.
- DOUGLAS, EILEEN.** Actress, writer, producer. (R) Town Hall Tonight (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Eileen & Bill, 1928-31 (local show over WABC, WJZ and WOR, New York); others, including transcriptions. (L) Dover Road, Cat and the Canary, Grand Street Follies, dramatic stock and others. (Program director, radio department of Donahue & Coe).
- DOUGLAS, HARRY.** See Deep River Boys.
- \*DOUGLAS, JACK.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- DOUGLAS, PAUL.** Announcer, sports commentator. (R) Chesterfield Sports Resume, Sept. to Dec., 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Chesterfield Presents, 1937-38 (Chesterfield Cigarettes, CBS); Chesterfield Daily Sports Column, Apr. to Oct., 1938 (Liggett & Myers Tobacco Co., NBC Red); Burns & Allen, 1938-39 (Liggett & Myers Tobacco Co., CBS).
- DOUGLAS, STEVE.** Sportscaster, announcer, WWNC, Asheville. (R) Local programs for Kellogg Co., others.
- DOUGLASS, JAMES C.** Producer, KMOX, St. Louis. (V) House orchestra leader, 1936-37. (Program director, KOIL, Omaha; KFAB, KFOR, Lincoln).
- DOUGLASS, NANCY.** Actress. (R) Curtain Time, 1936 (General Mills, Inc., Mutual); Betty & Bob, 1936-37 (General Mills, Inc., CBS); Romance of Helen Trent, 1937 (Edna Wallace Hopper, Old English, CBS); Myrt & Marge, 1937 (Colgate - Palmolive - Peet, CBS); Valiant Lady, 1937 (General Mills, CBS); A Tale of Today, 1937 (Princess Pat, NBC Red); Kitty Keene, 1937 (Procter & Gamble, CBS); Dangerous Road, 1937-38 (Sperry Flour Co., NBC Red). (L) 1933-36. (Currently associated with KGO-KPO, San Francisco).
- DOUTHIT, PERRY.** Musician, KFNF, Shenandoah. (R) Allis-Chalmers Speedliners, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.
- \*DOWD, DON.** Announcer. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red).
- DOWELL, SAXIE.** Comic singer. (R) Lady Esther Serenade, 1933 (Lady Esther Cosmetics, NBC Blue); Quaker Oats programs, 1934 (Quaker Oats Co., Mutual); Penthouse Party, 1935 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Phil Baker, 1936 (Gulf Oil, CBS); Chesterfield Program, 1937 (Liggett & Myers Tobacco, CBS); Time to Shine, 1938-39 (Griffin Mfg. for Griffin Allwrite, CBS). (F) Shorts. (V) With Hal Kemp's Orchestra, 12 years. (PR) RCA Victor. (Composer of Three Little Fishies, Tell Her, I Don't Care).
- DOWLING, JEANETTE.** Actress. (R) The O'Neills (Procter & Gamble, NBC Red and Blue, CBS); Road of Life (Procter & Gamble, NBC Red and CBS); Dog Heroes (Thrivo Dog Food, NBC Blue).
- DOWNEY, FAIRFAX.** Writer. (R) Scripts for Cavalcade of America (E. I. du Pont de Nemours, CBS). (LS) Echoes of New York Town (Consolidated Edison, WEAF, New York).
- DOWNEY, MORTON.** Singer. (R) Camel Quarter Hour, 1930-32 (R. J. Reynolds Tobacco, CBS); Woodbury Program, 1933 (Jergens-Woodbury Sales, NBC Blue); Karlsbad Presents Morton Downey, 1934-35 (Karlsbad Salts, NBC Blue); Evening in Paris, 1936 (Bourjois Sales, NBC Blue); Drene program, 1937-38 (Procter & Gamble for Drene, European stations); Eddy Duchin and His Orchestra, 1939 (American Cigarette & Cigar for Pall Mall Cigarettes, NBC Red). (F) Pathe, Paramount; Universal and Vitaphone shorts. (L) Excess Baggage, 1927 (f). (V) The Boy Tenor, 1923; theatre and club engagements. (PR) Decca.
- DOWTY, DIANA.** Actress, FTRD. (R) CBS sustaining shows; also WMCA,

## PROFESSIONAL RECORDS—Continued

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

**DOYLE, JAMES.** Announcer, writer, producer. (R) Howie King, 1938 (Kellogg Co., Mutual-Don Lee Network); Thirty Minutes in Hollywood, 1938 (regional sponsorship; locally sponsored by California Fish Institute; Mutual). (Currently on staff of KHJ, Los Angeles).

**DRAGONETTE, JESSICA.** Singer. (R) Coca-Cola Series, 1927 (Coca-Cola Co., CBS); Philco's Theatre Memories, 1927-30 (Philco Radio Corp., CBS); Hoover Sentinels, 1929 (Hoover Co., NBC Blue); Cities Service Concert, 1930-37 (Cities Service Co., NBC Red); Palmolive Beauty Box Theatre of the Air, 1937 (Colgate-Palmolive-Peet Co., CBS); appeared on the opening programs of General Motors, 1927; Maxwell House Coffee, 1928; General Electric, 1930; Atwater Kent, 1935. (L) The Student Prince, 1926; Grand Street Follies, 1926; The Miracle; concert tours.

**DRAKE, JOHN C.** Continuity writer, producer, KCKN, Kansas City.

**DRAKE, OLIVER (J. Oren Weaver).** Commentator and news editor, WBBM,

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

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

**DRAPER, FARRELL (Freckles).** Musician, WTAD, Quincy. (R) Also KFRU, Columbia; KTUL, Tulsa; KNX, Los Angeles; WHO, Des Moines; local show for Allis-Chalmers, others. (V) Cy & Freckles, The Bay City Buckaroos.

**DRESS, JACK.** Sports and special events announcer, WJJD, Chicago. (R) Local shows for Kellogg, American Tobacco, others.

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

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## PROFESSIONAL RECORDS—Continued

- \*DRESSLER, ERIC.** Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Central City (P & G, NBC Red).
- DREW, ALBERT L.** Actor, announcer, comedian, WBTM, Danville. (L) 1929-33.
- DREXLER, ROBERT B.** Announcer, WSAZ, Huntington. (R) Local shows for Household Finance Corp., Pure Oil Co., others.
- DRIFTING PIONEERS.** (Ballad singers, harmony trio, guitar players). (R) Renfro Barn Dance, 1938 (Allis-Chalmers Mfg. Co., Mutual). (LS) Peruna, Kolorbak, F & F Cough Drops, Gardner Nurseries, Rival Dog Food, etc. (V) Theatre appearances since 1935.
- DRINARD, LARRY.** Blackface comedian, M.C., WRNL, Richmond. (R) Corn Cob Pipe Club, 1933 (Larus Bro., NBC Red and Mutual, 1937); local shows.
- DRISCOLL, DAVE.** Special events announcer and producer, WOR, New York.
- \*DRISCOLL, JOHN.** Producer, script writer. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS). (Associated with Batten, Barton, Durstine & Osborn).
- DRUSHALL, ROY.** Announcer, actor, KSL, Salt Lake City. (L) The Desert Song, 1932; stock (f). (V) West Coast appearances, 1929-32.
- DUANE, MARY FRANCES.** Soprano, WAVE, Louisville.
- DUCHIN, EDDY.** Orchestra leader. (R) Pepsodent Junis Program, 1933-34 (Pepsodent Co., NBC Blue); Texaco Program, 1935 (Texas Co., NBC Red); Campbell Soup, 1936; La Salle Fashion Show, 1936-37 (Cadillac Motor Co.); Arden Hour of Charm, 1937-38 (Elizabeth Arden Co., Mutual); Eddy Duchin and His Orchestra, 1938-39 (American Cigarette & Cigar Co. for Pall Mall, NBC Red). (F) Paramount, Republic. (V) Theatres, hotels.
- DUDLEY, BIDE.** Dramatic critic, Broadway commentator. (R) Bide Dudley's Theatre Club of the Air, currently (sustaining, WOR, N. Y.); commercials on WJZ, WOR and WMCA in the past. (Formerly newspaper dramatic critic).
- \*DUDLEY, DON.** Actor. (R) Hawthorne House (Wesson Oil & Snowdrift, NBC Red).
- DUDLEY, JAMES R.** Sports announcer, WIND, Gary. (R) Also WJJD, Chicago. (F) Commercial; shorts. (V).
- DUDLEY, PAUL.** Writer, producer, announcer. (R) Passing Parade, 1938-39 (Union Oil Co., NBC Red); various other network shows. (LS) KHJ, Los Angeles.
- DUFF, FRED.** Singer, WVFW, New York.
- DUGART, PAULINE.** Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).
- \*DUMAS, HELENE.** Actress. (R) This Day Is Ours, 1938-39 (P & G, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue).
- DUMKE, RALPH.** Comedian, singer (East & Dumke). (R) Sisters of the Skillet (Procter & Gamble, NBC Blue); Armour Stars (Armour Co., NBC Blue); Knox Quality Twins (Knox Gelatine, CBS); others. (GA) National Barn Dance (Miles Laboratories, Inc., NBC Blue, Feb. 12, 1938 and March 5, 1938). (F) Educational Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.
- DU MOND, JOE.** Actor, singer, WMAQ-WENR, Chicago. (L) 10 years of concert work.
- DUNBAR, STUART.** Sports commentator, announcer, KSAL, Salina.
- DUNCAN, LARRY (Lawrence Eisler).** Impersonator. (R) Major Bowes' Amateur Hour, May, 1937 (Chrysler Corp., CBS); Vanity Fair, 1937 (Campana Sales, NBC Blue). (F) Shorts. (V) Appearances with Major Bowes' Unit No. 4.
- DUNCAN, MARTHA.** See Three Little Pigs.
- DUNCAN, MARY.** See Three Little Pigs.
- DUNCAN, MILDRED.** See Three Little Pigs.
- DUNCAN, NORVIN C., JR.** Announcer, WWNC, Asheville. (Also sound technician).
- DUNHAM, BERT O.** Musician (banjo, guitar), WNAX, Yankton.
- DUNHAM, BRYON.** Announcer, producer, KFVD, Los Angeles.
- DUNHAM, EDWIN (Eddie).** Production director. (R) Lady Esther Serenade (Lady Esther Cosmetics, NBC Red). (Production director for NBC, New York for over 10 years).
- DUNKLEBERGER, TOMMY.** Organist,

## PROFESSIONAL RECORDS—Continued

- pianist, arranger, WHIO, Dayton. (V) Theatre appearances.
- DUNLAP, PATRICIA.** Actress. (R) Bachelor's Children 1935-39 (Cudahy Packing Co., Mutual, 1935-38; CBS, 1936-39); Manhattan Mother, 1938-39 (Procter & Gamble, CBS). (Currently associated with WGN, Chicago.)
- DUNN, BILLY.** Comedian, Federal Theatre Radio Division. (R) WOR, New York. (L) Bringing Up Father (f). (V) Billy Dunn, the Irish Minstrel; Beckford & Dunn.
- DUNN, EDDIE.** Actor, producer, script writer, announcer, M.C., WFAA, Dallas. (R) Also Dixie & Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others. (F) Republic. (V) 1928-39.
- DUNN, JACK.** Announcer, news commentator, WDAY, Fargo.
- DUNN, MALCOLM.** Actor (character comedy, straight light comedy, dialects). (R) Eno Crime Club, 1933 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Kraft Music Hall, 1935 (Kraft-Phenix Cheese, NBC Red); Royal Gelatin Hour, 1935-37 (Standard Brands, NBC Red); Sherlock Holmes, 1936 (Household Finance, NBC Red); Magic Voice, 1936 (P & G for Chipso, NBC Blue); Believe It or Not, 1936-38 (General Foods, NBC Red); Personal Column of the Air, 1937 (P & G for Chipso, NBC Blue); Renfrew of the Mounted, 1937 (Continental Baking, CBS); Howie Wing, 1938 (Kellogg Co., CBS); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co. Mutual); Royal Crown Revue, 1938 (Nehi, Inc., NBC Blue); others. (LS) Echoes of New York, 1936-37 (Consolidated Edison, WEAF, New York); 5 Star Final, 1937-38 (Remington Rand, WMCA, New York). (F) Paramount; shorts. (L) English road companies; London productions with Marie Tempest, Gerald Du Maurier and others; American productions for David Belasco, Charles Frohman, Daniel Frohman, Cohan & Harris. George C. Tyler, the Shuberts, Earl Carroll, William Harris, Jr., Edgar Selwyn and others, appearing with Fay Bainter, Lionel Atwill, Judith Anderson, Tallulah Bankhead, etc.
- DUNN, PAT.** Singer, WDAF, Kansas City. (R) Major Bowes & His Original Amateur Hour, 1938 (Standard Brands, Inc. NBC Red); local shows. (L) 1937-39

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## PROFESSIONAL RECORDS—Continued

- (V) Ilsen & Johnson, 1935; Major Bowes 1935; Rudy Vallee, 1938.
- \*DUNN, VIOLET.** Actress. (R) The O'Neills (Procter & Gamble, CBS, NBC Red and Blue).
- DUNN, WILBER H. ("Willie").** Sports-caster, pianist, man-on-the-street reporter, WIBM, Jackson. (R) Also WADC, Akron; WKBN, Youngstown; local shows for Pure Oil Co., Gordon Baking Co., others. (V) 1924-27.
- \*DUNN, WINIFRED.** Dialogue writer. (R) Second Husband (Bayer, CBS); Young Widder Brown (Phillips Chemical Co., NBC Red).
- \*DUNNING, GEORGE.** Music arranger. (R) Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red).
- DUNNING, HARLAN J.** Announcer, writer, KGMB-KHBC, Honolulu-Hilo.
- DUNSTEDTER, EDDIE.** Orchestra leader. (R) Packard Hour, 1930 (Packard Motors, NBC Blue); Gold Medal Fast Freight, 1930-33 (General Mills, CBS); It Happened in Hollywood, 1939 (George A. Hormel & Co., CBS). (F) M-G-M, United Artists (organ, novachord). (V) Theatre appearances. (PR) Decca.
- DUPRE, BETTY.** Singer, WBRY, Waterbury.
- DUPRE, HENRY.** Special events announcer, WWL, New Orleans.
- DUQUETTE, ROBERT.** Singer, CHRC, Quebec.
- DURAND, PAULA.** Singer, actress, writer, KVOO, Tulsa. (R) Also NBC sustaining.
- DURBIN, DEANNA.** Singer, actress. (R) Texaco Town, 1936-37, and Texaco Fire Chief, 1937-38 (The Texas Co. for Texaco Gasoline, CBS). (F) Universal (s); M-G-M short. (PR) Decca.
- DURBIN, WILLIAM A.** Announcer, WEW, St. Louis. (R) Also WTMV, East St. Louis; KWK, St. Louis.
- DURHAM, DAVID D.** Musician, WNOX, Knoxville. (L) Lytell Players, 1929; Ray Bahr's Revue, 1933-35. (V) Georgia Wildcats, 1935; Log Cabin Boys, 1937. (PR) Bluebird.
- DURNEY, BILL.** Sports. (R) Local broadcasts for Philco, Zenith Radio and others. (F) Voice for commercials. (L) Municipal Opera, 1929; Dulcy, 1930 (f). (V).
- DUSSAULT, JOSEPH.** Actor, CHRC, Quebec.
- DVORAK, RAYMOND F.** Band director, WIBA, Madison. (F) Shorts. (Professor of Music, University of Wisconsin).
- DVORAK, TONY.** Musician, WMT, Cedar Rapids. (V) Theatre appearances.
- DWYER, ANTHONY.** Dramatic actor. (R) Junior G-Men, 1937-38 (Fischer Baking Co., WOR, New York City); local shows on WMCA, New York City; KYW and WCAU, Philadelphia, 1936-37. (L) Brother Rat, 1937; June Night, 1938 (f).
- DYE, JOHN C.** Musician (trombone, bass fiddle), WMT, Cedar Rapids. (V) Theatre appearances.
- DYER, WILLIAM A., JR.** Sports commentator, WCAU, Philadelphia. (R) World Series for Ford Motor Co., CBS, 1936; local programs for General Mills Socony-Vacuum and others. (V) Theatre appearances.

## E

- EAGEN, GEORGE L.** Trombonist, WFAA, Dallas.
- EAGLE, DON J.** Singer, guitarist, KHQ-KGA, Spokane. (V) One year.
- EARL, CRAIG.** Psychological programs. (R) Professor Quiz, 1937 to Sept., 1938 (Nash-Kelvinator Corp., CBS); Professor Quiz, since Oct. 1938 (Noxzema Chemical Co., CBS). (V) 1937.
- EAST, ED.** Comedian, singer, M.C. (East & Dumke). (R) Sisters of the Skillet (Procter & Gamble, NBC Blue); Armour Stars (Armour Co., NBC Blue); Knox Quality Twins (Knox Gelatine, CBS); others. (GA) National Barn Dance (Miles Laboratories, Inc., NBC Blue, Feb. 12, 1938 and March 5 1938). (LS) (singly): Participating programs and transcriptions, WHN, New York; American Beverage, WJZ, New York. (F) Educational Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.

## PROFESSIONAL RECORDS—Continued

**EASTMAN, CARL.** Actor (juvenile, character, dialect). (R) Bicycle Party, 1937 (Cycle Trades of America, NBC Red); Beatrice Fairfax, 1937 to Feb., 1938 (Hecker Products for Gold Dust and Silver Dust, Mutual); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, CBS); others, including local shows.

**EASTMAN, MARY.** Singer. (R) Saturday Night Serenade (Pet Milk Sales Corp., CBS).

**EASTMAN, MAX.** Master of Ceremonies. (R) The Word Game, 1938 (sustaining, CBS). (Assistant in Philosophy, Columbia University, 1907-10; Editor of *The Masses*, 1913-17, *The Liberator*, 1918-22; translator of *The Real Situation in Russia* by Leon Trotsky, 1928; author of *Child of the Amazon and Other Poems*, 1913; *Journalism Versus Art*, 1916; *The Sense of Humor*, 1921; *Marx and Lenin, The Science of Revolution*, 1926; others).

**EATON, ROBERT.** Comedian, dialectician, actor, WHO, Des Moines. (R) Local

shows including *Guardians of the Highway* (Chevrolet Motor Co.), 1936; *Colonel Courtesy* (Barnsdall Refining Co.), 1936. (L) Stock.

**EBEL, WALTER M.** Sports and special events announcer, KTHS, Hot Springs.

**EBERHARDT, JOHN.** Entertainer, KFBI, Abilene.

**EBERLE, JIM.** Commercial and sports announcer, WWJ, Detroit. (R) Horace Heidt and His Brigadiers, 1938 (Stewart-Warner Corp., NBC Red); hockey and baseball for General Mills; others.

**EBI, EARL.** Producer, actor, WWJ, Detroit. (F) Universal, M-G-M, RKO, 20th Century-Fox, Republic; shorts. (L) Night of January 16th; Behind Red Lights.

**EDDY, MAXINE.** Woman's editor, KGFF, Shawnee. (Formerly reporter).

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



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## PROFESSIONAL RECORDS—Continued

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

**\*EDGE, BOB.** (R) CBS shows.

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

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

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

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

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

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

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

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

**EDWARDS, JOAN.** Singer. (R) Chesterfield Program, 1938-39 (Liggett & Myers Tobacco Co., CBS). (GA) Royal Gelatin Hour (Standard Brands, Inc., NBC Red); Maxwell House Show Boat (General Foods Corp., NBC Red); Summer

Stars (Gulf Oil Corp., CBS); Magic Key of RCA (RCA, NBC Blue). (V) Toured with Gus Edwards' act; also with Paul Whiteman.

**EDWARDS, PAUL.** Musician, WBNS, Columbus. (V) 1936-37.

**EDWARDS, RALPH.** Announcer, M.C. (R) Town Hall Tonight, 1936 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red); Heinz Magazine of the Air, 1936 (H. J. Heinz Co., CBS); The Wife Saver, 1936 (Manhattan Soap Co. for Sweetheart Soap, CBS); Dining with George Rector, 1936-37 (Phillips' Soups, CBS); Lucky Strike Hit Parade and Lucky Strike News Parade, 1937 (Lucky Strike Cigarettes, CBS); Horace Heidt's Brigadiers, 1936-38 (Stewart-Warner Corp., CBS); Major Bowes Amateur Hour, 1936-39 (Chrysler Corp., CBS) Horn & Hardart Children's Hour, 1937-38 (Horn & Hardart Baking Co., WABC, N. Y.); Follow the Moon, 1937-38 (Lehn & Fink for Pebeco Toothpaste, CBS); Tony Wons, 1937-38 (Vick Chemical Co. for Vick's VapoRub, CBS); Emily Post, 1937-38 (Florida Citrus Commission, CBS); George Jessel's electrical transcription show, 1937 (DeSoto Motor Cars) Ben Bernie & All the Lads, 1938 (U. S. Tire Dealer Mutual Corp., CBS); Howie Wing, 1938-39 (Kellogg Co., CBS). Gospel Singer (P & G, successively NBC Blue and Red); Life Can Be Beautiful, 1938-39 (P & G, CBS); Vic & Sade (P & G, NBC Red and Blue); Honolulu Bound, since July, 1939 (Hawaiian Pineapple Co., CBS). (F) Shorts; Republic Pictures (f). (V) Theatre appearances.

**EDWARDS, SAM ("Buddy").** Actor, singer. (R) Calling All Cars, 1937 (Rio Grande Oil Co., CBS); Maxwell House Showboat, 1937 (General Foods, NBC Red); Professor Puzzlewit, 1938-39 (Gallenkamp Stores, NBC Red); Pacific Coast shows. (L) 1938. (Currently associated with KGO-KPO, San Francisco).

**EDWARDS, VIVIAN.** Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).

**EDWARDS, WEBLEY.** Producer, M.C., KGMB-KHCB, Honolulu-Hilo. (R) Programs for Maxwell House, H. J. Heinz, Listerine, and others, including all football broadcasts originating at KGMB. (Also station manager).

**EGALITE, GEORGE.** Violinist, WNAX Yankton. (R) Local show for Allis-Chalmers Mfg. Co., others.

## PROFESSIONAL RECORDS—Continued

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

**EGELSTON, CHARLES.** Actor (character, dialect, comedy). (R) Ma Perkins, since 1933 (Procter & Gamble for Oxydol, NBC Red, 1933-39; CBS, 1938); Uncle Ezra, currently (Miles Laboratories for Alka-Seltzer, NBC Red). (F) Commercial shorts. (L) Stock. (Member of WLW staff).

**EHLER, CHRIST.** Musician (clarinet, saxophone), WHBL, Sheboygan. (R) Local shows for Peruna, others.

**EIGEN, JACK.** Broadway and Hollywood reporter, WMCA, New York. (R) Also Inter-City Network.

**EIGHT MEN, THE.** See Ezra Hoffman. Steve Merrill, Herbert Spieckerman. Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs.

**EINSTEIN, HARRY.** See "Parkyakarkus".

**EISOLD, GEORGE.** Musician, WHBL, Sheboygan.

**\*ELINSON, IRVING.** Script writer. (R)

Tune Up Time (Ethyl Gasoline Corp., CBS).

**ELIOT, BETH.** Actress, FTRD. (R) Roses and Drums (Union Central Life Insurance, NBC Blue and CBS); NBC sustaining programs. (L) Artists & Models, Gay Paree, others.

**ELLEN, MRS. MINETTA.** Actress (character). (R) Mother Barbour in One Man's Family since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann's Foll Yeast, NBC Red). (L) Stock.

**ELLINGTON, JEAN.** Singer (popular ballad and rhythm). (R) Magic Key of RCA, 1938 (Radio Corporation of America, NBC Blue); Watch the Fun Go By, 1938 (Ford Motor Co., CBS); Hammerstein Music Hall, 1938 (Anacin, CBS); others, including network programs for Kellogg; transcriptions for Texaco, Chevrolet, W. T. Grant Store, Imperial Tobacco. (LS) Peter Doelger Beer Program, 1938 (WJZ, New York); Movie Pilot, 1938 (Hudson River Day Line,

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## PROFESSIONAL RECORDS—Continued

- WEAF**, New York). (F) Paramount shorts.
- ELLINGTON, KEN.** Educational and special events broadcasts (writer, producer, announcer). (R) Indianapolis 500-mile races, 1934-38 (sustaining, CBS); Americans at Work (sustaining, CBS); various vocational guidance, educational and special events features for WBBM, Chicago, and CBS network.
- ELLIOT, BILL.** Singer, actor, WEEI, Boston. (V) Theatre appearances.
- ELLIOT, BILLY.** Announcer, WDSU, New Orleans.
- ELLIOTT, GERALDINE.** Script writer, WJR, Detroit.
- \*ELLIOTT, WALLACE F.** Director. (R) Night Editor (Cardinet Candy Co., NBC Red). (Associated with Tomaschke-Elliott).
- ELLIOTT, WILLIAM.** Announcer, M.C., comedy impersonations, WICC, Bridgeport. (R) American Tobacco program, 1937; others, including participation program, 1938-39.
- \*ELLIS, SEGER.** Orchestra leader. (R) NBC shows.
- ELLSTROM, SIDNEY C.** Character actor. (R) 1938-39 programs: Public Hero No. 1 (Falstaff Brewing Co., NBC Red); It Can Be Done (Household Finance Co., NBC Blue); Story of Mary Marlin and Guiding Light (Procter & Gamble, NBC Red); First Nighter (Campana Sales, NBC Red); Tom Mix Straight Shooters Program (Ralston Purina, NBC Blue).
- ELLYN, JEAN.** Dramatic actress, WACA, New York. (F) shorts. (L) Marco's Millions; Smiling Faces; Merrily We Roll Along, 1936; Having Wonderful Time, 1937-38.
- ELMAN, DAVE.** Director, producer, writer. (R) Hobby Lobby, 1937-39 (Hudson Motor Car Co., 1937-38, CBS; summer of 1938, General Foods for Jell-O, NBC Red; 1938-39, Fels Co. for Fels Naphtha Soap Chips, NBC Blue).
- \*ELMER, ARTHUR.** Impersonator. (R) Town Hall Tonight (Bristol-Myers Co., NBC Red).
- ELMER, ROBERT P., Jr.** Sports commentator, WCAU, Philadelphia. (R) Programs for General Mills; Socony-Vacuum; R. J. Reynolds Tobacco.
- ELSMORE, RALPH.** Tenor, WCAU, Philadelphia. (R) Also KYW, WFIL, Philadelphia. (V) Tour with Roy Campbell's Unit; theatre appearances.
- ELSON, BOB.** Special events and sports announcer, WGN, Chicago. (R) Romance of Helen Trent, 1936-37 (Edna Wallace Hopper, CBS); Tom, Dick and Harry 1937 (Fels & Co., Mutual); World Series broadcasts for Ford Motor Co.; others. (V) With Jerome "Dizzy" Dean, 1938.
- \*ELSTNER, ANNE.** (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co., NBC Red).
- \*ELTON, DAVE.** Producer. (R) Signal Carnival (Signal Oil Co., NBC Red).
- EMERSON, JOE.** Singer, inspirational speaker. (R) Hymns of All Churches, 1934-39 (General Mills CBS, NBC Red and Blue, and transcriptions); The Bachelor of Song, 1933-34 (C. F. Mueller, WLW, Cincinnati).
- EMERY, BOB.** Producer, writer, actor. (R) Iodent Big Brother Club, 1930-32 (Iodent Chemical Co., NBC Red); The Home Circle, 1933-35 (Humphrey Homeopathic Medicine Co., NBC Red); participating programs, 1931-33 (Yankee Network); Rainbow House; The Wonderful World. (Creator of educational programs, Mutual). (V) Big Brother Club, 1925-30.
- EMORY, CARL.** Juvenile actor, FTRD (R) Various sustaining shows on CBS and Mutual. (F) Chester Erskine Production; shorts. (L) 1929-30; Charm, Lady Windermere's Fan and others.
- ENDEBAK, CHRISTINA.** Singer, guitarist, yodeler, WLS, Chicago. (V) Theatre appearances.
- ENGLE, CLIFF.** Announcer, narrator. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red); Treasure Island (The Owl Drug Co., NBC Red); It's a Fact, 1938-39 (International Shoe Co., NBC Red); Night Editor (Cardinet Candy Co., NBC Red).
- \*ENGLE, HOLLAND E.** Producer. (R) Carnation Contented Hour (The Carnation Co., NBC Red).
- ENGLE, THAINE.** Announcer, special events commentator, KGKO, Ft. Worth.
- ENNA JETTICK SEVEN.** See Betty Mulliner, Ann Seaton, Jane Bryant, Gordon Cross, Floyd Sherman, Glenn Cross, Roger Kinne.
- \*ENNIS, SKINNAY.** Orchestra leader,

## PROFESSIONAL RECORDS—Continued

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

**ENO, JOHN.** See Jack O'Neil.

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

**ENSLow, CATHERINE B.** Commentator (Hollywood news), WSAZ, Huntington. (V) Theatre appearances.

**ENTRIKIN, KNOWLES.** Writer. (R) Bambi (General Foods Corp., NBC Blue); Betty & Bob (General Mills, Inc., CBS); Big Sister (Lever Bros. for Rinso, CBS); various sustaining shows including American School of the Air, CBS; The New World, NBC Red (in collaboration with David B. Howard); transcriptions, with other writers, for Goodrich Tires.

**EPPERSON, ROYAL F. (Knights of Rhythm).** Musician (guitar, trumpet), singer, WHBF, Rock Island. (V) Rhythm Aristocrats, others. (PR) RCA Victor.

**EPSTEIN, JOE.** Sports commentator, announcer, WNOX, Knoxville. (R) Remote control programs for Ford, Chevrolet

and Studebaker, 1939; others; also WMPS, Memphis; WROL, Knoxville.

**\*ERIC, ELSPETH.** Actress. (R) Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS); Central City, 1938-39 (P & G, successively NBC Blue and Red).

**ERICKSON, ROLF M.** Announcer, WHLB, Virginia. (R) Also Arrowhead Network.

**ERICSON, THOR.** Actor, comedian. (R) "Yonny Yonson" of Kaltenmeyer's Kindergarten since 1933 (NBC Red sustaining, 1933-35, '38-39; sponsored by Quaker Oats, 1936-37, NBC Red); Farm and Home Hour and NBC Jamboree since 1937 (NBC Blue). Writes own material for NBC Jamboree.

**ERNST, BOB.** Musician, WFAA, Dallas. (R) Local shows for Dr. Pepper Co., Chevrolet Motor Co., others.

**ERSKINE, LAURIE Y.** Writer. (R) Renfrew of the Mounted, 1936-37 (Continental Baking Co., CBS); currently a sustaining feature on NBC Blue. (F) Criterion and Grand National for Renfrew films. (Author of Power of the Hills, Valor of the Range, The River

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**Lifebuoy Show**  
**C. B. S.**



**MERLE PITT**  
*Musical Director WNEW*

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**Opening in Smart Hotel**  
**Spot in the Fall**

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*Personal Appearances*



## PROFESSIONAL RECORDS—Continued

- Trail, Renfrew of the Royal Mounted, Renfrew rides Again, Renfrew's Long Trail, and others).
- ERSKINE, MARILYN.** Actress, singer. (R) Pepper Young's Family, 1937 (Procter & Gamble for Camay Soap, NBC Red); Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red and CBS); Hilltop House, 1937-38 (Colgate-Palmolive-Peet Co. for Palmolive Soap, CBS); Young Widder Brown, 1938-39 (Cal-Aspirin and Haley's M-O, NBC Red). (LS) Young Widder Jones, 1937-38 (California Syrup of Figs, WOR, New York). (F) Warner Bros. (f); shorts. (L) Excursion, 1937; Ghost of Yankee Doodle, 1937; Our Town, 1938; stock.
- ERVIN, EARNEST.** Musician (guitar, harmonica), singer, yodeler, WMSD, Sheffield. (R) Sustaining shows on CBS and Mutual. (L) 1938-39. (V) Theatre appearances.
- ERWIN, ISH.** Musician (bass fiddle, guitar), singer, KWTO-KGBX, Springfield. (PR) Brunswick, Decca, RCA Victor.
- ERWIN, STUART.** Actor. (R) Jack Oakie's College (Liggett & Myers Tobacco Co., CBS). (F) Pathe, Paramount, Fox, United Artists, RKO, M-G-M, FN.
- ERWIN, VIRGINIA.** See Music Maids.
- ESCORTS & BETTY** (Floyd Holm, Doug Craig, Cliff Peterson, Ted Clare, Betty Olson). Singers, WMAQ-WENR, Chicago. (R) Sustaining shows.
- ESTES, ROBERT.** Announcer, WDNC, Durham. (R) Also WCSC, Charleston.
- ETON BOYS.** See Earl Smith, Art Gentry, Jack and Charlie Day.
- ETTINGER, ED.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).
- \*EURICK, DR. ALVIN C.** Interviewer. (R) NBC American Education Forum.
- \*EVANS, AL.** Music arranger. (R) Ben Bernie & All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS).
- EVANS, CLAUDIA.** Announcer, KRMC, Jamestown. (L) Stock. (V) 1932.
- EVANS, HARRY.** Singer, M.C., KRMC, Jamestown. (L) Stock. (V) 1915-32. (Also station manager).
- EVANS, HARRY.** Actor, choral director, KVOO, Tulsa. (R) Courteous Colonels, 1936-37 (Barnsdall Refining, CBS); The Fun Bug, 1937 (Barnsdall Refining, CBS); also KTUL, Tulsa. (V) 1911-12. (PR) Edison-Bell Co. of London.
- EVANS, HERBERT.** Sports announcer. WNAX, Yankton.
- EVANS, JONES.** Producer, WBAX, Wilkes-Barre. (R) Also Yankee Network; WBZA, Boston. (L) Stock.
- EVANS, PHIL.** Commentator (agricultural). (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue).
- EVANS, RICHARD L.** Announcer, producer, script writer, KSL, Salt Lake City. (R) Salt Lake Tabernacle Choir broadcasts over NBC and CBS, nine years.
- EVANS, ROBERT B.** Announcer, special events commentator, WBZ-WBZA, Boston. (R) Local shows for Standard Oil.
- EVANS, WILBUR.** Baritone. (R) Atwater Kent Radio Hour, 1927-28, 1931-32 (Atwater Kent, NBC Blue); Maxwell House Show Boat, six weeks in 1933 (General Foods for Maxwell House Coffee, NBC Red); Chase & Sanborn Coffee Hour, 1935 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Vick's Open House, 1937-38 (Vick Chemical Co., CBS); also transcriptions under Dr. Frank Black for American Banking Assn., 1934. (F) Shorts. (L) Carmen, Tristan and Isolde with Philadelphia Orchestra under Fritz Reiner; summer opera, Robin Hood Dell, Phila., 1935-36; St. Louis Muny Opera, summer of 1937. Concert appearances, U. S. and Canada, 1932-38.
- EVANSON, EDITH.** Actress. (R) Observer, 1931-34 (Metropolitan Bldg. Co., KOMO-KJR, Seattle); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS).
- EVERETT, ETHEL.** Actress (romantic leads, character ingenues, dialects). (R) Maxwell House Showboat, 1936-37 (General Foods, NBC Red); Your Unseen Friend, 1937-38 (Household Finance, CBS); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Kate Smith, 1938 (General Foods for Swans Down and Calumet, CBS); The O'Neills, 1939 (P & G for Ivory Soap, NBC Red); numerous others. (F) Slide and commercial films; sole feminine narrator of novels for the American Foundation for the Blind, under the sponsorship of the Library of Congress. (L) In the Best of Families, 1934; Gallery Gods, 1935; stock.

# PROFESSIONAL RECORDS—Continued

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

**EVERSMAN, JOHN.** Violinist, WWNC Asheville.

## F

**FACKINER, ELIZABETH.** See The Madrigal Singers.

**FADIMAN, CLIFTON.** Master of Ceremonies. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15; previously sustaining; NBC Blue); Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue). (Literary critic, The New Yorker Magazine).

**FAIR, HAROLD.** Program director, orchestra conductor, WHO, Des Moines.

**FAIRBANKS, LUCILE.** Program director, organist, KFIZ, Fond du Lac. (L) (f). (V) Theatre organist.

**FAIRCHILD & CARROLL.** See Edgar Fairchild and Adam Carroll.

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

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

# DON QUINN

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"THE PEPSODENT PROGRAM"

## PROFESSIONAL RECORDS—Continued

- Program, 1939 (Standard Brands, NBC Red).
- FALL, PETE (Four Blackhawk Quartette).** Singer, guitarist, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.
- FALLERT, RALPH.** Announcer, WCAE, Pittsburgh.
- \*FANT, ROY.** Actor. (R) The O'Neills (Procter & Gamble, NBC Red and Blue).
- FARLEY, TOM.** Sports announcer, KRMC, Jamestown.
- FARLEY, WILLIAM J.** Announcer, producer, sound effects, WICC, Bridgeport. (R) Also Mutual and Yankee Networks. (V) Theatre appearances.
- FARNUM, O. A. (Randy).** Humorist, KVOO, Tulsa. (R) Also KOMA, Oklahoma City.
- FARNUM, WILLARD.** Actor. (R) A Tale of Today, 1934-38 (Princess Pat, Ltd., NBC Red); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red; replacing Today's Children, of which cast he was also a member); It Can Be Done, 1938 (Household Finance Co., NBC Blue); Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue); Midstream 1939 (P & G for Teel, NBC Red).
- FARNUM, WILLARD M.** Announcer, WFLA, Tampa. (R) Also WEMP, WTMJ, Milwaukee; WKBH, La Crosse; WOMT, Manitowoc.
- FARR, B. FLOYD.** Producer, announcer, assistant program director, KDYL, Salt Lake City.
- FARR, EDWARD D. (Five All Americans).** Accordionist, singer, organist, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.).
- FARR, FINIS.** Script writer. (R) Camel Caravan, 1935 (R. J. Reynolds Tobacco, CBS); We, the People, 1937 (General Foods, CBS); For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); The American Scene (Crowell Publishing Co., transcriptions). (Previously staff writer for NBC, New York; WLW, Cincinnati; Wm. Esty advertising agency).
- FARRELL, GWENDOLYN.** Singer, WBIG, Greensboro.
- FARRELL, MAURY.** Commercial, special events and sports announcer, WAPI, Birmingham. (R) Sports broadcasts over CBS and locally. (L) 1939.
- \*FARRELL, SKIP.** (R) National Barn Dance (Miles Laboratories, NBC Blue).
- FARREN, WILLIAM A.** Announcer. (R) Kitchen Cavalcade, 1937-38 (C. F. Mueller, NBC Blue); Lorenzo Jones, 1937-39 (Phillips' Milk of Magnesia, NBC Red). (F) Shorts (sports, travelogues).
- FARRINGTON, FIELDEN.** Assistant production chief, WXYZ, Detroit. (R) The Green Hornet (local sponsors, Mutual and Michigan Radio Network); others. (F) Shorts.
- FASS, MARTIN.** Announcer, WLTH, New York City.
- FASSETT, JAMES H.** Musical director. (R) Assistant director of music, program department, CBS.
- FAULKNER, GEORGE.** Script writer. (R) Royal Gelatin Hour (Standard Brands, Inc., NBC Red).
- FAUST, GILBERT.** Actor. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Ma Perkins (Procter & Gamble, CBS, NBC Red).
- FAY, CHAUNCEY.** Announcer, writer, continuity editor, WMT, Cedar Rapids.
- FAY, ROMELLE.** Pianist, organist, WHBL, Sheboygan.
- FAYE & CLEO.** Vocal and instrumental duo, KGKO, Fort Worth. (R) Also KFEQ, St. Joseph; KFOX, Long Beach; KFWB, Los Angeles; WHO, Des Moines; WNAX, Yankton; local shows for Peruna, Allis-Chalmers, others. (V) Personal appearances.
- FAYE, ALICE.** Actress, singer. (R) Music From Hollywood, 1937 (Liggett & Myers Tobacco for Chesterfields, CBS). (GA) Camel Caravan, Sept. 22, 1936, and March 16, 1937 (R. J. Reynolds Tobacco Co., CBS); Hollywood Hotel, Dec. 18, 1936, and April 23, 1937 (Campbell Soup Co., CBS); Kraft Music Hall, Sept. 3, 1936 (Kraft-Phenix Cheese Corp., NBC Red). (F) 20th Century-Fox (s). (V) Night clubs.
- FAYRE, KAY.** Singer, WSPR, Springfield. (R) Also WMAS, Springfield; WTIC, Hartford. (V) Birdie Dean & Co., 1932; Gus Edwards' Radio Stars, 1932; Aaronson, Fayre & Lane, 1933.
- FEIBEL, FRED.** Organist. (R) True

## PROFESSIONAL RECORDS—Continued

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

**FEINBERG, CHARLES K.** Commentator, WQXR, New York City.

**FEISTEL, JOHN.** Announcer (German programs), WHOM, Jersey City. (R) Also WFAB, New York; others.

**FELD, BEN.** Musical director. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); Poetic Melodies (Wm. Wrigley, Jr., Co., CBS); Saturday Serenade (Pet Milk Sales Corp., CBS). (Currently musical director, KMOX, St. Louis).

**FELL, JOHN W.** Announcer, actor, WCOL, Columbus. (R) Also WBNS, Columbus.

**FELLER, OTTO.** Announcer (German programs), WHOM, Jersey City. (R) Also WHN, WINS, WWRL, New York.

**FELLOWS, BARTON T.** Newscaster, announcer, WMCA, New York. (R) Also

WIP, Philadelphia; WOL, Washington: shows for Emerson Radio Co. (F) Commercials.

**FELTENSTEIN, NORMA JANE.** Violinist, KVOO, Tulsa. (R) Also WKRC, Cincinnati. (V) Theatre appearances.

**FELTON, VERNA.** Character actress. (R) Death Valley Days, 1932-36, (Pacific Coast Borax, NBC Blue); Texaco Town, 1937 (Texas Co., CBS); Jell-O Program Starring Jack Benny, 1937-39 (General Foods, NBC Red); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Those We Love, 1938-39 (Lamont, Corliss for Pond's Cream, NBC Blue); Woodbury's Hollywood Playhouse, 1938-39 (Jergens-Woodbury Sales, NBC Blue). (L) Purple Mask (the Shuberts), 1923; stock (s, f).

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

**\*FENTON, MILDRED.** Script writer. (R) Mrs. Wiggs of the Cabbage Patch (Old English, BiSoDol, NBC Red); Romance of Helen Trent (Louis Philippe, Edna Wallace Hopper, CBS); Mr. Keen, Tracer of

# HANLEY STAFFORD

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*Good News of 1939*

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## PROFESSIONAL RECORDS—Continued

Lost Persons (BiSoDol, NBC Blue).

**FENTON, WARD.** Announcer, WJBK, Detroit.

**FERGUSON, A. C.** Comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., others. (V) Theatre appearances.

**FERGUSON, E. R.** Announcer, WHBQ, Memphis.

**FERGUSON, FRANKLYN.** Announcer, WWJ, Detroit. (R) Also KTAT, Ft. Worth; WFAA, Dallas; WOOD, Grand Rapids.

**FERRER, JOSE.** Actor (juvenile, comedy, character, heavy, dialect). (R) Edgar Guest in Welcome Valley, 1936 (Household Finance Co., NBC Blue); Today's Children, 1936 (Pillsbury Flour Mills, NBC Red); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Rudy Vallee Hour, 1938 (Standard Brands, NBC Red). (L) Slight Case of Murder, 1935; Brother Rat, 1936-37; Missouri Legend, 1938; Mamba's Daughters, 1939; others.

**FERRIS, RAY P.** Head of music department (formerly minstrel entertainer), WLS, Chicago. (R) Sinclair Minstrels (Sinclair Refining Co., NBC Blue); other NBC shows; also WENR, Chicago. (V) Chuck & Ray Harmony Slaves. Composer of 'Down the Lane of Memory'.

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

**FESSLER, CARLOS.** Singer, WHO, Des Moines. (R) Also WGN, Chicago; including Curtiss Candy program, 1937. (GA) Armour, 1934 (NBC); Packard, 1934 (NBC); Betty & Bob, 1935 (General Mills, NBC Blue). (F) Commercials. (V) 1933-34.

**FETZ, MRS. P. M.** Conductor of Women's Hour, KWJB, Globe.

**FEYHL, HORACE W.** Announcer, M.C., WCAU, Philadelphia. (R) Also Pageant of Youth (Tastyest, NBC Red).

**FIBBER MCGEE & MOLLY (James E. and Marion Jordan).** Comedy team. (R) Fibber McGee & Molly, since April, 1935 (Molly off from Nov., 1937, to April 18, 1939) (S. C. Johnson & Son, NBC Red). (F) Paramount (f). (V) Marion & Jim Jordan, harmony singing and piano, 5 years.

**\*FICKETT, HOMER.** Producer, director, script writer. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS); March of Time (Servel and Time, Life & Fortune Magazines, NBC Blue). (Associated with BBD & O.

**FICKETT, KENNETH M.** Producer. (R) Ed Fitzgerald—Informal Chatter, 1938-39 (Thomas Leeming Co., Mutual); others. (On staff of William Esty & Co.).

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

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

**FIELD, CHARLES K. (Cheerio).** Master of Ceremonies. (R) Arco Birthday Party, 1930; Arco Dramatic Musicale, 1931; Fireside Recital, 1937 (all for American Radiator Co., NBC Red); many others, commercial and sustaining.

**FIELD, ELVIN E.** Actor (dramatic boys parts, 6 to 13 years). (R) Big Sister, 1936-39 (Lever Bros., CBS); Aunt Jenny's Real Life Stories, 1936-38 (Lever Bros., CBS); Johnny Presents, 1937-38 (Phillip Morris, NBC Red, CBS); Kate Smith, 1937-39 (General Foods, CBS); March of Time, 1937-38 (Time, Inc., NBC Blue); The Goldbergs, 1938 (P & G, CBS); Criminal Case Histories with Warden Lewis E. Lawes, 1938 (Wm. R. Warner for Sloan's Liniment, NBC Blue); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Gang Busters, 1938-39 (Colgate-Palmolive-Peet, CBS); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS); NBC television programs. (LS) New York on Parade, 1938 (Consolidated Edison, WJZ, New York); 5 Star Final, 1939 (Ex-Lax, WMCA, New York). (F) Shorts. (L) Stop Over, This Our House, Let Freedom Ring; others.

**FIELD, ROSWELL F.** Director. (R) Stoopnagle & Budd, 1933 (Pontiac Motors, CBS); General Motors Concerts, 1935-37 (General Motors, NBC Red and Blue); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS). (Vice-president, Campbell-Ewald Co. of New York).

**FIELD, ZO ANN.** Singer, KFNF, Shen-



## PROFESSIONAL RECORDS—Continued

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

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

**FIELDS, ARTHUR.** Singer. (R) Rex Cole Mountaineers (Rex Cole, NBC Red); Just Willie (U. S. Rubber, NBC Blue); Skol Program (Skol, NBC Blue); Sunday Drivers (sustaining, NBC). (F) Shorts. (V) Weston, Fields & Carroll, Carroll & Fields, Avon Comedy Four, Fields & Hall. (PR) Numerous companies, since, 1910.

**FIELDS, SHEP.** Orchestra leader. (R) Radio Guide Court of Honor, 1936 (Radio Guide Magazine, NBC Blue); Jarman Shoe program, 1937 (Jarman Shoes, CBS); Rippling Rhythm Revue, 1937 (Jergens-Woodbury Sales, NBC Blue); also orchestra broadcasts from Arcadia Ballroom, 1936. (F) Paramount, 1937 (f); shorts. (V) Appearances in theatres throughout the country. (PR) RCA Victor.

**FIELDS, SIDNEY H.** Writer, actor. (R)

Eddie Cantor, 1935 (Lehn & Fink for Pebecco Tooth Paste, CBS); Texaco Town, 1936, (Texas Co. for Texaco Gasoline, CBS); Texas Fire Chief, 1933 (Texaco Gasoline, CBS); Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (F) United Artists, Samuel Goldwyn, 20th Century-Fox (f); shorts. (L) Bon Ton Follies, 1921-23; Jekyl & Hyde, 1925-26. (V) Fields & Cash, 1917; Akerman-Harris, 1919; theatre appearances. (Chief of staff, Eddie Cantor's programs; wrote material for guest appearances of Leslie Howard, Al Jolson, Ben Bernie, Freddie Bartholomew, Lupe Velez, Ted Lewis, Sophie Tucker, Harry Richman, Burns & Allen and others).

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

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

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

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**"Town Hall Tonight"**  
**"For Men Only"**

## PROFESSIONAL RECORDS—Continued

**PROFESSOR FIGGSBOTTLE.** See Don Johnson.

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

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

**\*FILLMORE, CLYDE.** (R) Kate Smith's Hour (as member of Aldrich Family) (General Foods Corp., CBS).

**FIMBERG, HAL.** Writer (comedy, drama). (R) Benny Rubin, 1936 (Feen-A-Mint, Mutual); Ken Murray, 1937 (Rinso, CBS); Al Jolson, 1937 (Rinso, CBS); Maxwell House Showboat, 1938 (General Foods, NBC Red); Eddie Cantor, 1938 (Texas Co., CBS); Ken Murray, 1938 (Campbell Soup, CBS); Jack Haley, Log Cabin Jamboree, 1938 (General Foods for Log Cabin Syrup, NBC Red); Jack Haley-Wonder Program, 1939 (Continental Baking for Wonder Bread, CBS); others, not current, including material for Frank Morgan, Benny Rubin, William Gargan and others.

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

**FINDLAY, ROBERT S.** Producer, WHAI, Greenfield. (R) Local shows for Ford Motor Co., others.

**FINESHRIBER, WILLIAM H.** Writer, director. (R) American School of the Air, New York Philharmonic Symphony, Columbia Symphony and similar broadcasts (all CBS sustaining).

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

**FINLEY, STUART.** Announcer. (R) Frank Simon & His Armco Band, 1939 (American Rolling Mills, NBC Blue). (LS) WWSW, Pittsburgh; WCPO, WLW, WSAI, Cincinnati; WIBX, Utica; WALR, Zanesville.

**FIORITO, ERNIE.** Conductor, arranger, composer. (R) Studies in Contrast (sustaining, Mutual).

**FIO RITO, TED.** Orchestra leader. (R) Lucky Strike Dance Orchestra, 1933 (American Tobacco Co., NBC Red); Old

Gold Presents, 1934 (P. Lorillard Co., CBS); Poet Prince, 1934 (M. J. Breitenbach Co., NBC Blue); Lady Esther Program (summer) 1934-35; Hollywood Hotel, 1935 (Campbell Soup Co., CBS); Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Frigidaire Frolics, 1936 (Frigidaire Corp., NBC Blue); Log Cabin Jamboree, 1937-38 (General Foods Corp., NBC Red); Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS). (F) Warner Bros., M-G-M, RKO (f); shorts. (V) Theatre appearances, hotels, etc. (PR) Decca.

**FIRESTONE, EDDIE, JR.** Dramatic actor. (R) Death Valley Days, 1933-37 (Pacific Coast Borax, NBC Blue); Sperry Sunday Special, 1936-37 (Sperry Flour, NBC Pacific Coast Red); Hawthorne House, 1937-39 (Wesson Oil & Snowdrift, NBC Pacific Coast Red); also programs for Wheatena, 1932-35; Occidental Life Insurance, 1935-36; S & W Fine Foods, 1937.

**FIRMIN, GWYNN.** Actress (dramatic, character, straight). (R) The Lone Ranger, 1938-39 (Gordon Baking, Michigan Radio Network and Mutual); The Green Hornet, 1939 (Dr. West's Toothpaste, Mutual); Michigan Radio Network: Green Hornet, 1938 (Golden Jersey Milk); Men with Wings, 1938 (United Detroit Theatres); Hollywood Hits, 1938-39 (Nadell Furs); Here's Your Party, 1939 (American Telephone & Telegraph); others, including transcriptions of The Lone Ranger and The Green Hornet.

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

**FISSET, ALEXANDRE.** Actor (comedy), CHRC, Quebec.

**FISHELL, DICK.** Sports commentator, WHN, New York. (R) Since 1932; various shows on this station, WMCA, New York, and WFBL, Syracuse, including Sports Resumes for Wheaties, Auburn Motors Corp., General Mills; For Men Only, 1938 (Bristol-Myers for Vitalis, NBC Red).

**\*FISHER, DORIS.** Singer. (R) NBC show.

**FISHER, FREDDIE.** Leader of **Freddie Fisher's Schnickelfritz Band.** (R) NBC and Mutual sustaining broadcasts from night clubs. (GA) Royal Gelatin Hour,

## PROFESSIONAL RECORDS—Continued

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

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

**FISHER, HANK.** Announcer, sportscaster, WJZ, Tuscola.

**FISHER, LEWIS.** Announcer, WCAM, Camden.

**FISHER, MARGARET.** Actress. FTRD. (R) Valiant Lady (General Mills, Inc., CBS); also network sustaining programs. (F) Shorts. (L) Stock; shows produced by John Golden, the Shuberts, others. (V) Theatre appearances. (PR) RCA Victor.

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

**FISHER, SHUG.** Comedian, singer, WWVA, Wheeling. (R) Also KLX, Oak-

land; KTAB, San Francisco; KTM, Los Angeles; WLW, Cincinnati; others. (F) Shorts. (V) Beverly Hillbillies; Ranch Boys; Radio Pals. (PR) Decca.

**SENATOR FISHFACE.** See Elmore Vincent.

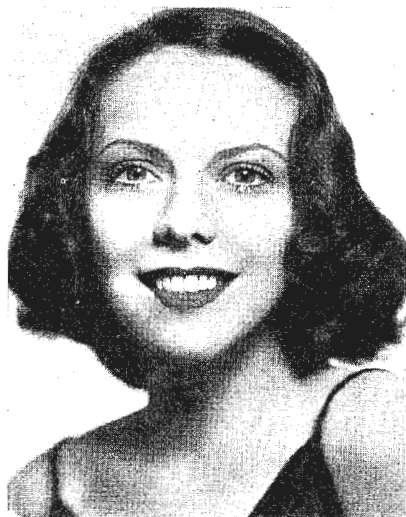
**FITCH, LOUISE.** Actress. (R) Kitty Keene, Inc. (Procter & Gamble, CBS); Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS); Betty & Bob (General Mills, CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Manhattan Mother, since March, 1939 (P & G for Chipso, CBS).

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

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

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

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



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## PROFESSIONAL RECORDS—Continued

- FITZMAURICE, GUY P., JR.** Musician, WOWO-WGL, Ft. Wayne.
- FIVE ALL AMERICANS.** See Carl Hunt, Edward H. Keavins, Joe D. Friedkin, Julian L. Stockdale, Edward D. Farr.
- FLAGG, IRENE.** Singer, WLAW, Lawrence. (V) Theatre appearances.
- FLAHERTY, PAT.** Sports commentator, WOAI, San Antonio.
- FLANAGAN, CHARLES C.** ("Pat"). Sports announcer and commentator, WBBM, Chicago. (R) Local shows for General Mills, Standard Oil and others.
- FLANDORF, WALTER.** Organist, WGN, Chicago. (R) WGN staff organist since 1938. (V) Hill and Fontaine, 1918-19; organ soloist, 1916-31.
- FLANNERY, HARRY W.** News commentator and director, KMOX, St. Louis. (R) Also WOWO, Fort Wayne.
- FLATH, P. HANS.** Organist, pianist, KMBC, Kansas City.
- \*FLEER, HARRY.** Singer. (R) Melody Weavers (CBS).
- FLEISCHER, WALTER.** Accompanist. (R) Lanny Grey's Rhythm School, 1938-39 (sustaining, NBC Blue). (Coach and arranger for Virginia Verrill, Jerry Cooper, Del Casino, Buddy Clark).
- FLEISCHMAN, SOL.** Sports and special events announcer, producer, WDAE, Tampa. (R) Also KMOX, St. Louis; WEVD, New York City; WIP, Philadelphia; WOL, Washington; WXYZ, Detroit; local shows for Brown & Williamson Tobacco, Gulf Oil Corp., Kellogg Co. (L) 1929-39. (V) Theatre appearances. (Also studio engineer).
- FLEMING, FRANK E.** Announcer, continuity writer, CFAC, Calgary. (R) Also CFJC, Kamloops; CKMO, CKWX, CRCX (now CBR), Vancouver. (F) Trailers. (Also publicity director).
- FLEMING, GORDON.** Organist, CKLW, Detroit. (R) Also WJR, Detroit.
- FLEMING, JAMES.** Announcer. (R) Get Thin to Music, 1938 (General Mills, Mutual); Road of Life, 1938-39 (P & G for Chipso, CBS, 1938-39; NBC Red, 1939); Manhattan Mother, 1939 (P & G for Chipso, CBS). (On staff of WGN, Chicago).
- FLEMING, VAN ALSTYNE.** Writer, producer, KSFO, San Francisco. (R) Signal Carnival, 1937 (Signal Oil Co., NBC Red); I Want a Divorce, 1939 (S & W Fine Foods, CBS); Problem Clinic, 1939 Duart Mfg. Co., CBS); others. (F) Shorts. (L) Stock, 1929-30. (V) Van and Don, the Two Professors; theatre appearances. (PR) RCA Victor, Brunswick.
- FLESHER, CHARLES.** Producer, writer. (R) Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Phil Baker, 1937-38 (Gulf Oil Corp., CBS); Hughesreel 1938 (Borden Co., NBC Red); Phantom Pilot, 1938 (Langendorf Bakeries, Mutual).
- FLETCHER, NEIL.** Announcer, M.C., singer, producer. (R) Three programs for Montgomery Ward, 1938-39. Also KTAT, Fort Worth; KOCA, Kilgore; KAND, Corsicana; KTSA, San Antonio (L) Stock and theatre groups (f). (V) 1920-28.
- FLETCHER, REO.** See The Cadets.
- FLETCHER, TEX.** Singing cowboy. (R) Tex Fletcher Presents, 1934 (Redi Spred, Mutual); Ed Fitzgerald Revue, 1937 (sustaining, Mutual); Hammerstein Music Hall, 1938 (Anacin, CBS); Tex Fletcher Presents, 1938 (Bell-Ans, Mutual); AJ Pearce and His Gang, 1938 (General Foods for Grape Nuts, NBC Red). (F) Grand National (musical westerns) (s): shorts. (L) Howdy Stranger, 1937 (f). (V) Tex Fletcher in Person, 6 years. (PR) Decca.
- FLEURY, CLAUDE.** Crooner, CHRC, Quebec.
- FLEURY, ESTELLE.** Actress, singer, CHRC, Quebec.
- FLEURY, LILY.** Juvenile actress, singer, CHRC, Quebec.
- FLINN, MILT.** First tenor (*The 8 Men*). (R) Vocal Varieties, 1937-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler Tobacco, NBC Blue); Avalon Time, 1939 (Brown & Williamson for Avalon Cigarettes, NBC Red). (V) Theatre appearances.
- FLINT, FRANK C.** Dramatist, CFAR, Flin Flon.
- FLINT, H. HARRISON.** Organist, WLAW, Lawrence. (R) Also WMEX, Boston. (V) Featured theatre organist.
- FLOREA, LOUISE.** Singer. (R) A & P Gypsies, 1935-36 (Great A & P Tea Co.,

## PROFESSIONAL RECORDS—Continued

- NBC Red); Ziegfeld Follies, 1936-37 (Colgate-Palmolive-Peet Co., CBS); Maxwell House Showboat, 1936-37 (General Foods Corp., NBC Red); Saturday Night Serenade, 1936-39 (Pet Milk Sales Corp., CBS); American Album of Familiar Music, 1937-39 (Bayer Aspirin, NBC Red); Cities Service Concert, 1938-39 (Cities Service Co., NBC Red). (GA) John Charles Thomas, 1936 (Vince, NBC Blue); Maxwell House Showboat, 1936 (General Foods, NBC Red); Hammerstein Music Hall, 1937-38 (Kolynos, CBS). (V) Theatre appearances, 1935.
- FLYNN, BERNARDINE.** Actress. (R) Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Vic and Sade, 1934-39 (Procter and Gamble, NBC Red and Blue; also CBS in 1938).
- FLYNN, BESS.** Actress, script writer. (R) Bachelor's Children, 1935-39 (Cudahy Packing Co., Mutual, 1935-38; CBS, 1936-39); We Are Four, 1937 (Libby, McNeill & Libby, Mutual); Painted Dreams, (Cal-Aspirin, Mutual). (L) Currently with WGN, Chicago.
- FLYNN, ROBIN.** Commentator, special features, KFPY, Spokane. (R) Also KGW-KEX, Portland. (F) (f). (V) Theatre appearances.
- \*FOGLE, GEORGE L.** Producer. (R) Knickerbocker Playhouse (P & G, CBS); Ma Perkins (P & G, NBC Red and Blue).
- FOGLE, L. V.** Musician, KGNC, Amarillo. (V) Theatre and circus appearances.
- FOLEY, CLYDE J. ("Red").** Ballad singer. (R) Renfro Barn Dance, 1938 (Allis Chalmers Co., Mutual); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Cigarettes, Mutual). (LS) WLS, Chicago, since 1932. (V) Theatre appearances with WLS National Barn Dance unit.
- FOLSOM, FLORENCE.** Actress. (R) Uncle Ezra, 1938-39 (Miles Laboratories for Alka-Seltzer, NBC Red). (LS) WAAF, Chicago, 1937-39. (L) Kempy, 1926-27; Take My Advice, 1930; New Brooms, 1934; others.
- FONTAINE, LEO.** Writer, director, continuity editor, FTRD. (R) Continuity editor of all Federal Theatre Radio Division CBS, NBC and Mutual programs. (LS) WABC, WINS, New York and other stations. (Formerly dramatic and movie reviewer for *Morning Telegraph*; feature writer for *Transradio Press*).
- FONTANA, ETTORE.** Orchestra leader, WSMB, New Orleans.
- FORBES, DON.** Announcer, producer. (R) Split Seconds in History, 1936 (Tavannes Watches, CBS Pacific Coast); Hometown Sketches, 1936-37 (Fels Naphtha Soap, CBS Pacific Coast); Hawaiian Moon Casino, 1937 (Tussy Beauty Preparations, CBS Pacific Coast); Nash Speed Show, 1937 (Nash-Kelvinator Corp., CBS); Hollywood in Person, 1937 (General Mills, CBS); The Newlyweds, 1937-38 (Lambert Pharmacal for Listerine, CBS Pacific Coast); Headlines on Parade with Knox Manning, 1937-39 (Euclid Candy Co., CBS). (Engineer, CKMO, Vancouver; program director, CJOR, Vancouver, 1933-34; announcer, CBS sustainers and special events, 1934-38; currently chief announcer, KNX, Los Angeles.)
- FORBES, E. GILBERT.** News commentator, WFBM, Indianapolis.
- FORBES, MURRAY.** Actor. (R) Public Hero No. 1 (Falstaff Brewing Co., NBC Red); Ma Perkins, 1933-39 (Procter & Gamble, CBS, NBC Red); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Inside Story, 1938-39 (Ralston Purina, successively CBS Pacific, NBC Blue); Curtain Time, 1938-39 (General Mills, Mutual); Bob Becker, 1938-39 (John Morrell & Co., NBC Red); Knickerbocker Playhouse, 1939 (P & G, CBS); others not current.
- FORD, HARRY.** Humorist, philosopher, M. C., WTMJ, Milwaukee.
- FORD, JOHN S.** Violinist, WHAS, Louisville. (R) Also WCHS, Charleston; WWVA, Wheeling; local show for Pinex Co., others. (V) Log Cabin Boys, Country Boys, others.
- FORD, WHITEY.** Entertainer. (R) Renfro Barn Dance, 1938 (Allis Chalmers Mfg. Co., Mutual).
- FORGET, JEAN.** Pianist, CKAC, Montreal. (R) Programs for Anacin and others.
- \*FORKE, DON.** Director. (R) General Electric Hour of Charm (General Electric, NBC Red). (Associated with Maxon, Inc.).
- FORREST, HELEN.** Singer (sweet, swing). (R) Melody and Madness, 1939 (P. Lorillard for Old Gold Cigarettes, CBS). (LS) WRC, Washington; WNEW, New York. (F) Shorts. (V) Theatre and hotel appearances. (PR) Bluebird. (Formerly featured with Mark Warnow's orchestra; currently with Artie Shaw).

## PROFESSIONAL RECORDS—Continued

- FORRESTER, HOWARD** (*Big Howdy*). Fiddler, singer, KVOO, Tulsa. (R) Also WSM, Nashville. (V) Tennessee Valley Boys 1938-39. (PR) RCA Victor Bluebird, 1939.
- FORRESTER, JOE** (*Lespedeza*). Guitarist, string bass violinist, comedian, singer, KVOO, Tulsa. (R) Also WSM, Nashville. (V) 1937-39.
- FORSTER, MARY LOU**. Actress (dramatic, character, ingenue). (R) Mrs. Wiggs of the Cabbage Patch, Sept. to Dec., 1938 (Hill's Cold Tablets, Old English Wax, BiSoDol, NBC Red); The Right Thing to Do, 1938-39 (George W. Luft for Tangee Lipstick, NBC Red); special parts in various NBC-CBS script serials, parts in network dramatized commercials. (LS) Borden's Special Edition, 1938 (Borden Co., WEA, N. Y.). (F) Slide films. (L) Stock.
- FORSTER, WALTER O.** Announcer, WIL, St. Louis.
- \*FORT, JOE**. (R) Joe Penner, 1938-39 (General Foods Corp., CBS).
- \*FOSSLER, DEAN**. Organist (R) Interesting Neighbors (F. W. Fitch, NBC Red); Vanette Fashion Previews (Vanette Hosiery Mills, NBC Blue).
- FOSTER, ANNE**. Pianist, CKOC, Hamilton.
- FOSTER, CLAIR A.** Program director, actor, pianist, organist, choral music director, KGGF, Shawnee.
- FOSTER, H. DAY**. Production manager, KORE, Eugene. (R) Also KUJ, Walla Walla; KSLM, Salem.
- FOSTER, JACK**. Announcer, WCKY, Cincinnati.
- FOSTER, ORVILLE R.** Musician (piano, organ), conductor, WSBT-WFAM, South Bend. (R) Also Iowa Broadcasting System. (F) Shorts as news commentator. (V) Theatre appearances. (Also instructor of music and radio at the University of Notre Dame).
- FOSTER, PHILIP**. Dramatic actor. (R) Personal Column of the Air, 1937 (Procter & Gamble for Chipso, NBC Blue); The O'Neills, 1937 (P & G for Ivory Soap, NBC Blue); Just Plain Bill & Nancy, 1937-38 (Kolynos Tooth Paste, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Anacin, NBC Red); David Harum, 1938 (B. T. Babbitt for Bab-O, NBC Red); Pepper Young's Family, 1938 (P & G for Camay Soap, NBC Red and Blue); Mr. Keen, Tracer of Lost Persons, 1938 (BiSoDol, NBC Blue). (LS) Junior G-Men, 1937-38 (Fischer Baking Co., WOR); others. Also transcriptions. (L) Since 1927; productions by Brady & Wiman, Theatre Guild and Max Gordon.
- FOSTER, RALPH**. Crooning cowboy, CKCK, Regina. (R) Also Canadian Broadcasting Corp.
- \*FOSTER, ROYAL**. Script writer. (R) Ken Murray & Oswald (Campbell Soup Co., CBS).
- FOULIS, WILLIAM S.** Actor (straight, character), KOB, Albuquerque. (R) Also KOA and KLZ, Denver. (F) Shorts. (L) Elitch's Gardens (f). (V) Harry Lauder, Jr., 1921-27.
- FOUR BLACKHAWK QUARTETTE**. See James Bicknell, Donald E. Lake, Pete Fall, Walter Schultz.
- FOUR CLUBMEN, THE** (Hupert Hendrie, Phil Reep, Claude Reese, Darryl Woodward). (R) CBS shows.
- FOUR ESQUIRES**. Entertainers. (R) Music From Hollywood (Liggett & Myers Tobacco Co., CBS).
- FOUR ESQUIRES, THE**. String quartet, WBBF, Rock Island. (V) Theatre appearances. (PR) Decca.
- FOUR NOTES**. See Marjorie Whitney, Lee Gotch, Leland J. Gillette, James (Bob) Krumenacher.
- \*FOUR PAGES**. Male quartet. (R) Woman's Magazine of the Air, 1938-39 (Chas. B. Knox Gelatine Co., NBC Red).
- \*FOURSOME, THE** (Del Porter, Marshall Smith, Dwight Snider, Ray Johnson). (R) The Circle (Kellogg Co., NBC Red).
- FWLER, FRED**. Announcer, WQAM, Miami. (R) Also CBS and NBC shows. (F) Shorts (Metrotone, Paramount). (V) Theatre appearances. (PR) RCA Victor.
- FOWLKES, IDABELLE**. Singer, WAIR, Winston-Salem.
- FOWLKES, ROSSER**. Singer, producer, announcer, WAIR, Winston-Salem.
- FOX, GIBSON**. Writer, WXYZ, Detroit. (R) Also Don Lee, Mutual and Michigan Radio Networks.
- FOX, TEMPLETON**. Actress. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Story of Mary Marlin (P &

## PROFESSIONAL RECORDS—Continued

- G for Ivory Soap and Snow, NBC Red); This Day Is Ours, 1938-39 (P & G for Crisco, CBS).
- FOX, W. F., JR.** Sports writer. (R) Programs for Pure Oil Co. and L. Strauss.
- FOY, BILLY.** Guitarist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.
- \*FRAKES, ELLIS.** Singer (*The 8 Men*). (R) Vocal Varieties, 1936-39 (Lewis-Howe Co., NBC Red).
- FRALEIGH, BESS.** Actress (straight, comedy, dialect). (R) Forty-five Minutes in Hollywood, 1934 (Borden Co., CBS); Home Sweet Home, 1935 (P & G for Chipso, NBC Red); Easy Aces, 1935 (Anacin, NBC Blue); The O'Neills, 1935-37 (P & G for Ivory Soap, NBC Blue); Ray Perkins, 1936 (Feen-A-Mint, CBS); Dr. Allan Roy Dafee, 1936 (Lehn & Fink for Lysol, CBS); Personal Column of the Air, 1937 (P & G for Chipso, NBC Red); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Pepper Young's Family, 1938 (P & G for Camay Soap, NBC Red); Her Honor, Nancy James, 1938 (International Cellucotton for Kleenex, CBS); others, including WEEL, Boston, shows which she wrote and portrayed.
- \*FRANCIS, ARLENE.** Actress. (R) There Was a Woman (Glass Container Association of America, NBC Blue); Johnny Presents, What's My Name? (Philip Morris & Co., Ltd., Mutual); Central City (P & G, NBC Red); What's My Name?, replacing Fred Allen for summer of '39 (Bristol-Myers, NBC Red). (L).
- FRANCIS, MARION.** Singer. (R) It Can Be Done With Edgar A. Guest (Household Finance Corp., NBC Blue, CBS).
- FRANK, CARL.** Actor, announcer, commentator. (R) Good Will Hour (Ironized Yeast, Mutual); Buck Rogers (Joe Lowe Corp. for Popsicles, Mutual); Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); The Shadow (D. L. & W. Coal Co., for Blue Coal, Mutual); Your Family and Mine (Sealtest, CBS); Campbell Playhouse (Campbell Soup, CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); Big Town (Rinso, CBS); Her Honor, Nancy James (Kleenex, CBS).
- FRANK, DON.** Announcer, WAPI, Birmingham. (R) Also WJRD, Tuscaloosa.
- FRANK, ELEANOR.** Musician (violin, piano), singer, WNAX, Yankton. (R) Local show for Consolidated Drug, others.
- FRANK, JOHN E.** Actor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Double Everything, 1937-38 (William Wrigley, Jr., Co., CBS); Zenith Radio Foundation, 1937-38 (Zenith Radios, NBC Blue; switched to CBS Nov., 1937). (LS) WBBM, Chicago; was original Jimmie Allen in Air Adventures of Jimmie Allen, transcribed show. (L) Musical comedy, dramatic stock; own company on Pacific Coast for 12 years (f). (V) Frank & Watters, 1918.
- \*FRANK, MEL.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- \*FRANKEL, DORIS.** Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).
- FRANKEL, HARRY.** See Singin' Sam.
- FRANKLIN, ALLEN.** Sports announcer, program director, KXOX, St. Louis. (R) Also KVOO, Tulsa; KXOK, St. Louis; WFBR, Baltimore; WHB, Kansas City; WLW, Cincinnati. (L) Stock.
- \*FRANKLIN, MAURICE.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- FRANKLIN, ORVIN.** Sports commentator, KOCA, Tyler. (R) Also KGKB, Tyler.
- FRANKLIN, TOMMY.** Announcer, KGW-KEX, Portland.
- FRANKLYN, ROY.** Announcer, WCFL, Chicago. (R) Also WHA, WIBA, Madison; WTMJ, Milwaukee.
- FRANKOVICH, MITCHELL J. (Mike).** Sports announcer, KFAC, Los Angeles. (R) Pacific Coast baseball games, 1938 (General Mills and B. F. Goodrich Co.); football and ice hockey games (Associated Oil, Mutual); others. (F) Sports commentator.
- FRANZ, JAMES JOSEPH.** Actor (dramatic, comedy). (R) Jell-O Program Starring Jack Benny, 1935-37 (General Foods for Jell-O, NBC Red); One Man's Family, 1937 (Standard Brands for Tender Leaf Tea, NBC Red); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Your Hollywood Playhouse, 1937 (Jergens-Woodbury Co., NBC Blue); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux Toilet Soap, CBS). (F) Director of silent pictures, 7 years. (L) Pacific Coast productions of Alias the Deacon, 1928; The

## PROFESSIONAL RECORDS—Continued

- Racket, 1929; The Miracle at Verdun, 1936.
- FRASER, BARRIE.** Announcer, pianist, CKSO, Sudbury.
- FRASER, FERRIN.** Script writer. (R) Little Orphan Annie (Wander Co., NBC Red).
- FRASER, JOHN G.** Commercial and sports announcer. (R) Personal Column of the Air, 1936-37 (Procter & Gamble, NBC Red and Blue); News, 1936-38 (Esso, NBC Blue); Gospel Singer, 1936-39 (Procter & Gamble, NBC Red and Blue; also CBS in 1938); Football, 1937 (Atlantic Refining, NBC New England Blue). (Staff announcer, NBC).
- FRAY AND BRAGGIOTTI (Jacques Fray, Mario Braggiotti).** Piano team. (R) Fray & Braggiotti, 1938 (Sales Affiliates, CBS Pacific). (GA) Programs for Ford Motor Co., Shell Union Oil Corp., Cycle Trades of America, Radio Corporation of America, Studebaker Corp., Chevrolet Motor Co., others. (LS) KNX, Hollywood. (L) Funny Face (with Fred Astaire), 1929; concerts. (V) Personal appearances. (Jacques Fray also has his own dance band).
- FRAZER, JOHN J.** Announcer, producer. (R) Signal Carnival, 1937-39 (Signal Oil Co., NBC Red); Interesting Neighbors, 1937 (F. W. Fitch Co., NBC Red); Fitch Bandwagon, 1938 (F. W. Fitch Co., NBC Red); Tommy Dorsey, 1938 (Brown & Williamson Tobacco, NBC Red); Do You Want to Be an Actor? 1938 (NBC Pacific Coast Blue); Pepsodent Show Starring Bob Hope, 1939 (Pepsodent Co., NBC Red); The Circle, 1939 (Kellogg Co., NBC Red); Life Can Be Beautiful, Sept. to Nov., 1938 (P & G, NBC Red); Candid Lady, 1938-39 (Pepsodent Co., NBC Red). (F) Warner Bros. (L) Stock. (Staff announcer, NBC Hollywood Studios, since 1937).
- FRAZIER, GLADYS.** Actress, women's programs, WAIR, Winston-Salem. (V).
- FREEBAIRN-SMITH, THOMAS.** Producer, announcer, writer. (R) Hall of Fame, 1933 (Lehn & Fink, NBC Red); Love Story Program, 1934-35 (Non-Spi, WJZ); Vick's Open House, 1936-38 (Vick Chemical Co., CBS); Big Town, 1937-39 (Lever Bros. for Rinso, CBS); Texaco Star Theatre, 1939 (Texas Co.). (F) Republic, RKO; shorts (travelogue narrator). (L) Stock, in London, 1919-21; Portland Civic Theatre, 1924-29; The Enemy, Enchanted April, Mr. Pim Passes By, Dulcie (s.f.). (Assistant di-
- rector, CBS Shakespeare Series, 1937). (Currently with KNX, Los Angeles).
- FREELAND, BEVERLY.** Singer. (R) Member Kay Thompson Choir, Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Philip Morris Program, 1937 (Philip Morris & Co., CBS); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); Johnny Presents, 1938-39 (Philip Morris & Co., NBC Red) (also a member of the Three Harmonics on this program); Breezing Along, 1939 (Philip Morris & Co., Mutual). (LS) WMCA, New York City, 1934, WEAF, New York City, 1937. (F) Shorts. (L) Member of girl trio, Earl Carroll's Sketch Book, 1935.
- \*FREELAND, JUDY.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS); as member of Three Harmonics: Johnny Presents (Philip Morris & Co., Ltd., CBS).
- FREEMAN, FLORENCE.** Actress. (R) Madame Sylvia of Hollywood, 1934-35 (Ralston Purina for Ry-Krisp, NBC Blue); Paul Whiteman Program, 1935 (Kraft-Phenix Cheese Corp., NBC Red); Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red); Alias Jimmy Valentine, 1938-39 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); Young Widder Brown, 1937-39 (sponsored since 1938 by Cal-Aspirin and Haley's M-O, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); others.
- FREEMAN, FREDERICK.** Organist, pianist, KRE, Berkeley. (R) Also KSFO, San Francisco.
- FREEMAN, JAY.** Musical director. (R) Broadway Varieties, 1935-36 (BiSoDol, CBS); Lazy Dan, 1936 (Old English Floor Wax, CBS). (F) Shorts. (L) Aborn Opera. (V) Night club appearances; ice carnivals with Sonja Henie; theatre musical director. (Sustaining programs for CBS, 3 years).
- FREEMAN, PATRICK F.** Announcer, special events commentator, production manager, CFAC, Calgary. (R) Commentator on Royal Visit Broadcast, 1939 (CBC).
- FRENCH, BOB.** News commentator, production manager, WHKC, Columbus. (R) Local show for Ward Baking Co., others.
- FRENCH, KENNETH H.** Announcer, dramatic director, WHEC, Rochester.

## PROFESSIONAL RECORDS—Continued

- FRENCH, LINDA.** (Macksene Smith). Commentator, actress. (R) Also transcriptions. (F) Short. (L) Little Theatre.
- FRENCH, NED.** Announcer, singer, actor, WORL, Boston. (R) Also WCOP, WHDH, Boston; WPRO, Providence.
- FRESCOTT, NORMAN.** Humorist, M.C. (R) Town Hall summer show, 1938 (Bristol-Myers, NBC Red); Uncle Jim's Question Bee, 1938 to March, 1939 (G. Washington Coffee Refining Co., NBC Blue). (L) Earl Carroll's Vanities, 1926-27; Charlot's Revue, 1927; Midnight Follies (London), 1934-35 (f). (V) 1918-36.
- FREUDBERG, LEO.** Musical director. (R) Aristocrat Ice Cream program, 1935 (Mutual); Vim Radio Stores program, 1936-37 (Mutual); others, including Benay Venuta's program, Ed Fitzgerald's Revue, Don Arries, Alan Courtney programs, Raoul Nadeau and the Collegiate Review, 1938-39 (sustaining, Mutual). (L) Concerts, 1921-26. (V) Appearances with Eddie Cantor, Olsen & Johnson, Edgar Bergen and others, 1926-33. (Musical director, WOR Newark Studio, 1934-39).
- FREY, FRAN.** Composer, conductor. (R) Network programs, as vocalist, but principally as composer, for M.J.B. Coffee, Lucky Strike Cigarettes, Canada Dry (Jack Benny), Oldsmobile, Chase & Sanborn Tea, Dr. West, Lifebuoy (arranger for Al Jolson); since 1937 has been conductor and written all original music for Big Town (Lever Bros. for Rinso, CBS). (F) Arranger for Paramount and United Artists, 1935-37. (L) Kid Boots, 1925; Ziegfeld Follies, 1925-26; Sunny, 1926; Good News, 1927; City Chap, 1928; Whoopee, 1928. (V) Theatre appearances. (PR) RCA Victor.
- FRIDELL, VIVIAN.** Actress. (R) Today's Children, 1934-35 (Pillsbury Flour, NBC Red); Backstage Wife, 1934-39 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); The Road of Life, 1938-39 (P & G for Chipso, NBC Red, 1938-39; CBS, 1938). (LS) WGN, Chicago (for Witch Hazel Cream and Durkee's Famous Foods, 1934; Wife vs. Secretary for Bayer Co., 1936-38). (L) Stock; Harry Minturn Players, 1932.
- FRIEDKIN, JOE D.** (Five All Americans). Musician (brass & string bass), singer, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.); transcriptions. (Formerly with Maple City Four).
- FRIEDMAN, BENNY.** Football commentator. (R) The Sunday Morning Quarter-
- back, 1937 (Parker Watch Co., Mutual). (LS) Piel's Beer, 1930 (WMCA, N. Y.).
- FRITZ, CARL W.** News, sports commentator, M. C., WFLA, Tampa. (R) Also WSUN, St. Petersburg. (F) Universal, 1920-21. (L) Stock.
- FROEBA, FRANK.** (Milt Herth Trio). Musician. (R) Network programs with Will Osborne's Orchestra (Corn Products Refining and Pebecco Toothpaste); with Benny Goodman on Let's Dance (National Biscuit Co., NBC Red); Omar the Swing Maker (sustaining, NBC). (F) Shorts. (V) Milt Herth Trio; appearances with Will Osborne and Benny Goodman. (PR) RCA Victor, Decca, Columbia, Brunswick.
- FROMAN, JANE.** Singer. (R) Iodent Program, 1933 (Iodent Chemical Co., NBC Red); Jell-O Summer Show, 1937 (General Foods Corp., NBC Red); Gulf Musical Playhouse, since June, 1939 (Gulf Oil, CBS). (F) Warner Bros. (V) Theatre appearances.
- \*FROOS, SYLVIA.** (R) Various shows on CBS, NBC and WOR, New York. (F) Fox; educational shorts.
- FROST, ALICE.** Dramatic actress, comedienne. (R) Big Sister, 1936-39 (Lever Bros. for Rinso, CBS); Johnny Presents, 1936 (Philip Morris & Co., Ltd., NBC Red); The Shadow, one week in 1937 (Blue Coal, Mutual); Town Hall Tonight, 1937 (Bristol-Myers Co. for Ipana Toothpaste and Sal Hepatica, NBC Red; Famous Jury Trial, 1938-39 (local sponsors, Mutual). (L) Green Grow the Lilacs; As Husbands Go; It's a Wise Child, 1934. (V) Sketch with Sam Jaffee.
- FROST, PAUL.** Announcer, vocalist, continuity writer, M.C., CKTB, St. Catharines. (L) Dramatic and musical productions (f). (V).
- FRY, EVAN A.** Announcer, continuity editor, KCKN, Kansas City.
- FRYER, TROY.** Musician, KOIL, Omaha.
- FUGIT, MERRILL W., JR.** Actor (juvenile, character). (R) Kaltenmeyer's Kindergarten, 1936-38 (sponsored by Quaker Oats until Dec., 1937; currently sustaining, NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red). (L) Road shows.
- FUHS, JULIAN.** Conductor. (R) Julian Fuhs Presents, 1938, '39 (sustaining, NBC Blue). (V) Theatre and night club conductor, here and abroad. (PR) Decca, Parlophone, Ultraphone.



## PROFESSIONAL RECORDS—Continued

- \*FULLER, BARBARA.** Actress. (R) Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue).
- \*FULLER, DR. CHARLES A.** Speaker. (R) Local shows, KHJ, Los Angeles.
- FULLER, LE VERE L.** Program director, WSAY, Rochester. (R) Also WGY, Schenectady; WHAM, WHEC, Rochester.
- FULLER, MARGARET.** Dramatic actress. (R) The Guiding Light (Procter & Gamble, NBC Red); Ma Perkins (Procter & Gamble, NBC Red and CBS); Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Don Winslow of the Navy (Kellogg Co., successively NBC Red and Blue); The Woman in White (Pillsbury Flour Mills, NBC Red); We, the Wives, Quiz (Quaker Oats Co., Mutual). (L) Stock; The Old Maid (f.s.).
- \*FULLER, SAMUEL C.** Producer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).
- FULTON, DICK.** See the Pioneer Quartet.
- FULTON, JACK.** Singer (R) Paul Whiteman's Painters, 1931 (Allied Paint Groups, NBC Blue); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Hormel Program, 1936-37 (George A. Hormel Co., CBS); Poetic Melodies, 1936-38 (Wm. Wrigley, Jr., Co., CBS); Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS); The Laugh Liner, 1938 to Jan., 1939 (Wm. Wrigley, Jr., Co., CBS). (F) Shorts (Warner Bros., Universal, Fox). (L) Sunny (with George Olson), 1926; The City Chap, 1926.
- FULTON, JOHN.** Sports and news announcer, WGST, Atlanta. (R) Local programs for Coca-Cola Bottling, General Mills, others.
- FULWELL, LENTO R.** Actor, WWJ, Detroit. (R) Also WXYZ, Detroit. (L) The Fortune Hunter, others.
- FUNK, AARON.** Assistant program director, sports and special events announcer, KIEM, Eureka. (R) Also KOAC, Corvallis.
- \*FUNK, CHARLES E.** (R) Say It with Words (WOR, New York).
- FUNKY, WILLIAM J., JR.** Musician, WIND, Gary.
- \*FUNNYBONERS, THE.** Singers. (R) Cheer Up, America (Mennen Co., NBC Red).
- \*FUNT, JULIAN.** Script writer. (R) Joyce Jordan-Girl Interne (McKesson & Robbins, CBS); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red).
- FURLONG, FRANK L.** Dramatic actor, reader. KDKA, Pittsburgh. (R) Also WCAE, Pittsburgh. (F) Shorts; Lubin & Vitagraph Companies, 1909 (f). (L) Paul Burns Stock Co., 1907-09; Al H. Woods, 1910; Belasco, 1911; George Sharp Stock, 1928; Judith Anderson; others. (V).
- FURLONG, LARRY.** Sports announcer, WCLS, Joliet. (R) Local basketball for Household Finance Co.
- FUSSELL, SARAH E.** Actress (specializes in boys and girls roles from 3 to 12 years, dialects). (R) Eno Crime Clues, 1935-36 (Harold F. Ritchie for Eno Fruit Salts, NBC Blue); Bobby Benson & Sunny Jim, 1936 (Hecker H-O, CBS); Welch Presents Irene Rich, 1936-37 (Welch Grape Juice, NBC Blue); News of Youth, 1936-37 (Ward Baking, CBS); Cavalcade of America, 1936-39 (E. I. du Pont de Nemours, CBS); March of Time, 1936-39 (Time, Inc., and others, CBS and NBC Blue at various periods); Warden Lawes programs, 1937-39 (Wm. R. Warner for Sloan's Liniment, NBC Blue); others, including The Heart of Julia Blake, 1938-39 (transcriptions, Armstrong Linoleum). (F) Shorts.
- FUTRELL, JESSIE.** Singer, WAIR, Winston-Salem.

## G

- GABEL, MARTIN.** Actor, director. (R) Big Sister, 1936-39 (Lever Bros. Co., CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); The Shadow (D. L. & W. Coal Co. for Blue Coal, Mutual). (L) Three Men On A Horse, 1934; Dead End, 1935; Ten Million Ghosts, 1936; Julius Caesar, 1937.
- GAIGE, CROSBY.** M.C., food commentator. (R) Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue). (GA) Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS). (L) Producer of numerous plays, most recent being "Time and the Conways."

## PROFESSIONAL RECORDS—Continued

- GAILEY, ELMORE.** Script writer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- \*GAINES, ROLAND.** Singer. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); Avalon Time, 1938-39 (Brown & Williamson Tobacco Co., NBC Red).
- GALBREATH, RICHARD E.** Musician, WOWO-WGL, Ft. Wayne. (R) Programs for Barnsdall Refining and others.
- GALE, DORIEN.** Soprano. (R) The Time of Your Life, 1937 (Gruen Watch Co., NBC Red); NBC sustaining shows with Roy Campbell's Royalists. (F) Shorts. (V) Leonardi Singers; Rita Rio Girls' Band; Joe Howard & Trio; appearances with Roy Campbell's Royalists.
- GALE, KAY.** Actress (comedy, dialect, character), KMPC, Beverly Hills. (R) Also KMTR, Los Angeles. (L) Stock. (Head of dramatic department, Hollywood Conservatory, 1937-38).
- GALEN, FRANK.** Writer. (R) Material, in collaboration with Abe Burrows for Eddie Garr, Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red), Manhattan After Dark, Jan. 12, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue); Henny Youngman, Kate Smith's Bandwagon, 1937-38 (General Foods, CBS), Paul Gerrits, Eddie Garr and Ballin and McEvoy, Royal Gelatin Hour, 1938 (Standard Brands, NBC Red), This is New York, 1939 (CBS sustaining). (F) Warner Bros. short. (V) Theatre appearances of Sue Ryan, 1937: Eddie Garr, 1937-38; Johnny Woods, Cinda Glenn, Paul Gerrits, 1938; Eddie Garr, Johnny Woods, Herman Bing, Howard Bruce's Hollywood Doubles, Kurt Robitschek's Vaudeville Marches On, 1938-39.
- GALL, BILL.** See Midland Minstrels.
- \*GALLAGHER, DON.** Actor. (R) Ma Perkins (P & G, NBC Red and CBS).
- GALLAHER, ED.** Sports announcer, WCCO, Minneapolis-St. Paul. (R) Also K'TUL, Tulsa; local shows for General Mills, Inc., others. (V) Theatre appearances.
- GALLEHER, WILLIAM C.** Children's programs, WFIL, Philadelphia. (R) Also WCAU and WIP, Philadelphia.
- \*GALLICCHIO, JOSEPH.** (R) NBC shows.
- GALLOP, FRANK.** Announcer. (R) Hill-top House (Colgate-Palmolive-Peet Co., CBS); News Through a Woman's Eyes (Pontiac Motor Co., CBS); Saturday Night Serenade (Pet Milk Sales Corp., CBS); A & P Coffee Time (Great Atlantic & Pacific Tea Co., CBS); Lady Esther Serenade (Lady Esther, Ltd., CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James (International Cellucotton for Kleenex, CBS); Kaltenborn Edits the News (Pure Oil Co., CBS); When a Girl Marries (Prudential Insurance Co., CBS); others since 1936.
- GALS IN GINGHAM.** Vocalists, WDAY, Fargo.
- GAMBLE, RONALD P.** Announcer, M.C. (R) Ford Sunday Evening Hour, 1938-39 (Ford Motor Co., CBS). (L) Kalamazoo (Mich.) Civic Players, 1933-36 (f). (Staff announcer, WJR, Detroit).
- GAMBLING, JOHN B.** Announcer, M.C. (R) Time to Shine, 1937 (Griffin Mfg. Co., NBC Blue). (LS) Gambling's Musical Gym Clock, 1925-39 (sponsored by Illinois Meat Co. until March, 1938; sponsored by Childs Restaurants, 1938-39; currently sponsored by General Mills, WOR, N. Y.). (V) Theatre appearances.
- GANGE, CONNIE.** Singer, WHEC, Rochester. (R) Also CBS; WGR, Buffalo; WHAM, Rochester; WSYR, Syracuse; shows for Standard Oil, Crazy Water Crystals, Gulf Oil, others. (V) Appearances in theatres, hotels, night clubs.
- GANNON, JOHN.** Actor (juvenile). Jack Armstrong, 1933-39 (General Mills, CBS, 1933-36; NBC Red, 1936-39); It Can Be Done, 1937-38 (Household Finance Corp., NBC Blue); A Tale of Today, 1937-38 (Princess Pat, Ltd., NBC Red).
- GANNON, JOHN C.** Announcer. (R) Programs on WLEU, Erie, and WLAC, Nashville. (L) One season, as actor.
- GANZ, WILLIE.** See Midland Minstrels.
- \*GARBER, JAN.** Orchestra leader. (R) Burns and Allen, 1938 (General Foods Corp., NBC Red).
- GARBETT, ARTHUR.** Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, successively NBC Red and Blue).
- GARCIA, ISLA L.** Organist, pianist. WFLA, Clearwater. (L) 1921-22. (V) Davis & Liles, 1923.



## PROFESSIONAL RECORDS—Continued

- GARDE, BETTY.** Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Old English Floor Wax, BiSoDoI, NBC Red); Lorenzo Jones, 1937-39 (Phillips' Milk of Magnesia Toothpaste and Milk of Magnesia Tablets, NBC Red); There Was a Woman, 1938 (Glass Container Assn. of America, NBC Blue); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); My Son and I, scheduled to start in fall of '39 (General Mills, CBS). (GA) Al Pearce and His Gang (Ford Motors, CBS). (F) Paramount. (L) The Nervous Wreck (Sam Harris); Easy Come, Easy Go (Lewis & Gordon); The Poor Nut (Patterson McNutt); The Social Register (Jones & Green); The Primrose Path, 1939 (George Abbott).
- GARDNER, DON.** Announcer, WRC-WMAL, Washington. (R) Also WAIR, Winston-Salem; sustaining NBC shows.
- GARDNER, EVELYN.** Director of Home Forum, KDKA, Pittsburgh. (R) Local shows for Knox Gelatine Co., Scott Paper Co., John Morrell & Co., Kellogg Co.; others.
- GARDNER, CLYDE.** Orchestra director, WMBR, Jacksonville. (R) Also WJAX, Jacksonville. (V) Appearances at theatres, hotels.
- GARDNER, EDWARD F.** Producer, director, writer, actor. (R) Burns & Allen (General Cigar for White Owl Cigars, CBS); Chase & Sanborn Opera Guild, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Blue); Frank Fay Calling, 1936 (Standard Brands for Royal Gelatin, successively NBC Red and Blue); Eddie Dowling's Elgin Revue, 1936 (Elgin Watch, NBC Red); Chase & Sanborn Program, working with W. C. Fields, 1937 (Standard Brands, NBC Red); Good News of 1938 (General Foods for Maxwell House Coffee, NBC Red); This Is New York, 1939 (sustaining, CBS); others, including Rudy Vallee program (6 months), Shell Chateau (6 months).
- GARDNER, ROBERT.** See Mac and Bob.
- GARDNER, VERNON.** See Deep River Boys.
- GARIBALDI, GENERAL GIUSEPPE G.** Commentator, WOV, New York.
- GARLAND, BERNARD O.** News and commercial announcer, WAAB-WNAC, Boston. (R) Also Yankee, Colonial and Mutual networks; special events over NBC, CBS, Mutual, Colonial, Yankee networks, WGAL, Lancaster, WORK, York, WHOM, Jersey City, WHP, Harrisburg, WIP and WCAU, Philadelphia, KQV and KDKA, Pittsburgh. (L) Wings over Europe, 1935; others. (V) Theatre appearances.
- GARLAND, JUDY.** Singer. (R) Numerous guest appearances on Jack Oakie's College (R. J. Reynolds Tobacco Co. for Camel Cigarettes and Prince Albert Smoking Tobacco, CBS), Maxwell House Show Boat, Good News of 1938 and Good News of 1939 (General Foods for Maxwell House Coffee, NBC Red), Shell Chateau (Shell Union Oil Corp., NBC Red), Ben Bernie and All the Lads (American Can Co., NBC Blue); U. S. Tire Dealers Mutual Corp., CBS). (F) 20th Century-Fox; M-G-M (f). (V) 10 years. (PR) Decca.
- GARNES, CLARENCE.** Announcer, actor, KANS, Wichita.
- GAROFALO, CAPT. PIETRO.** Italian news commentator, WHOM, Jersey City.
- \*GARR, AL.** Singer. (R) Phil Baker (Gulf Refining Co., CBS); Passing Parade (Gulf Oil, CBS).
- GARR, EDDIE.** Comedian, mimic. (R) Manhattan After Dark, one-time program, 1938 (Emerson Drug for Alka-Seltzer, NBC Blue). (GA) Rudy Vallee, Ben Bernie, Joe Cook and Phil Baker programs. (F) Universal (f); shorts. (L) Hit the Deck, 1928; Strike Me Pink, 1933; Thumbs Up, 1935; stock, 1936. (V) Single act.
- GARRED, BOB.** Announcer, news commentator. (R) Party Bureau, 1938 (George W. Caswell Co. for Coffee, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS); I Want a Divorce, 1938 (S & W Fine Foods, CBS); also local shows in capacity of KSFO (San Francisco) staff announcer, 1937-39.
- GARRETSON, NOLEN A.** Trumpeter, WKY, Oklahoma City. (R) NBC and CBS sustaining shows. (PR) Brunswick.
- \*GARRETT, ANN.** Actress. (R) Your Family & Mine, 1938-39 (Sealtest, Inc.; CBS).
- \*GARRETT, PATSY.** Singer. (R) Fred Waring & His Pennsylvanians, 1939 (Grove Laboratories, NBC Red).
- GARRISON, JACK.** Announcer, newscaster, WJR, Detroit. (R) Local shows for Olson Rug Co., others. (F) Shorts.
- GARROWAY, DAVID C.** Announcer, com-

## PROFESSIONAL RECORDS—Continued

- mentator, KDKA, Pittsburgh. (R) Local shows for RCA Victor, Standard Oil Co. of N. J., and others.
- GARSON, HANK.** Writer (comedy). (R) In collaboration with Al Lewis: Walter O'Keefe, summer edition of Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Milton Berle, summer of 1937 (Gillette Safety Razor Co., CBS); Bob Hope, 1937 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1938-39 (Chesterfield Cigarettes, CBS); material for guest appearances of Douglas & Priscilla, 1937 (Jell-O Summer Show, NBC Red); Stoopnagle & Budd, Beatrice Howell and Bob Hope, 1937; Colonel Stoopnagle, 1938 (Rudy Vallee program for Standard Brands, NBC Red); Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, successively CBS, NBC Blue). (LS) Colonel Stoopnagle, 1938 (Bromo-Seltzer, WOR, N. Y.).
- GART, JOHN.** Organist, accordionist. (R) Current season: Gulden Serenaders (Gulden's Mustard, NBC Red and Blue); Jack Berch & His Boys (Sweetheart Soap, NBC Blue); Hobby Lobby (Fels Naphtha Soap Chips, NBC Blue); transcriptions for Gruen Watch, Dr. Pepper, Imperial Tobacco, Gulf Spray, Texaco Gasoline. (V) Hotel engagement with own "Electric Orchestra." Musak recordings.
- \*GARTER, GAYLORD.** Organist. (R) Amos 'n' Andy (Campbell Soup, NBC Red).
- \*GARTH, JOHNNY.** Organist, accordionist. (R) Jack Berch & His Boys (Manhattan Soap Co., NBC Blue).
- GARY, EL.** Singer, WRC-WMAL, Washington. (R) Local shows for Household Finance Corp., others. (L) Baltimore Civic Opera Co. (V) 1930-31.
- GARY, SID.** Singer, WMCA, New York. (R) Melody Cruise, 1934 (Cunard Line, NBC Blue); also WABC, New York. (F) Shorts (Columbia, Warner Bros.). (V) Burns (of Burns and Allen) and Gary, Bernard and Gary, Frohman and Gary. (PR) Columbia, Brunswick, RCA Victor, others.
- GATES, McLAIN.** Actor, director. (R) Eno Crime Club (Harold F. Ritchie & Co., NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red); others. (F) Shorts (Lubin, Vitagraph, Warner Bros.). (L) 30 years (s.f.). (V) Circuit engagements, 12 years.
- GATES, PAUL.** Actor. (R) Treasure Island (The Owl Drug Co., NBC Red).
- GATES, THEODORE H.** Production manager, M.C., narrator, writer, KMPC, Beverly Hills. (R) Also KYA, San Francisco; KFAC, KEHE, KFVB, KFVD, Los Angeles; KFOX, Long Beach. (F) RKO, M-G-M, United Artists, as singer. (L) Theatre Groups and others (s.f.). (V) 1929-31.
- GAUNB, JOHN.** Writer, producer, M.C., announcer, singer, WDAF, Kansas City. (R) Guest vocalist on NBC; local shows. (F) Universal, RKO. (L) Various shows, operas. (V) Vocalist with Vincent Lopez, Will Osborne, Freddy Martin; also had own orchestra as Ronald Brooks.
- GAUVIN, MAURICE.** Actor, comedian, CHRC, Quebec.
- GAY, BILL.** Announcer, producer. (R) Newstime with Sam Hayes, 1937 (National Trust & Savings Assn., CBS); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS); Rinso Program with Sam Hayes, 1937-38 (Lever Bros. Co., CBS); Wonder Show—Jack Haley, 1938 (Continental Baking, CBS); Al Jolson, 1937-39 (Lever Bros., CBS). (Member of staff, KNX, Los Angeles).
- \*GAYLE, PAULA (Peegee).** (R) Park Avenue Penners (R. B. Davis, CBS); Joe Penner (General Foods, CBS).
- GAYLORD, CHESTER.** Entertainer, WTAG, Worcester. (R) NBC shows for Coca-Cola, Iodent. (V) Theatre appearances. (PR) RCA Victor, Brunswick, Columbia.
- GEARHART, LYNN.** Announcer, WSUN, St. Petersburg. (R) Also WGR, Buffalo; WTAM, Cleveland; WWJ, Detroit; WWNC, Asheville. (V) Theatre appearances.
- GEBHART, LEE.** Script writer. (R) Ma Perkins (Procter & Gamble, NBC Red and Blue, and CBS).
- GEEHAN, JERRY.** Sports announcer. (R) Football broadcasts, 1937 (Associated Oil, CBS). Also sports broadcasts for various local sponsors in capacity of staff member of KVI, Tacoma.
- GEER, CHARLOTTE.** Script writer. (R) Hammerstein Music Hall (Anacin Co., CBS).
- GEER, WILLIAM.** Script writer. (R) March of Time (successively sponsored by Time, Inc., Servel, Inc., and Time, Inc., NBC Blue and CBS).
- \*GEIGER, MILTON.** Script writer. (R)

## PROFESSIONAL RECORDS—Continued

- Attorney-At-Law, 1938 (S. C. Johnson & Son, Inc., NBC Red).
- GENE & GLENN.** See Gene Carroll and Glenn Rowell.
- GENSEL, CARL.** Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network shows for Associated Oil, General Motors, others. (F) Shorts. (L) 1915-16. (V) Theatre organist, orchestra director, M.C., and production manager. (Also assistant studio manager).
- GENTRY, ART.** Singer, M.C. (R) Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Johnny Presents, 1935-37 (Philip Morris & Co., NBC Red); Pick & Pat in Pipe Smoking Time, 1938-39 (U. S. Tobacco for Model, CBS); Model Minstrels, 1939 (U. S. Tobacco, CBS); others, including programs for Gem Razors, Socony-Vacuum. (F) Shorts. (V) Since 1923: The Four Rajahs, The Eton Boys. (PR) RCA Victor, Brunswick.
- GEORGE, ABNER H.** Announcer, commentator, KOBH, Rapid City. (R) Also WLB, Minneapolis-St. Paul.
- GEORGE, CARL.** Producer, announcer, WGAR, Cleveland. (R) Singing Lady, 1936-37 (Kellogg Co., NBC Blue); local shows for San Felice Cigars, others.
- \*GEORGE, EARL.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS); Houseboat Hannah (P & G, NBC Red and Blue).
- GEORGE, LEE.** Sports announcer, KWTO-KGBX, Springfield. (R) Local shows including baseball broadcasts for Kellogg Co.
- GEORGE, TIM.** Musical director, chief announcer, KGNO, Dodge City.
- GEORGIA MAE (Georgia Mae Kingsbury).** Singer and yodeler of western songs, guitarist, WORL Boston. (R) Also WTIC, Hartford. (V) Alone and with Myers Kiddie Revue, Blue Ridge Mountaineers.
- GEORGE, BYNUM.** Guitarist, singer, WHAS, Louisville. (V) 6 years; Buddy Brock's Swingsters, 1939.
- GERARD, ALAN.** Singer, M.C. (R) Variety Program, 1937 (I. J. Fox, WOV, New York); Alan Courtney's Gloom-chasers 1938-39 (sustaining, Mutual). (V) Theatre appearances. (Song writer.)
- GERBSTEIN, EVELYN.** Film reviewer, commentator, WICC, Bridgeport.
- GERHARD, RAMONA.** Organist, pianist. WCCO, Minneapolis-St. Paul. (R) Local shows for Aladdin Lamp Co., Fels & Co. (L) Soloist with Minneapolis Symphony, concerts. (V) Theatre appearances.
- GERING, WALTER.** Writer, actor. (R) Betty & Bob, 1935-37 (General Mills, CBS); Story of Mary Marlin, 1935-37 (P & G, NBC Red and Blue); Romance of Helen Trent, 1935-37 (Edna Wallace Hopper, Old English Floor Wax, CBS); Molly of the Movies, 1935-37 (Wander Co. for Ovaltine, Mutual); Story of Mary Marlin, 1936-37 (International Cellucotton for Kleenex, NBC Red); Lux Radio Theatre, 1938 (Lever Bros. for Lux, CBS). (F) M-G-M, Hal Roach (f). (L) West Coast productions, as actor, 1933, '34.
- GERMAN, GEORGE B.** Cowboy singer, M.C., WNAX, Yankton. Composer of several songs.
- GERRARD, CHARLES.** Actor. (R) Hollywood Playhouse, 1937 (Jergens-Woodbury Sales, NBC Blue); Hawthorne House, 1938-39 (Wesson Oil & Snowdrift Sales, NBC Red); Death Valley Days, 1938 (Pacific Coast Borax, NBC Red); others, including participating shows. (L) Stock. (Currently associated with KGO-KPO, San Francisco).
- GERRARD, KENETH (Gerry).** Director of Intermural sports, WDNC, Durham. (R) Basketball, 1937-39 (Coca-Cola).
- GERRY, JOCLYN.** Script writer. (R) Stepmother, 1938-39 (Colgate-Palmolive-Peet Co., CBS).
- GERSON, BETTY LOU.** Actress. (R) Grand Hotel (Campana Sales Co., NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Blue); Win Your Lady, summer show, 1938 (Jergens-Woodbury Sales Corp., NBC Blue); Arnold Grimm's Daughter, 1938-39 (General Mills, NBC Red and Blue); Road of Life, 1938-39 (Procter & Gamble, NBC Red, CBS); Midstream, 1939 (P & G, NBC Red); others.
- GERSTNER, FRANCIS.** Musician (saxophone, clarinet), singer, WIL, St. Louis.
- GETTY, JOHN W.** Musician, WMT, Cedar Rapids.
- \*GHISALBERT, ALDO.** Producer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).
- GHYSELS, MYRTIE.** Pianist, WKZO, Kalamazoo. (V) 10 years.

## PROFESSIONAL RECORDS—Continued

- \*GIBBONS, PAUL.** Member of the **Twin Trio.** (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).
- \*GIBBS, GENELLE.** Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue).
- GIBNEY, HAL.** Announcer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS); Standard Symphony (Standard Oil of Calif., NBC Red).
- GIBNEY, JACK.** Sports and news announcer, WRBL, Columbus.
- GIBSON, FREDDA ("The Gibson Girl").** Singer. (R) Studebaker Champions, 1937 (Studebaker Sales Corp., NBC Blue); Your Hit Parade, 1937 to Jan., 1939 (American Tobacco Co., NBC Red); Melody Puzzles, 1938 (American Tobacco Co., NBC Blue); Royal Crown Revue, 1938 (Nehi Co., NBC Blue); transcriptions for Alka-Seltzer. (GA) Hammerstein Music Hall.
- GIBSON, JOHN.** Comedian, character actor. (R) Roles in: First Nighter, 1937 (Campana Sales, NBC Red); Lux Radio Theatre, 1937-39 (Lever Bros., CBS); Hollywood Playhouse, 1937-39 (International Silver Co., CBS); One Man's Family, 1939 (Standard Brands for Tender Leaf Tea, NBC Red); numerous others in past 7 years.
- GIBSON, JOHN R.** Actor, monologist, CJGX, Yorkton. (R) Also CFRB, Toronto. (L) 1928-35.
- \*GIBSON, JOHN T.** Director. (R) Voice of Experience, 1938-39 (Lydia Pinkham Medicine Co., Mutual). (Associated with Erwin, Wasey & Co., Inc.).
- GIBSON, JULIE.** Singer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS). (LS) KFWB, Los Angeles. (F) RKO (f). (L) Stock (s, f). (V) Various units, 1935-36. Featured singer with Jimmie Grier's Orchestra.
- GIBSON, ROBERT.** Singer. (R) Hammerstein Music Hall, 1937 (Kolynos Toothpaste, CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco for Half and Half Smoking Tobacco, CBS); programs for Rexall Drug, 1938. (F) Shorts. (V) Theatre appearances in New York and Philadelphia. (PR) Decca.
- GIENAPP, NORMAN F.** Choral director. (R) The Lutheran Hour, 1935-39 (Lutheran Laymen's League, Mutual).
- GIFFORD, TED.** Announcer, producer. (R) Don't You Believe It, 1938 (P. Lorillard for Sensation Cigarettes, Mutual Pacific Coast); Fiesta Time at the Fair, 1939 (Mutual); handled Salvation Army program originating on Pacific Coast for Mutual and CBS for 4 years; Hollywood Christmas programs; educational commentator over CBS for one year; various special events for Mutual. (Currently associated with KFRC, San Francisco).
- GIGUERE, EMILE.** Master of ceremonies, CHRC, Quebec.
- GIL, DON.** Musician, WDAF, Kansas City. (V) Theatre appearances. (PR) Recordings with Paul Whiteman.
- GILBERT, BILLY.** Novelty entertainer, KFNF, Shenandoah. (R) Also KWTO, Springfield; WTAD, Quincy; Ozark Vagabonds (Montgomery Ward, 1936 and Sears Roebuck, 1937); Melody Rangers, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.
- GILBERT, JANICE.** Juvenile dramatic actress. (R) The O'Neills, 1935-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue); Famous Actors' Guild Presents Second Husband, 1937-38 (Bayer Aspirin, CBS); Hilltop House, 1937-39 (Colgate-Palmolive-Peet for Palmolive Soap, CBS). Has also appeared with Floyd Gibbons, Kate Smith, Ken Murray and others; and numerous programs including Death Valley Days, Home Sweet Home, Renfrew of the Mounted, True Adventures, Personal Column of the Air, and various other programs.
- GILBERT, JERRY.** Singer, WVFV, New York.
- GILBERT, JOSEPHINE.** Straight dramatic actress. (R) The Lone Ranger, 1938-39 (Gordon Baking, Mutual); The Green Hornet, 1938-39 (local sponsors, Mutual); various NBC and CBS programs as free lance. (LS) WJR, Chicago, for Olga Coal, R. G. Dun and others. (F) Commercials.
- GILBERTSON, ALBERT.** Musician (guitar, banjo), singer, WNAX, Yankton.
- GILES, ARTHUR W.** Musician, WJAS, Pittsburgh.
- GILES, ERVA.** Soprano, WFIL, Philadelphia. (R) Also NBC programs for Royal Typewriter, Ruud Gas Water Heater, RCA Radiotrons, Maxwell House Coffee, Atlantic & Pacific Tea Co., Dodge, William Wrigley, Jr., Co., and others, 1926-

## PROFESSIONAL RECORDS—Continued

- 29; WGY, Schenectady; WTIC, Hartford; KYW, Philadelphia.
- GILFOY, JAMES E.** Announcer, KGCU, Mandan. (Also transmitter operator).
- GILL, FLORENCE.** Actress. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- GILL, FRANK, JR.** Script writer. (R) Your Hollywood Parade (American Tobacco Co., NBC Red); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red); Texaco Fire Chief (The Texas Co., CBS); Joe E. Brown (General Foods, CBS); also material for Ed Wynn, Al Jolson, Fannie Brice, Dick Powell, Parkyakarkus, Beatrice Lillie, Ethel Barrymore, Leslie Howard, Ruth Etting and others. (L).
- \*GILLAM, CORNELIA.** Script contributor. (R) Backstage Wife. 1938 (Dr. Lyon's Toothpowder, NBC Red).
- GILLESPIE, FRANK.** Announcer, KRMC, Jamestown.
- GILLESPIE, JOSEPH McN.** Announcer, KGO-KPO, San Francisco. (R) Also KOA, Denver.
- GILLESPIE, SHIRLEY.** Actor, singer, pianist, accordionist, WHO, Des Moines. (R) Local shows including Gene & Glenn (Kellogg Co.), 1936.
- \*GILLETTE, ALBERT.** Singer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).
- GILLETTE, LELAND J.** Singer (Four Notes). (R) Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (LS) Rhythm at Noon, 1936-37 (Dodge Motors, WBBM, Chicago). (GA) Studebaker Champions (Studebaker Motors, NBC Red); Thirty Minutes in Hollywood (local sponsors, Mutual). (V) Theatre and hotel appearances with the Campus Trio, 1934, '35; theatre appearances with the Four Notes, 1938. (PR) RCA Victor, with the Campus Trio.
- GILLIAM, ART.** Song & patter, WAGA, Atlanta. (V) 12 years. (PR) Columbia.
- GILLIS, DELLE.** Dramatic actress. (R) Backstage Wife, 1937 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Pinex Merry-makers, 1936 (Pinex Co., WLW Line). (LS) WGN, WCFL and WBBM, Chicago; WCAE, Pittsburgh. (F) Shorts, trailers. (V) Personal appearances. Currently with KDKA, Pittsburgh.
- \*GILLMORE, MARGALO.** (R) Columbia Workshop (CBS) and others. (L) No Time For Comedy; many others since 1922.
- GILLMORE, TED.** Musician. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., NBC Blue). (V) 1928-38; Four Californians; appearances with Ted Fio Rito, Buddy Rogers, Clyde McCoy, others.
- \*GILLON, DOROTHY.** Actress. (R) Story of Mary Marlin (P & G, NBC Red and Blue).
- GILLUM, KENNETH.** Singer, comedian, KGO-KPO, San Francisco. (R) Gilmore Circus, 1938-39 (Gilmore Oil Co., NBC Red). (F) Shorts. (V) Theatre appearances.
- GILMAN, LUCY.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Junior Nurse Corps (Swift & Co., NBC Blue); One Man's Family (Standard Brands for Tender Leaf Tea, NBC Red).
- GILMAN, PAGE.** Actor. (R) Memory Lane, 1927-35 (General Petroleum, NBC Red); One Man's Family, 1932-39 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; since 1935, by Standard Brands for Tender Leaf Tea, NBC Red); I Love a Mystery, 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red).
- GILMAN, TONI.** Dramatic actress. (R) Aunt Jenny's Real Life Stories (Lever Bros. Co. for Spry, CBS); Myrt and Marge (Colgate-Palmolive-Peet Co., CBS); The Woman in White (Pillsbury Flour Mills Co., NBC Red); Good News of 1938 (General Foods Corp., NBC Red); First Nighter (Campana Sales Corp. for Italian Balm, NBC Red); others. (L) Stock; Let Freedom Ring, 1936; Moon Over Mulberry Street, 1937 (f). (V).
- GILMORE, ARTHUR.** Announcer, singer. (R) Dr. Christian, 1937-38 (Chesebrough Mfg., CBS). (LS) KNX, Los Angeles.
- GILMORE, PATRICIA.** Popular singer. (R) Two NBC sustaining shows currently. (F) (f); shorts. (V) Theatre appearances with Enric Madrigueras' Band; hotel engagement.
- GIMAEI, PHIL.** Sports announcer, CHRC, Quebec.
- GINDELE, GLORIA.** See The Savoy Sisters.
- \*GINGOLD, JOSEF.** Member of the **Primrose Quartet**. (R) NBC sustaining shows.

## PROFESSIONAL RECORDS—Continued

- \*GINGRICH, ROBERT.** Director. (R) Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue). (Associated with C. Wendel Muench & Co.).
- GINN, ANN.** Director of women's activities, commentator, WTCN, Minneapolis-St. Paul. (F) Commercial shorts. (L) Stock, 1923-25; Judge's Daughter.
- GIRARD, ARMAND.** Announcer, singer. (R) Woman's Magazine of the Air, 1930-39 (participating, NBC Red); Dr. Kate, 1939 (Sperry Flour Co., NBC Red); Good Morning Tonite (Alber Bros. Milling, NBC Red). (Currently associated with KGO-KPO, San Francisco).
- GIRARD, PAUL.** Program manager, producer, announcer, WBAL, Baltimore. (R) Also stations in Fort Worth, San Antonio. (GA) True or False (J. B. Williams Co., NBC Blue). (L) Repertory and stock companies.
- GIRLS OF THE GOLDEN WEST.** See Millie & Dolly Good.
- GIROULX, AURELE.** Pianist, CKCH, Hull.
- GIROUX, MRS. ROBERT.** Actress, CHRC, Quebec.
- GISH, DOROTHY.** Actress. (R) The Couple Next Door (Procter & Gamble, Mutual). (F) First National, M-G-M, British International; silent films for D. W. Griffith ("Orphans of the Storm" with her sister Lillian). (L).
- GISLASON, ART W. (Knights of Rhythm).** Musician (string bass, violin), WHBF, Rock Island. (V) Yerkes Flotilla Orchestra; Ace Brigade.
- GLADSTONE, EVE.** Pianist, WXYZ, Detroit.
- GLADSTONE, HENRY.** Announcer, commentator, WHN, New York. (F) Shorts. (L) Hart House Theatre, Toronto, 1932-33. (V) Appearances with Ida Bailey Allen.
- \*GLASS, EVERETT.** Actor. (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).
- GLASS, JULIUS.** Writer, WGAR, Cleveland.
- GLASS, MARY.** Pianist, organist, WWNC, Asheville.
- GLEASON, W. A. ("Peco").** Sports announcer, WRD, Richmond. (R) Baseball for Atlantic Refining, Kellogg and others.
- GLEN, IRMA.** Organist, actress, story teller. (R) Vic & Sade, 1937-38 (P & G for Crisco, NBC Red and Blue); Bob Becker's Chats about Dogs, 1938 (John Morrell & Co. for Red Heart Dog Food, NBC Red); Ma Perkins, 1938-39 (P & G for Oxydol, NBC Red); Smilin' Ed McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); Houseboat Hannah, 1938-39 (P & G for Lava Soap, NBC Blue); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue); Little Orphan Annie, 1938-39 (Wander Co. for Ovaltine, NBC Red); numerous other network and local (WENR, Chicago) programs since 1930. (Chief staff organist, NBC Chicago, for past 8 years).
- GLENN, CHARLIE.** Singer (old time popular songs), pianist, KIEM, Eureka. (R) Also KGGC, KYA, San Francisco; KLS, KLX, Oakland; KROW, Sacramento. (V) Glen & Dot.
- GLENN, HAZEL.** Actress, singer. (R) Lavender and Old Lace (Bayer Aspirin, NBC Blue); Dr. Allan Roy Daffoe (Lehn & Fink for Lysol, CBS). (V).
- GLUSKIN, LUD.** Musical director. (R) Big Show, 1936 (Ex-Lax, CBS); Laugh with Ken Murray, 1937 (Campbell Soup Co., CBS); Al Jolson Show, 1938-39; changed to Tuesday Night Party, March, 1939 (Lever Bros., CBS). (F) Paramount and Fox, Paris; UFA, Berlin; shorts. (V) Theatre appearances, 1937. (Musical director, CBS Pacific Coast Network). (Records in Europe and U. S.).
- \*GODDARD, DON.** Commentator. (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue).
- GODFREY, ARTHUR M.** Commentator, M. C. (R) Chesterfield Program, 1934 (Liggett & Myers Tobacco Co., CBS); Professor Quiz, 1937 (Nash-Kelvinator Corp., CBS); Arthur Godfrey, 1937-38 (Barbasol Co., Mutual, 1937-38; CBS, 1938). (V) Theatre appearances. (PR) RCA Victor Bluebird. (LS) WJSV, Washington, D. C.
- GODFREY, GILBERT.** Writer. (R) Dear Columbia, 1938 (CBS, sustaining). Staff writer, CBS.
- GODWIN, AL, JR.** Announcer, WWL, New Orleans.
- GODWIN, CLINTON V.** Program director, chief announcer, CJGX, Yorkton.
- GODWIN, DOROTHY.** Commentator

## PROFESSIONAL RECORDS—Continued

- (books, fashions), KMOX, St. Louis.  
(V) Theatre appearances.
- GODWIN, EARL.** Commentator, WRC-WMAL, Washington.
- GOEBEL, GEORGE L.** Singer, actor, WLS, Chicago. (R) Tom Mix and His Ralston Straight Shooters, 1938-39 (Ralston Purina Co., NBC Blue); local shows.
- GOERSS, JON A.** Announcer, WJLS, Beckley.
- GOFF, F. NORRIS.** See Lum and Abner.
- GOFF, WILLBY A.** Announcer, WGH, Newport News. (V) Orchestra leader, 1935.
- GOLDBERG, RUBIN.** Jewish announcer, actor, M.C., WLTH, New York City. (R) Programs for General Cigar Co., International Salt Co.; others. (F) Weiss Bros. (co-starred). (L). (V). (PR) Brunswick, Columbia, RCA Victor.
- GOLDEN, BOB.** Musical director, WCAU, Philadelphia. (R) Local shows for General Mills, Mobil Oil; others.
- GOLDEN, DOROTHY.** Singer, WOPI, Bristol. (V) Theatre appearances.
- GOLDEN, FLORENCE.** Actress (dramatic leads, ingenue). (R) The Life of Mary Sothorn, 1934-38 (Lehn & Fink, CBS); Famous Jury Trials, 1936 (Mennen Co., Mutual); House Undivided, 1937 (General Foods, Mutual); This Day Is Ours, 1938-39 (P & G, CBS); others, including transcriptions. (F) Shorts. (L) Mima, 1929; My Girl Friday, 1929; Death Takes a Holiday, 1930; Up Pops the Devil, 1931 (f). (V) The Fakir, with Howard Smith, 1929. (Formerly on staff of WLW, Cincinnati).
- GOLDEN GATE QUARTETTE, THE.** (Willie Johnson, William Lankford, Henry Owens, Arlandis Wilson). (R) Royal Crown Revue, 1938 (Nehi, Inc., NBC Blue). (LS) For RCA Victor over WBT, Charlotte; WIS, Columbia. (GA) Magic Key of RCA, Dec. 5, 1937, and April 10, 1938 (RCA, NBC Blue).
- GOLDEN, MYRON.** Script writer, educational director, WWJ, Detroit.
- GOLDEN, VIRGINIA.** Continuity writer, actress, WKRC, Cincinnati. (R) Also Mutual; WCKY, Cincinnati.
- GOLDER, HARRY.** Announcer, newscaster, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Shorts.
- GOLDMAN, ABE.** Organist. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS); Easy Aces (Anacin, NBC Blue).
- GOLDMAN, LEON.** Conductor, solo violinist. (R) Director, Romany Trail, Poetic Strings, Fiddler's Fancy, Columbia Salon Orchestra; musical director, Let's Pretend, Americans All-Immigrants All, American School of the Air (all sustaining, CBS). (L) Concert tour.
- \*GOLDSMITH, BOB.** Script writer. (R) Breezing Along, 1939 (Philip Morris & Co., Ltd., Mutual).
- GOLDSMITH, CYRIL H.** Producer, continuity writer, announcer. (R) Ken-Rad Radio Mysteries, 1936 (Ken-Rad Tube & Lamp Corp., Mutual); others. (LS) Time Turns Back, 1936 (Gruen Watch Co., WLW, Cincinnati). (Currently associated with WCHV, Charlottesville).
- \*GOLDSTEIN, CHUCK.** Singer. (Member of the Modernaires). (R) Chesterfield Program (Liggett & Myers, CBS).
- GOLDSTEIN, HAROLD J.** Script writer, actor, WCAE, Pittsburgh. (R) Lehn & Fink program, 1936; others, since 1932.
- GOLENPAUL, DAN.** Program builder, writer. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15; previously sustaining; NBC Blue). Author of book of same name.
- \*GOO CHONG, PETER.** Actor. (R) This Day Is Ours, 1938-39 (P & G, CBS).
- GOOD, MILLIE & DOLLY** (Girls of the Golden West). Harmony team. (R) National Barn Dance, 1934 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex program, 1937-38 (Mutual); Renfro Barn Dance, 1938 (Allis-Chalmers Mfg. Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Cigarettes, Mutual).
- GOODALE, JEAN** Dramatic actress WNAC-WAAB, Boston. (R) Also Colonial & Yankee Networks, Mutual Broadcasting System; WEEL, Boston; transcriptions: (F) Short. (L) 1936-38.
- GOODMAN, AL.** Musical director. (R) Ziegfeld Radio Show, 1932 (Chrysler Corp., CBS); Magic Carpet, 1932 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Jack Pearl, 1933 (Lucky Strike Cigarettes, NBC Red); Palmolive Beauty Box Theatre, 1934-36 (Colgate-Palmolive-Peet, NBC Red); Your Hit Parade, 1935 to Jan., 1939 (Lucky Strike Cigarettes, NBC Red, CBS); Maxwell



## PROFESSIONAL RECORDS—Continued

- House Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red); Your Hollywood Parade, 1938 (Lucky Strike Cigarettes, NBC Red). (F) Shorts.
- GOODMAN, BENNY.** Orchestra leader. (R) Let's Dance, 1935 (National Biscuit Co., NBC Red); Camel Caravan, 1936 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); Swing School, 1937-38 (R. J. Reynolds for Camel Cigarettes, CBS); Benny Goodman's Orchestra, 1938-39 (R. J. Reynolds Tobacco Co., CBS). (F) Paramount, Warner Bros. (V) Theatre, night club and hotel appearances. (PR) RCA Victor.
- \*GOODMAN, GORDON.** (R) Fred Waring and His Pennsylvanians (Grove Laboratories, Inc.; NBC Red).
- GOODMAN, HERALD R.** Singer, comedian, M. C., director, WSM, Nashville. (R) Also Yeast Foamers program, NBC, 1929; Montgomery Ward program, NBC, 1929-30; Anheuser-Busch program, CBS, 1930-31. (L) Musical comedy revue. (V) Owens Bros., Freddie & Herald, 1919-39. (PR) Brunswick, Vocalion, Bluebird. (Lyrics for When It's Lamplighting Time in the Valley, others).
- GOODRICH, ROGER.** Announcer, WFBL, Syracuse. (R) Local show for Tide-water Associated Oil.
- \*GOODRICH, THOMAS.** Script writer. (R) Valiant Lady, 1938-39 (General Mills, Inc., NBC Red and Blue).
- GOODRICH, W. G.** (R) Announcer, KGNF, North Platte; merchandising and promotion director, KLRA, Little Rock; production manager, program director. WAAW, Omaha; currently commercial manager, KICA, Clovis. (V) Band leader, 1928; theatre organist, 1931-33.
- GOODWICK, HAROLD.** Musician, WMT, Cedar Rapids (R) Also WLS, Chicago (V).
- GOODWIN, BILL.** Announcer, producer. (R) Feminine Fancies, 1932 (participating program, CBS); Ray Paige and Orchestra, 1933 (Philip Morris & Co., CBS); H-Bar-O Rangers, 1934 (Hecker Products, CBS); Paige & Thompson, 1934 (Olds Motor Co., CBS); Louella Parsons, 1934 (Charis Corp., CBS); The Adventures of Gracie, 1934-35 (General Cigar Co. for White Owl Cigars, CBS); Mobil Magazine, 1935-36 (Mobil Oil, CBS); Chrysler Airshow, 1936 (Chrysler Corp., CBS); Park Avenue Penners, 1936 (R. B. Davis Co. for Cocomalt, CBS); Camel Caravan, 1936 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Jack Oakie's College, 1936 to March, 1938 (Camel Cigarettes, CBS); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); Burns and Allen, 1938-39 (Chesterfield Cigarettes, CBS); others including transcriptions. (L) Stock, 1930-31.
- \*GOODWIN, GLEN.** Actor. (R) Midstream, 1939 (P & G, NBC Red).
- GOODWIN, HAL.** Producer, special events and sports announcer, WHAI, Greenfield. (R) Local shows for RCA Victor, Ford Motors, others. (V) 1933-35.
- GOODWIN, HARRY D.** News commentator, WBZ-WBZA, Boston. (R) Local shows for Standard Oil Co.
- \*GORDON, BERT (The Mad Russian).** Comedian. (R) Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS).
- GORDON, DARLINE.** Continuity writer, WMRO, Aurora.
- GORDON, DON.** Announcer, actor. (R) Jenny Peabody, 1937-38 (F & F Cough Syrup, CBS); Curtain Time, 1938 to Jan., 1939 (General Mills, Mutual). (LS) Allis-Chalmers, Northwestern Yeast, Ralston Purina; WLS, Chicago. (Part-time staff member, WGN, Chicago.)
- GORDON, DOROTHY.** Children's programs. (R) Wheatena Treasure Bag, 1938-39 (Wheatena Co., Mutual). (F) Commercial films. (L) Recitals. (V) Theatre appearances. (Author of children's books.)
- GORDON, GALE.** Actor (leads, heavies), M.C. (R) Dr. Christian, 1937-38 (Chesebrough Mfg. for Vaseline Products CBS); Jack Haley—Wonder Show, 1938-39 (Continental Baking, CBS); Joe E. Brown, 1938-39 (Post Toasties, CBS); Irene Rich, 1939 (Welch Grape Juice, NBC Blue); Star Theatre, 1939 (Texas Co. for Texaco Products, CBS). (F) Shorts. (L) Daughters of Streus, 1936.
- GORDON, HAL.** Lyric tenor, top tenor in **Norsemen Quartet.** (R) Cities Service Concerts, 1938 (Cities Service, NBC Red); Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue). (GA) Hammerstein Music Hall, 1936 (Kolynos Toothpaste, CBS); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red). (LS) Your Personal Program, 1936 (Personal Finance Co., WJZ, N. Y.); Admiracion Review, 1937 (Admiracion Shampoo, WOR, N. Y.); also transcriptions.



## PROFESSIONAL RECORDS—Continued

- GORDON, "HAPPY."** Musician, cowboy singer, M.C., KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1938-39 (participating, NBC Red); also KLX Oakland; KSFO, San Francisco.
- \*GORDON, JOHN.** Director. (R) Major Bowes Amateur Hour, 1936-39 (Chrysler Corp., CBS); Prof. Quiz, 1938-39 (Nox-zema Chemical Co., CBS).
- \*GORDON, LEE.** (R) Shows on WTAM, Cleveland.
- \*GORDON, MAX.** Production director of television for NBC. (L) Dodsworth, The Women, The American Way, and numerous others. (Formerly vaudeville booker).
- GORDON, PEGGY.** Soprano, WBIG, Greensboro.
- GORDON, "RED."** Sports announcer, KELD, El Dorado.
- GORDON, RICHARD.** Character actor. (R) Adventures of Sherlock Holmes (G. Washington Coffee Refining Co., NBC Red); Household Finance Corp., NBC Red; Arco Birthday Party (American Radiator Co., NBC Red); Westinghouse Salute (Westinghouse Electric Mfg. Co., NBC Blue); Thatcher Colt Mysteries (Packer's Tar Soap, Inc., NBC Red); Niagara Hudson Program (Niagara Hudson Power Co., NBC Red); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue). (F) Shorts. (L) Various stock companies, including his own, Richard Gordon Co. (V) Circuit engagements; personal appearances.
- GORDON, VIRGINIA.** Dramatic actress. (R) I Want a Divorce, 1938-39 (S & W Fine Foods, CBS); 1935 to 1938: March of Time (Time, Inc., Servel and others, NBC Blue and CBS); Cavalcade of America (E. I. du Pont de Nemours, CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); Maxwell House Showboat (General Foods, NBC Red). (L) Mulatto, 1936; House Beautiful; Subway Express; Criminal Code. (Currently associated with KNX, Hollywood).
- GORIN, IGOR.** Singer. (R) Hollywood Hotel, 1935-37 (Campbell Soup Co., CBS). (F) M-G-M (f). (L) Concert tours.
- \*GORMAN, TED.** (R) NBC shows.
- GOSCH, MARTIN A.** Producer, director, writer. (R) Paul Whiteman and His Orchestra. 1937-38 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Melody and Madness, 1938-39 (P. Lorillard Co. for Old Gold Cigarettes, CBS); Meet the Champ, Columbia Workshop and The Curtain Rises (sustaining, CBS). (Builder of new programs, commercial auditions, etc., for CBS, 1938). (F) Warner Bros., 1936-37, as radio director.
- GOSDEN, FREEMAN.** See Amos 'n' Andy.
- GOSS, JAMES.** Actor (character, dialect). (R) Jack Armstrong, 1934-39 (General Mills, NBC Red); Varady of Vienna Program, 1937-38 (Varady of Vienna Cosmetics, Mutual); Sears, Then and Now, 1937 (Sears, Roebuck, CBS); Betty & Bob, 1938-39 (General Mills, NBC Red and Blue); Backstage Wife, 1938-39 (Dr. Lyon's Toothpowder, NBC Red); numerous others. (F) M-G-M, 1929-30; Columbia, 1930. (L) Two musicals for Fred Herendeen in the 20's; Merry Go Round; Puccinello, 1933 (f). (V) Single, as soloist, and with the Royal Welsh Quartet, 1929-30.
- GOTCH, LEE.** Singer (Four Notes). (R) Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (LS) Rhythm at Noon, 1936-37 (Dodge Dealers, WBBM, Chicago). (GA) Studebaker Champions (Studebaker Motors, NBC Red); Thirty Minutes in Hollywood (local sponsors, Mutual). (V) Theatre appearances.
- GOTHARD, DAVID.** Actor. (R) Romance of Helen Trent, 1936-37 (Edna Wallace Hopper, CBS); Painted Dreams (Cal-Aspirin, Mutual); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Curtain Time, 1938-39 (General Mills, Inc.). (Currently associated with WGN, Chicago).
- GOTTLIEB, ALEX.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).
- \*GOTTSCHALK, NORMAN.** (R) Houseboat Hannah, 1938-39 (P & G, NBC Blue).
- GOULD, FOREST ("Jay").** Announcer, director, WKZO, Kalamazoo. (L) 1928-31.
- GOULD, MITZI.** Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Hill's Cold Tablets, Old English Wax, NBC Red); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); roles, intermittently, on March of Time (Time, Inc., NBC Blue) and Dog Heroes (Modern Food Process Co., NBC Blue). (L) Fools Rush In, 1934; Preface to Love, 1935.

## PROFESSIONAL RECORDS—Continued

- GOULD, MORTON.** Conductor, composer, arranger, pianist. (R) Morton Gould's Orchestra, 1938-39 (sustaining, Mutual).
- \*GOULD, ROBERT.** Script writer. (R) Knickerbocker Playhouse, 1939 (P & G, CBS).
- GOURAUD, POWERS.** Commentator, WCAU, Philadelphia.
- GOURLAY, DOUGLAS C.** Announcer, KDYL, Salt Lake City. (R) Also transcriptions. (V) Theatre appearances.
- GOVE, ELLIOTT.** Announcer, WOKO-WABY, Albany. (R) Local shows for Socony-Vacuum, others.
- GOW, GORDON.** Announcer, CJOC, Lethbridge.
- GRABER, JACK.** Actor, WKZO, Kalamazoo.
- GRACE & SCOTTY.** See Grace Justus and Scot Maclean.
- GRAHAM, BETTY JANE.** Singer, WHO, Des Moines. (R) Local shows including Presenting Virginia Dare (Virginia Dare Extract Co.).
- GRAHAM, FRANK.** Announcer, actor, producer, KNX, Los Angeles. (R) Glamorhythms, 1938 (Loxol, CBS); The People's Vote, 1938-39 (The Mennen Co., CBS); Headlines On Parade, 1938-39 (Euclid Candy Co. of California, CBS); Nightcap Yarns, since July, 1939 (sustaining, CBS). (F) Shorts. (L) 1932-34.
- GRAHAM, GORDON.** Sports and special events announcer, WLBC, Muncie. (L) 1935-38. (V) Theatre appearances.
- \*GRAHAM, HILDA.** (R) Backstage Wife, 1938-39 (R. L. Watkins Co., NBC Red).
- GRAHAM, JOHN.** Actor, FTRD. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS); others, on NBC and Mutual. (V) Smokescreen, 1929.
- \*GRAHAM, MARGERY.** (R) Shows on WGN, Chicago.
- GRAHAM, PAUL.** Old-time fiddler, CHNC, New Carlisle.
- GRAHAM, ROSS.** Bass baritone. (R) Cities Service Concert, since March, 1935 (Cities Service Co., NBC Red). (L) Operettas (s). (V) Theatre appearances. Also concert and oratorio work.
- GRAHAM, SHEILA.** Actress. (R) Vanity Fair (Campana Sales Co., NBC Blue).
- GRAHAM, MARGARET H.** See Betty Lane.
- GRAHEL, KENNETH E.** Drummer, WIND, Gary.
- \*GRANBY, JOE.** Actor. (R) This Day Is Ours, 1938-39 (P & G, CBS).
- GRANDLIC, VIRGINIA.** Singer, WHBL, Sheboygan. (R) Local shows for Peruna, others.
- \*GRANGE, RED.** Football broadcasts. (R) Red Grange Forecasts and Scores, 1938 (Pure Oil Co., CBS).
- GRANT, AUSTIN.** News commentator, WWJ, Detroit. (L) Stock.
- GRANT, BRUCE.** Announcer, WMT, Cedar Rapids.
- GRANT, CARY.** Actor. (R) The Circle, 1939 (Kellogg Co. for Corn Flakes, NBC Red). (GA) Lux Radio Theatre (Lever Bros. for Lux Flakes and Soap, CBS); Hollywood Guild (Gulf Oil, CBS). (F) Paramount, Columbia, RKO (s). (L) English and American stock companies, 1917-25; productions for Arthur Hammerstein and J. J. and Lee Shubert, 1925-28 (f). (V) Various acts, 1917-25.
- \*GRANT, DAVE.** Singer. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association, NBC Blue).
- GRANT, DOUGLAS B.** Program director, WMT, Cedar Rapids. (R) Also KSO, KRNT, Des Moines; KMA, Shennandoah.
- GRANT, J. TAYLOR.** Announcer, actor, KWK, St. Louis. (R) Local shows and transcriptions.
- GRANT, JACK.** Script writer. (R) Hollywood in Person (General Mills, CBS).
- \*GRANT, KIRBY.** Member of the Signaleer Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).
- GRANT, LEE.** Musical director, WMCA, New York. (R) Grandstand and Bandstand, 1937-38 (General Mills); Jimmy Walker's Visiting Hour, 1938 (Modern Industrial Bank); others, in 1939, as musical director of the station.
- GRANT, PETER.** Announcer, newscaster. (R) Avalon Time, 1938-39 (Brown & Williamson for Avalon Cigarettes, NBC Red); Ballard's Oven Ready Biscuit Time, 1938-39 (Ballard & Ballard, NBC Red and Blue); Smilin' Ed McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Front Page Parade, 1939 (Richman Clothes, Mutual). (LS) News (Kentucky Club Tobacco, Look Magazine, Boston Board of Trade, Sweetheart Soap, Rival Dog Food, WLW). (Staff member of WLW, Cincinnati).

## PROFESSIONAL RECORDS—Continued

- GRANTHAM, TED.** Violinist, WWVA, Wheeling. (R) Local shows for Brown & Williamson Tobacco Co., others. (V) Theatre appearances. (PR) Decca.
- GRASER, EARLE W. (The Lone Ranger).** Actor, WXYZ, Detroit. (R) The Lone Ranger, 1933-39 (Bond Bread, Gordon Bakeries and local sponsors, Mutual and Michigan Radio Network). (V) Theatre appearances.
- GRASSO, DON FRANCISCO (Frank).** Musical director, WFLA, Tampa. (R) Several NBC broadcasts; local shows. (V) Theatre appearances.
- GRAUER, BEN.** Announcer, M. C. (R) Walter Winchell, 1933-39 (Andrew Jergens Co. for Jergens Lotion, NBC Blue); Baker's Broadcast with Joe Penner, 1933-35; with Robert Ripley, 1935-37 (Standard Brands for Fleischmann's Yeast, NBC Blue); Magic Key of RCA, 1935-39 (Radio Corp. of America, NBC Blue); Your Hit Parade, 1936-37 (American Tobacco for Lucky Strike Cigarettes, NBC Red); The Mystery Chef, 1936-38 (Regional Advertisers, NBC Red); Shell Chateau, 1937 (Shell Union Oil Corp., NBC Red); Rippling Rhythm Revue, 1937 (Jergens-Woodbury Sales Corp., NBC Blue); Sealtest Sunday Night Party, 1937-38 (Sealtest Laboratories, NBC Red); Behind Prison Bars, 1937-38 (William R. Warner Co. for Sloan's Liniment, NBC Blue); series of fight broadcasts, 1938 (Adam Hat Stores, NBC Blue); Horace Heidt and His Brigadiers, 1938 (Stewart-Warner Corp., NBC Red); Dale Carnegie, 1938 (Colgate-Palmolive-Peet, NBC Red); Winchell Column Quiz, summer 1938 (Andrew Jergens Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1938-39 (BiSoDol and Kolynos, NBC Blue); Grand Central Station, 1938-39 (Lambert Pharmacal Co. for Listerine products, successively NBC Blue, CBS); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strike Cigarettes, NBC Red); For Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red). (F) D. W. Griffith, 1919; Fox, 1921-23 (f). (L) Penrod, 1918; Maytime, 1920; Florodora, 1923; The Bluebird, 1925; Processional (Theatre Guild production). (V) Theatre appearances; M. C. of NBC Radio Revue, 1937.
- GRAVES, MISS TED.** Musician, WBAP, Ft. Worth. (R) Also Texas Quality Network, including programs for Hinds Honey & Almond Cream.
- \*GRAY, GLEN.** Orchestra leader (R) Burns & Allen (General Foods Corp., NBC Red). (V) Theatre and hotel engagements. (PR).
- GRAY, HOWARD P.** Chief announcer, KFVD, Los Angeles. (R) Also KFOX, Long Beach; KFWB, KMTR, Los Angeles; KMPC, Beverly Hills.
- GRAY, JACK.** Singer, WMCA, New York. (F) Shorts (Warner Bros.). (V) Jack Gray's Debutantes; theatre, hotel appearances.
- GREEN, CHARLES P. ("Chuck").** Production manager, WIOD, Miami. (R) Also WGY, Schenectady; KDKA, Pittsburgh; WREC, Memphis. (V) Hi Lo & Jack, 1928; Lasses White Minstrels.
- GREEN, IVAN.** Actor, KSFO, San Francisco. (R) Roles, intermittently, 1937-38, on My Secret Ambition (Durkee Famous Foods, CBS); also KYA, KFRC and KJBS, San Francisco; transcriptions. (L) Little Theatre productions.
- \*GREEN, JANE.** (R) NBC shows.
- GREEN, JOHNNY.** Conductor, composer, pianist, arranger. (R) Oldsmobile Presents Johnny Green & His Orchestra, 1934 (General Motors, CBS); Socony Sketchbook, 1935 (Socony-Vacuum, CBS); Jell-O Program Starring Jack Benny, 1936 (General Foods, NBC Red); The Packard Hour Starring Fred Astaire, Johnny Green's Orchestra, 1937 (Packard Motors, NBC Red); Johnny Presents, 1939 (Philip Morris & Co., Ltd., NBC Red and CBS). (F) Columbia (f); shorts. (L) Composed music for Three's a Crowd. (V) Appearances with orchestra and with Ethel Merman, James Melton. (PR) Columbia, Brunswick.
- GREEN, JUDD N.** Producer, KMOX, St. Louis. (R) Also KOIL, Omaha, WBBM, Chicago, WCBS, WTAX, Springfield. (F) Essanay Film Co., 1910 (child actor). (L) Ralph Bellamy Players, 1930; dramatic stock; others (f). (V) Theatre, hotel and club appearances as M.C. of own dance band.
- \*GREEN, LOU.** Electric steel guitarist. (R) Steinnie Bottle Boys, 1937-38 (Glass Container Association of America, NBC Blue).
- GREEN, MARYEDA B.** Actress, WMBR, Jacksonville. (R) Also WMT, Cedar Rapids; transcriptions. (L) Stock.
- GREEN, RAY.** Sidewalk reporter, special events, WHOM, Jersey City. (R) Also CKLW, WJBK, Detroit; WABY, Albany; WIBG, Glenside; WINS, New York; WJW, Akron; WSYR, Syracuse.

## PROFESSIONAL RECORDS—Continued

**\*GREEN, WILLIAM.** Actor. (R) Shows on WLW, Cincinnati.

**GREENE, CYRIL F.** Writer (addresses, commercial continuity), CJGX, Yorkton. (Also public relations director).

**GREENE, JOHN L.** Writer. (R) News of Youth, 1935-36 (Ward Baking Co., CBS); Twin Stars, 1936 (National Biscuit Co., NBC Blue); Five Star Jones, 1936 (Procter & Gamble, NBC Blue); On Broadway, 1938 (Diamond Salt, NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Red); comedy and dramatic spots for Texaco Star Theatre, 1938 (Texas Co., CBS); Knickerbocker Playhouse, 1939 (P & G for Teel and Drene, CBS); also comedy material for Pick & Pat, Molasses 'n' January, Gallagher & Shean, Judy Canova; many other radio plays, singly and in collaboration. (LS) WOR, New York. (Continuity chief, H. W. Kastor & Sons).

**GREENE, ROSALINE.** Actress, announcer. (R) Eveready Hour, 1927-29 (National Carbon Co., NBC Red); Empire Builders, 1927-29 (Great Northern Railroad, NBC Blue); Famous Trials, 1931 (National Dairies, NBC Red); Eddie Cantor, 1932-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Maxwell House Show Boat, 1932-37 (General Foods for Maxwell House Coffee, NBC Red); Al Jolson, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Roses & Drums, 1934 (Union Central Life Insurance, CBS); Palmolive Beauty Box, 1934-35 (Colgate-Palmolive-Peet for Palmolive Soap, NBC Red); Hour of Charm, 1934-37 (General Electric, NBC Red); Ziegfeld Follies of the Air, 1935 (Colgate-Palmolive-Peet, CBS); News Reporter, 1935 (Fairy Soap, WOR, New York City); Talks by Mrs. Franklin D. Roosevelt, 1937 (Lamont Corliss for Pond's Creams, NBC Blue); Grand Central Station, 1937 (Lambert Pharmacal for Listerine, NBC Blue); Aunt Jenny's Real Life Stories, 1937 (Lever Bros. for Spry, CBS). (L) Pearl of Great Price (Shuberts); stock.

**GREENWOOD, WARREN M.** Program director, special events and sports announcer, WHAI, Greenfield. (R) CBS dance bands; local shows for Ford Motor Co., Buick Motor Co., others. (V) 1931-36.

**\*GREGORI, VIRGINIA.** Actress. (R) Dog Heroes, intermittently (Modern Food Process, NBC Blue).

**GREGORY, CHARLOTTE.** Pianist, singer, WTHT, Hartford.

**\*GREGORY, KAY.** (R) Shows on KHJ, Los Angeles.

**GREGSON, JACK.** Commercial and sports announcer, KDYL, Salt Lake City. (V).

**GRENADIER DOUBLE QUARTET.** (Betty & Jean, Sutton & Bliss). (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).

**GRENNELL, EILEEN.** Singer, KSO-KRNT, Des Moines. (R) Various programs on Mutual, 1937-38. (V) Personal appearances.

**GRENVILLE, CLAIRE.** Actress (straight, character, dialect). (R) Big Sister, 1938 (Lever Brothers for Rinso, CBS); Gang Busters, 1938 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red); Court of Human Relations, 1939 (Vadco Sales for Quinlax, Mutual); others, including transcriptions. (F) M-G-M, 20th Century-Fox; shorts. (L) Productions by the Shuberts, William A. Brady, Sam H. Harris, Theatre Guild, Morris Gest, Al Woods, George Tyler and others. (PR) RCA Victor.

**GREY, LANNY.** Writer, arranger, singer, M. C. (R) Lanny Grey's Rhythm School of the Air, 1938-39 (sustaining, NBC Blue); Judy & Lanny, 1938 (sustaining, NBC Blue). (LS) WNEW, New York. (GA) 12 appearances on Town Hall Tonight (Bristol-Myers Co., NBC Red). (Writer of I Would If I Could, but I Can't; Tell Me, Did She Ask for Me; I'm the One Who Loves You).

**GREY, NAN.** Actress. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux Soap, CBS); Those We Love, 1938-39 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Warner Bros., Universal (f). (V).

**GREY, ROBERT R.** Production manager, KCMO, Kansas City. (R) Also KWTO-KGBX, Springfield.

**GRIER, HARRY.** Program director, sports announcer, KTRH, Houston. (R) Local shows since 1931.

**GRIER, JIMMY.** Orchestra leader. (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS). (V) Los Angeles hotel engagement, 1934-38 (also broadcast over NBC Red and Blue); tour. (PR) Decca.

**GRIFFIN, BOBBY.** Announcer, WHO, Des Moines. (R) Also KYW, Chicago (now Philadelphia); including programs for

## PROFESSIONAL RECORDS—Continued

- Curtiss Candy Co., 1937; Virginia Dare Extract Co., 1937. (F) News and trailers, 1930-32.
- \*GRIFFIN, KEN.** Actor. (R) Backstage Wife (R. L. Watkins Co., NBC Red); Kitty Keene, Inc. (Procter & Gamble, CBS); Road of Life (P & G, NBC Red and CBS); Manhattan Mother (P & G, CBS).
- \*GRIFFIN, LLOYD.** Director. (R) Valiant Lady (General Mills, NBC Red & Blue); Hymns of All Churches (General Mills, NBC Red & Blue); Betty Crocker (General Mills, NBC Red & Blue).
- GRIFFIN, ROBERT E.** Actor. (R) Story of Mary Marlin (Procter & Gamble for Ivory Soap, NBC Red and Blue); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); It Can Be Done (Household Finance Corp., NBC Blue); The Guiding Light (Procter & Gamble, NBC Red). (L) Oberfelder Ketcham, 1928; Henry Duffy, 1929-31.
- GRIFFIN, WAYNE R.** Announcer, news, M. C., KFYZ, Bismarck. (R) Also Dakota Broadcasting System; WMIN, Minneapolis-St. Paul.
- GRIFFIS, WILLIAM.** Actor, KMPC, Beverly Hills. (L) (f).
- GRIFFITH, LESTER.** Announcer. (R) Story of Mary Marlin, 1937 (International Cellucotton for Kleenex, NBC Red); Girl Alone, 1937 (Kellogg Co., NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red); Grandma Travels, 1937-38 (Sears, Roebuck & Co., transcriptions).
- GRIFFITH, R. P.** Dramatic actor, KDKA, Pittsburgh. (R) Also sustaining NBC Blue show, 1932-33. (V) Little German Band; personal appearances.
- GRIFFITHS, DAVE.** Sports commentator, WGBI, Scranton. (R) Local broadcasts for Atlantic Refining Co.
- GRIGGS, EDWARD H.** Educational programs. (R) Lives of Great Men, 1938-39 (sustaining, NBC Red). (Philosopher, teacher, lecturer; president. Dept. of Philosophy of Brooklyn Institute of Arts & Sciences; formerly professor of mathematics, University of Indiana. professor of ethics, Stanford University; author of The Soul of Democracy, The Philosophy of Art, American Statesmen and others, including student handbooks).
- GRIGGS, FERN.** See Three Little Words.
- \*GRIGGS, JOHN.** Actor. (R) Smilin' Jack (Sweets Co. of America, Mutual); Her Honor, Nancy James (International Cellucotton for Kleenex, CBS).
- GRIMES, BERA MEADE.** Pianist, WFAA, Dallas. (R) Also Texas Quality Network.
- GRIMES, HARRY L.** Pianist, continuity writer, WGAU, Athens.
- \*GRIMES, J. L.** Script writer. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual).
- \*GRIMES, JACKIE.** Actor. (R) Billy & Betty, 1939 (General Mills, NBC Red).
- GRIMM, CHARLES J.** Sportscaster, commentator, M.C., WBBM, Chicago. (R) Local shows for Gillette Safety Razor Co., others. (F) Shorts. (First baseman, Cubs, many years).
- GRIMM, LORRAINE.** Singer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS).
- GRISANTI, DORIS.** Singer, WAVE, Louisville.
- GRIZZARD, HERMAN.** Sportscaster, singer, WLAC, Nashville. (V) Chesterfield Five.
- GROFE, FERDE.** Orchestra leader and composer. (R) Programs for Sealtest Laboratories, Florsheim Shoes, Philip Morris Cigarettes, Lucky Strike Cigarettes, Best Foods; guest appearances. (F) Vitaphone shorts. (V). Conducts Master Recording orchestra.
- GROLLER, JOHN.** Production manager, announcer, WGBI, Scranton.
- GROMBACH, JEAN V.** Producer. (R) Bar X Days and Nights, 1934 (Health Products, NBC Blue); Taxi, 1934 (B. F. Goodrich Rubber Co., NBC Blue); Lucky Smith, 1935 (Gillette Safety Razor Co., NBC Red); Plantation Echoes, 1935 (Vick Chemical Co., NBC Blue); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC, Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Nat-hel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (F) Associate producer, 1924 (Cosmopolitan Films, Inc.). (L) Technical advisor of Rosaline (Ziegfeld); co-producer with Crosby Gaige (Time and the Conways, 1938). (Head of Grombach Productions, Inc., and Jean V. Grombach, Inc.).
- GROOM, DALE L.** Announcer, producer, WRTD, Richmond. (R) Also WJR, Detroit.

## PROFESSIONAL RECORDS—Continued

- GROPPER, FREDERICK K.** Director. (R) Vic and Sade (Procter & Gamble, NBC Red and Blue); others. (Associated with Compton Advertising, Inc.).
- GROSS, H. R.** News editor, WHO, Des Moines. (R) Local shows including Phillips News Reporter (Phillips Petroleum, 1935-37).
- GROSS, MILT.** Script writer. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS). (F) Writer for MGM. Cartoons. (Cartoonist for Bell Syndicate.)
- GROSS, STEPHEN G.** Director. (R) Betty & Bob, 1937 (General Mills, CBS); Couple Next Door, 1937 (P & G, Mutual); Second Husband, 1938-39 (Bayer Aspirin, CBS); Our Gal Sunday, 1938-39 (Anacin, CBS); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS). (F) RKO, 20th Century-Fox, Paramount (as writer). (L) Co-author of The Hookup, One Good Year.
- GROSS, WALTER.** Pianist, conductor, composer, arranger. (R) Chesterfield Presents, 1938 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Your Hit Parade, 1938 (American Tobacco for Lucky Strike Cigarettes, CBS); Hobby Lobby, 1938 (Hudson Motor Car Co., CBS); Mary Margaret McBride, 1938-39 (General Foods Corp. for La France and Satina, CBS); others, including Accent on Music, 1938; All-Gershwin Memorial Program, 1938; Saturday Night Swing Club, 1938-39 (sustaining, CBS). (GA) Chesterfield Presents, 1938 (Liggett & Myers Tobacco Co., CBS). (L) George White's Scandals, 1932, as accompanist; pianist and special material for Paul Whiteman appearances. (V) Theatre appearances. (PR) Brunswick. (Member CBS staff, past five years).
- GROSSI, JIMMIE.** Musician (Sunny Boys novelty group), CJRC, Winnipeg. (R) Also CKY, Winnipeg.
- GROVER, JOHN B.** Announcer, actor. (R) Second Tales, 1931 (RCA, NBC Red); Wheatenaville, 1931 (Wheatena Corp., NBC Red); I Want a Divorce, 1937 (S & W Fine Foods, NBC Red); Hawthorne House, 1937 (Wesson Oil & Snowdrift Sales, NBC Red); Dangerous Road, 1938-39 (Sperry Flour Co., NBC Red); also transcriptions. (Currently associated with KGO-KPO, San Francisco).
- GRUBB, GAYLE (Gloomy Gus).** Orchestra conductor, WKY, Oklahoma City. (R) Formerly station manager of KFAB, Lincoln. (F) Shorts. (V) Theatre appearances. (PR) Columbia, Brunswick. Also author of many songs. (Currently station manager of WKY).
- GRUBB, TED.** Musician (trumpet, piano), arranger, WHAS, Louisville.
- GRUENBERG, AXEL.** Producer, dramatic director, WWJ, Detroit. (R) Detroit News Radio Extra; Cause of Crime; March of Youth; Wings of Song.
- GRUIS, RAY.** Organist, WRJN, Racine. (V) Theatre appearances.
- \*GUARDSMEN QUARTET.** (R) Signal Carnival (Signal Oil Co., NBC Red).
- \*GUDEBROD, G. DAVID.** Script writer. (R) Armco Iron Master Program (American Rolling Mill Co., NBC Blue); Ford Sunday Evening Hour (Ford Motors, CBS).
- GUEDEL, JOHN.** Writer, producer. (R) Reunion of the States, 1937-38 (Forest Lawn Memorial Park, CBS Pacific, Don Lee, Mutual); Back Home, 1938-39 (Forest Lawn Memorial Park, CBS Pacific); Pull Over Neighbor, 1938-39 (Wilshire Oil, NBC Pacific Red and CBS Pacific). (LS) Iris Foods, 1937, and Forest Lawn Memorial Park, 1938, KHJ, Los Angeles. (F) Shorts, as writer. (Radio director, Dan B. Miner Advertising Agency.)
- GUEST, EDGAR.** Actor, writer, philosopher, humorist. (R) Welcome Valley, 1936-37 (Household Finance Corp., NBC Blue); It Can Be Done, 1937-39 (Household Finance Corp., CBS, 1938-39; NBC Blue, 1937-38). (Newspaper columnist-poet).
- GUILBERT, ROBERT M.** Actor. (R) Girl Alone, 1935-38 (Kellogg Co., NBC Red); Don Winslow of the Navy, 1937-39 (Iodent Tooth Paste, 1937, NBC Blue; Kellogg Co., 1938-39, NBC Blue); Welch Presents Irene Rich, 1937 (Welch Grape Juice, NBC Blue); It Can Be Done, 1937 (Household Finance Corp., NBC Blue); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red). (LS) WMAQ, Chicago; WJZ, New York City, 1937-38. (L) Stock.
- GUILD, WALTER.** M. C., comedy writer, musical director. (R) Toast to the Town, 1938 (Roma Wine Co., CBS). (LS) WBNX, New York. (L) Stock (dramatic and musical), 1927-38; Rio Rita (Er-langer), 1929-30; Merry-Go-Round, 1931 (f). (V) Various circuits; theatre appearances; (tour with Myrt and Marge, 1936). Currently with KSFO, San Francisco.



## PROFESSIONAL RECORDS—Continued

- \*GUIZAR, TITO.** Singer. (R) CBS shows. (F).
- GULLEY, PHIL.** Singer, M.C., WJDX, Jackson. (R) CBS and Mutual programs; also KEHE, Los Angeles; WAML, Laurel. (F) Shorts.
- GUNDAKER, C. E.** Announcer, WHP, Harrisburg. (R) Play-by-play football, 1935-36 (Atlantic Refining); Democratic State Committee of Pennsylvania, 1938 (Quaker State Network); others.
- GUNN, GEORGE P.** Announcer, WRC-WMAL, Washington.
- GUNTS, BRENT.** Producer, writer, announcer, WFBR, Baltimore.
- GURNEY, JOHN.** Bass-baritone. (R) NBC sustaining programs. (L) Metropolitan Opera; concerts.
- GUTIERREZ, RAMON.** Announcer (Spanish programs), WHOM, Jersey City. (R) Also WARD, New York City.
- GUY, CARLETON.** Actor. (R) Uncle Ezra (Miles Laboratories, Inc., NBC Red).
- GUYER, SANFORD (Sandy).** Announcer, singer, WPEN, Philadelphia. (R) Also CBS and NBC shows; WCAU, WIP, Philadelphia; WDEL, Wilmington; WEA, New York. (V) George Kelly's Original Six, 1925-26. (PR) Okeh.

## H

- HABATA, HARRY.** Accordionist, WCCO, Minneapolis-St. Paul. (R) Local shows for Allis-Chalmers Mfg. Co., others. (V) Theatre appearances.
- HABIB, GEORGE.** Actor, WWJ, Detroit. (R) Lone Ranger and Green Hornet, 1938-39 (participating, Mutual); also WJR, Detroit.
- HACKETT, ELMA LATTA.** Home economics commentator. (R) Good Afternoon, Neighbor, 1936-37 (Durkee Famous Foods, CBS Pacific Coast); Party Bureau, 1938 (Caswell Coffee, CBS Pacific Coast). (LS) Participating programs, 1933-37. (Currently with KSFO, San Francisco.)
- HACKETT, JOHN W.** Sports, special events announcer, WOWO-WGL, Ft. Wayne.
- HAEBERLE, ARLETH.** Announcer, actress, WTCN, Minneapolis-St. Paul. (R) Also transcriptions.
- HAENSCHEN, GUS.** Orchestra leader. (R) American Album of Familiar Music (Bayer Aspirin, NBC Red); Sweetest Love Songs Ever Sung (Phillips' Dental Magnesia, NBC Blue); Saturday Night Serenade (Pet Milk Sales Corp., CBS); The Songshop (Coca-Cola Co., CBS).
- HAFTER, ROBERT.** Producer. (R) Double Everything, 1938 (Wm. Wrigley, Jr., Co., CBS); Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS); numerous others. (L) Musical comedies. (V) Hafter and Paul. (Production manager, CBS, Chicago.)
- HAGAMAN, CHARLIE.** Guitarist, WNOX, Knoxville.
- HAGEMAN, HAROLD L.** Announcer, news commentator, program director, WADC, Akron. (R) Local shows for Miles Laboratories, others.
- HAGEN, DR. HARRY.** Master of ceremonies. (R) True or False, 1938-39 (J. B. Williams Co., Mutual, 1938; NBC Blue, 1938-39).
- HAGERMAN, LEWIS B.** (R) Lutheran Hour, 1934-35 (Lutheran Laymen's League, Mutual); also KMOX, KSD, KWK, St. Louis; KOIL, Omaha; WLW, Cincinnati; transcriptions. (F) Shorts. (PR) Columbia. (Director of public relations, WEW, St. Louis).
- HAGGARTY, LARRY.** Actor (general and Irish characterizations), WXYZ, Detroit. (R) Also CBS, NBC; KHJ, Los Angeles; WOR, New York; Green Hornet (local sponsors, Mutual and Michigan Radio Network). (F) Shorts. (L) Road shows. (V) 1906-26.
- HAGLUND, GLENN.** Musician, WNAX, Yankton. (R) Also WDAY, Fargo. (V) 1937-39.
- HALE, ALAN.** Sports and news commentator, WISN, Milwaukee. (R) Baseball for Wadham's Oil and General Mills, football and basketball for Wadham's Oil, news flashes for Household Finance; others.
- \*HALE, ARTHUR.** (R) Newscasts for WOR, New York.

## PROFESSIONAL RECORDS—Continued

- HALE, CECIL.** Announcer, actor, continuity editor, WFAA, Dallas. (R) Jack Armstrong (Wheaties), CBS, 1936; Ma Perkins (Oxydol), NBC, 1936; Alka-Seltzer Barn Dance, NBC, 1936; also WAAF, WGN, WLS, Chicago; Texas Quality Network.
- \*HALE, FLORENCE.** (R) NBC show.
- HALE, MILTON (Milton Halpern).** Singer, theatrical news commentator, WMAS, Springfield. (F) Warner Bros., RKO, M-G-M, Columbia; shorts. (L) Stock. (V) 1931-33.
- HALEY, AMBROSE.** Hillbilly musician, singer, WOWO-WGL, Ft. Wayne. (R) Several CBS shows including Drug Trade Products program. (L) Musical comedies. (PR) Brunswick.
- HALEY, EUGENE S.** Writer. (R) Storming the Bastille (NBC sustaining).
- HALEY, JACK.** Comedian. (R) Log Cabin Jamboree, 1937-38 (General Foods Corp. for Log Cabin Syrup, NBC Red); The Wonder Show—Jack Haley, 1938-39 (Continental Baking Co., CBS). (F) Paramount; Hal Roach; currently under contract to 20th Century-Fox (f). (L) Good News, 1928; Follow Thru, 1929-30; Take a Chance, 1933 (s). (V) Crafts & Haley; Haley & McFadden, 16 years; theatre appearances.
- HALEY, PAT.** Singer, M.C., KDKA, Pittsburgh. (R) Part of team, Dot and Pat; Maurice Spitalny & Pat Haley. 1933 (Hupmobile Motor Co., Buckeye Network); also WJR, Detroit; WKBN, Youngstown; WTAM, Cleveland. (V) 1927-33.
- HALEY, WM. C., JR.** Announcer, singer, M.C., assistant program director, KFRU, Columbia. (R) Phillips Poly Follies, 1937 (Phillips Petroleum, CBS); also WCKY, Cincinnati; WHAS, Louisville; KMOX, KWK, St. Louis. (L) Topsy & Eva with Duncan Sisters, 1933-34 (f). (V) Cumberland Krooners, Dixie Vagabonds, others, 1930-38.
- HALIS, AL.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS); Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS).
- HALL, ARCHIE W.** Producer, writer, announcer, KRKD, Los Angeles. (R) Local shows including Court of Cars, 1936-37 (Ford Motor Co.). (F) Columbia, Paramount, Republic. (L) Stock, 1930-32. (Author of one novel and various short stories).
- HALL, ARTHUR.** Production manager, announcer, producer, scriptwriter, program director, WCOP, Boston. (R) Also WHDH, Boston; WORC, Worcester. (V) Theatre appearances.
- \*HALL, FRED.** (R) Sunday Drivers (NBC).
- HALL, GEORGE.** Orchestra leader. (R) Broadcasts from Taft Hotel over CBS; programs for Tru Blue Beer, 1935; Borden's Milk, 1935-36; guest appearance, RCA Magic Key, NBC. (F) Shorts (Vitaphone, Paramount). (V) Theatre and hotel engagements. (PR) Victor and Master Recordings artist.
- HALL, JOSEPH L.** See Prairie Pioneers.
- HALL, MARTY.** Singer, WKY, Oklahoma City. (R) Also KFOX, KGER, Long Beach. (V) Theatre appearances.
- HALL, MURIEL.** Singer, CBV, Quebec. (R) Also CHRC, Quebec; CKAC, Montreal.
- HALL, ROY.** Leader of hillbilly band, WAIR, Winston-Salem. (R) Dr. Pepper Bottling Co. program since 1937. (PR) Bluebird, Vocalion.
- HALL, WENDELL.** Singer, song writer. (R) Sign of the Shell, 1930 (Shell Oil Co., NBC Red); Fitch Program, 1932-34 (Fitch Shampoo, NBC Red); Wendell Hall—The Red-Headed Music Maker, 1935-36 (Fitch Shampoo, NBC Blue); Gillette Community Sing, 1936-37 (Gillette Safety Razor Co., CBS). (F) Columbia. (V) Appearances as singer and xylophonist. (Author of many songs, including It Ain't Gonna Rain No Mo', My Dream Sweetheart, My Old-Fashioned Scrapbook.)
- HALL, WILLARD ("Doc").** M.C., producer, writer, comedian. (R) Discoveries of 1938 (The Boston Store, KFWB, Hollywood); Liar's Club (Globe Investment, KFI, Hollywood); Laff Clinic (Wilshire Oil, KHJ, Hollywood); others. (F) Warner Bros. (f). (L) No, No, Nanette; also productions for the Shuberts, Henry W. Savage and others (f). (V) 1925-33: Hall & Loretta, Hall & Russell; Doc Hall; theatre appearances.
- HALLGREN, EVELYN.** Entertainer, WNAC-WAAB, Boston. (R) Also Yankee Network. (V) George & Dixie.
- HALLMAN, WILLIAM.** Writer, actor, singer, musician, monologist, FTRD. (R) Recordings. (F) In France, England and Germany. (L) New York and London



## PROFESSIONAL RECORDS—Continued

- shows. (V) Convict 973, Within the Lines, others.
- \*HALMAN, DORIS.** Script contributor, dialogue writer. (R) Orphans of Divorce (Dr. Lyon's Tooth Powder, NBC Red); Alias Jimmy Valentine (Dr. Lyon's Tooth Powder, NBC Blue); Backstage Wife (Dr. Lyon's Tooth Powder, NBC Red); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red).
- HALPERN, DAVID H.** Script writer, director, producer, WBRY, Waterbury.
- HALPERN, MILTON.** See Milton Hale.
- HALPIN, ROY.** Sports announcer, CHRC, Quebec.
- HALUS, AL.** Actor. (R) Little Orphan Annie (Wander Co., for Ovaltine, NBC Red).
- HAMAKER, GEORGE M.** Script writer, WKY, Oklahoma City. (R) Scripts for Grand Hotel, 1932 (Campana Sales Co., NBC Red); First Nighter, 1934-36-38 (Campana Sales Co., NBC Red, CBS); NBC sustaining show; also WIBW, Topeka. (L) 1930-31.
- HAMBLY, DON.** Announcer, musical director, KRE, Berkeley.
- HAMILTON, BOB.** Organist, WHN, New York. (R) Transcriptions. (V) 1925-34.
- HAMILTON, GENE.** Announcer, singer. (R) Armour Hour (Armour Co., NBC Blue); Clara Lu 'n' Em (Colgate-Palmolive-Peet Co., NBC Red); Sinclair Refining Co., NBC Blue); Philadelphia Symphony (Group of American Banks, NBC Blue); Esso News Reporter (Standard Oil Co. of N. J.); RCA Campus Club (RCA, NBC Blue); Voice of Firestone (Firestone Tire & Rubber Co., NBC Red). (F) Travelogues. (V) Carnival Capers, Clown Classics; various circuits.
- HAMILTON, JACK.** See Ernest C. Riep.
- \*HAMILTON, MORRIS.** Producer. (R) The Right Thing to Do, 1938-39. (George W. Luft Co. for Tangee Lipstick, NBC Red).
- HAMILTON, WADE.** Choral director, organist, novachordist, KVOO, Tulsa. (R) Also Mutual-Don Lee Network; KFI, KFAC, KFWB, KHJ, KNX, KGER and KTMR, Los Angeles; KTUL, Tulsa; transcriptions. (F) Universal (recording organist). (V) Featured theatre organist, 1919-30. (Author, textbook on harmony.)
- HAMILTON, WILLIAM H., JR.** Chief announcer, WCOL, Columbus.
- HAMLIN, DAVE.** Continuity writer, KCKN, Kansas City.
- HAMMER, HAROLD G.** Pianist, KFXN, San Bernardino.
- HAMMERSTEIN, TED.** Producer, M.C. (R) Hammerstein Music Hall, 1935-38 (Hill's Nose Drops, 1935, CBS; Kolynos Toothpaste, 1936, CBS and NBC Red; Anacin, 1937-38, CBS). (L) Thoroughbred, Broadway Interlude (producer, director); Howdy Stranger (co-producer).
- \*HAMMIL, JOEL.** (R) Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS).
- HAMMOND, LAURENCE.** Writer, director. (R) The Shadow, 1934-35, 1937-38 (Delaware, Lackawanna & Western Coal for Blue Coal, CBS, 1934-35, Mutual, 1937-38); Backstage Wife, 1935-38 (Dr. Lyon's Toothpowder, NBC Red); John's Other Wife, 1936-37 (Louis Philippe, Edna Wallace Hopper, NBC Red); Cavalcade of America, 1936-38 (E. I. du Pont de Nemours, CBS); Young Widder Jones, 1937 (Sterling Products, WOR, New York City); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS).
- HAMNER, JIMMIE.** Orchestra leader, WRTD, Richmond. (R) Also WMBG, Richmond. (V) Theatre appearances. (PR) Decca.
- \*HAMPTON, BURFORD.** Actor. (R) Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).
- HAMRICK, E. A.** Announcer, actor, news commentator, writer, producer, WBRE, Wilkes-Barre. (R) Also WAZL, Hazleton. (L) Stock.
- HAMRICK, HOWARD.** Announcer, continuity writer, WRAL, Raleigh. (R) Also WBT, Charlotte; local shows for Nehi Bottling Co., others. (L) World's All Right, others. (Also publicity writer.)
- HANCOCK, DON.** Announcer, commentator. (R) Armco Band, 1936 (American Rolling Mills, NBC Blue); Horace Heidt & His Brigadiers, 1936-37 (Stewart-Warner Corp., CBS); The Headliner, 1937 (Sinclair Oil, CBS); Poetic Melodies, 1937 to Jan. 1, 1938 (Wrigley Chewing Gum, CBS); Betty & Bob, 1938-39 (General Mills, CBS); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS); Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS). (Special events and announcing staff, WBBM, Chicago, since June, 1936; previously with WLW, Cincinnati).
- HANCOCK, ORRIE.** Director, producer.

## PROFESSIONAL RECORDS—Continued

- (R) CBS musical, variety, dramatic and general programs since 1929. (Consulting producer, McCabe Program Service.)
- HANCOCK, WALKER.** Violinist, guitarist, WFAA, Dallas. (R) Local shows for Chevrolet, Dodge, Dr. Pepper, Lewis-Howe and others. (V) Theatre appearances; formerly first violinist with Henry Busse, Herbie Kay.
- HANCOX, DON AND LEE.** Musicians (banjo, guitar), WGY, Schenectady. (R) Appearances on Town Hall Tonight and Walter O'Keefe's summer edition of Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red); programs for Fels & Co., Crazy Water Crystals, others. (V) 12 years.
- HANDLAN, JOE.** Sports announcer and commentator, WCHV, Charlottesville. (R) Play-by-play football, 1937-38 (Atlantic Refining over a network of 6 to 23 stations); also collegiate boxing and basketball over various southern stations. (Law student.)
- HANDY, HOWARD E.** Hillbilly entertainer, WBRY, Waterbury.
- HANLON, TOM.** Announcer, sportscaster, producer. (R) Lucky Strike Dance Orchestra, 1932 (American Tobacco Co., NBC Red); Listen to Harris, 1933 (Northam Warren Corp., NBC Blue; Chase & Sanborn Hour, 1933 (Standard Brands, Inc., NBC Red); M J B Demi-Tasse Revue, 1934 (M J B Coffee, NBC Blue); Roi-Tan Sports Review, 1936 (American Tobacco Co., CBS); Irvin S. Cobb & His Paducah Plantation, 1937 (Oldsmobile Motor Works, NBC Red); On the Air, 1937 (Hudson Motor Car Co., CBS); sports commentator, 1937 (Kellogg Co., CBS); Man to Man Sports, 1938 (American Tobacco Co. for Roi-Tan Cigars, CBS); Phil Baker, 1938 (Gulf Refining Co., CBS); Cantor's Camel Caravan, 1939 (R. J. Reynolds Tobacco Co., CBS); others. (F) Universal, Warner Bros., M-G-M, Paramount, Pathe (f); shorts. (V) Theatre appearances. (Associated with KNX, Hollywood.)
- HANNA, MICHAEL R.** News commentator, WIBX, Utica.
- HANNAN, MARJORIE.** Actress. (R) Oxydol's Own Ma Perkins, 1933-37 (Procter & Gamble Co., NBC Red); Sally of the Talkies, 1934-35 (Luxor, Ltd., NBC Red); Story of Mary Marlin, 1935-36 (International Cellucotton Co. for Kleenex, NBC Red and Blue, CBS); Bachelor's Children, since 1936 (Cudahy Packing Co., 1936-39; Mutual, 1935-38); We Are Four, since 1936 (Libby, McNeill & Libby, Mutual). (Associated with WGN, Chicago.)
- HANNON, STUART, L.** Production manager, KFPY, Spokane.
- HANSEN, CHARLES ("Monk").** Actor, comedian, WNOX, Knoxville. (R) Also WKRC, Cincinnati; WHAS, Louisville. (V) Monk & Sam, over 10 years.
- HANSEN, VERN.** Announcer, WGN, Chicago. (R) Get Thin to Music (General Mills, Inc., Mutual).
- HANSON, ELEANOR.** Director of women's activities, WHK-WCLE, Cleveland. (R) Also WGAR, Cleveland.
- HANSSEN, JACK.** Program director, KFOR, Lincoln. (V) Theatre appearances.
- HANSTROM, ARTHUR.** Announcer, sportscaster, WEAU, Eau Claire. (R) Also WTAQ, Green Bay.
- HAPPY HOLLOW GANG (Obie, Porkie & Lem).** Musicians, WDGY, Minneapolis-St. Paul. (R) Local show for Drug Trade Products Co.
- HAPPY VALLEY COWBOYS (The Deacon, Lil Abner, Arizona Freddie, Smudgy, Pewee, Carrie Lee).** Hillbilly entertainers, WCAU, Philadelphia. (V) Theatre appearances.
- HARDEN, FRANK.** Announcer, continuity writer, WBIG, Greensboro. (R) Also WFTC, Kinston.
- HARDIN, HELEN.** Writer, commentator on language and speech, WGN, Chicago.
- HARDING, LARRY.** Producer. (R) March of Time, 1936-37 (Time, Inc., CBS); Your Hit Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes); Guy Lombardo & His Orchestra, 1937-38 (General Baking for Bond Bread, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Big Town, 1938 (Lever Bros. for Rinso, CBS). (Formerly CBS announcer; currently on production staff).
- HARDING, LESTER.** Singer, M.C., KOA, Denver. (V) Theatre appearances.
- HARDY, EMILY.** Singer, KFI-KECA, Los Angeles. (R) NBC Shell Happy Time, 1930-31 (Shell Union Oil Corp., NBC Red); Capt. Dobbsie's Ship of Joy, 1934 (California Packing Co., NBC Red); Death Valley Days, 1938 (Pacific Coast Borax Co., successively NBC Blue and Red). (L) 1930-36.

## PROFESSIONAL RECORDS—Continued

**HARDY, RALPH W.** Producer, KSL, Salt Lake City.

**HARI, WILFRED.** Comedian (Chinese and Japanese characters). (R) Mr. and Mrs. Smith, 1935 (Marco Dog Foods, KHJ, Los Angeles); House Undivided, 1936 (La France and Satina, KHJ); Community Sing, 1936 (Gillette Safety Razor Co., CBS); Silver Theatre, 1937 (International Silver Co., CBS); House Party, 1937 (Iris Products, Mutual). (F) Columbia, Paramount, Universal (f). (L) Enter Madame, 1933; The Middle Watch, 1933; The Spider, 1934; Quicksand, 1934 (f).

**HARING, CLAUDE.** Sports announcer. (R) Under contract to N. W. Ayer & Son, since 1935, to handle Atlantic Refining spot and regional network sports broadcasts. Started with WCBA-WSAN, Allentown, 10 years ago; later became associated with WCAU, Philadelphia, as supervisor and assistant baseball announcer.

**HARK, MILDRED.** Actress. (R) Aunt Jimema's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).

**HARKINS, BEN.** Program director, KFRC, San Francisco. (R) Also Mutual-Don Lee Network. (V) 6 years, up to 1925.

**HARPER, EARL.** Sports announcer. (R) Microphone in the Sky, 1937 (sustaining, Mutual). (LS) Newark baseball games, 1935-39 (General Mills, WINS, New York, 1935-36; WNEW, New York, 1937-39); Cornell University football, 1936 (Atlantic Refining, WINS, New York); New York Giants-Brooklyn Dodgers football, 1935-36 (Adam Hats, WINS, New York). (F) Hearst Metrotone Newsreel as commentator. (V) Theatre appearances as radio quiz conductor.

**HARPER, TRO.** Announcer, KSFO, San Francisco. (R) Problem Clinic, 1939 (Duart Mfg., CBS); local shows.

**HARRINGTON, JOHN.** Announcer, news and sports commentator, WBBM, Chicago. (R) Romance of Helen Trent, 1933-34 (Edna Wallace Hopper and Old English Floor Wax, CBS); Double Everything (Wm. Wrigley, Jr., Co., CBS); also KWK, St. Louis; WGN, WJJD, Chicago; transcriptions. (F) Shorts. (V) Theatre appearances.

**HARRINGTON, JOHN V.** Announcer, WIND-WJJD, Gary. (R) Also Southwest Broadcasting System, Texas Quality Network, others.

**\*HARRINGTON, TOM.** Director. (R) Jell-O Program Starring Jack Benny

(General Foods Corp., NBC Red). (Associated with Young & Rubicam.)

**HARRINGTON, WILLIAM J.** Announcer, KDAL, Duluth. (R) Baseball announcer, 1938 (General Mills and B. F. Goodrich Co.).

**HARRIS, ARLENE ("Human Chatterbox").** Comedienne. (R) Al Pearce and His Gang, 1936 (Pepsodent Co., NBC Red and Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce & His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red). (F) Republic Pictures (f). (L) Stock. (V) Arlene Francis: Impressions of Feminine Types, 5 years. (Has been a member of Al Pearce and His Gang since 1933).

**HARRIS, BOB.** Announcer, WMCA, New York. (R) Also Inter-City Network. (F) Trailers. (V) Theatre appearances.

**HARRIS, DAVE.** Musician (Raymond Scott Quintet). (R) Your Hit Parade (American Tobacco for Lucky Strike Cigarettes, CBS); Sophie Tucker & Her Show, 1939 (American Tobacco for Roitan Cigars, CBS). (F) Selznick, International, 20th Century-Fox (f). (V) Theatre appearances. (PR) Brunswick.

**HARRIS, ELLIS M.** News and sports commentator, KDAL, Duluth. (R) Also WCCO, Minneapolis-St. Paul.

**HARRIS, GRAHAM.** Orchestra leader. (R) 20,000 Years in Sing Sing (Wm. R. Warner, NBC Red); There Was a Woman (Glass Container Association of America, NBC Blue).

**\*HARRIS, HOWARD.** Script writer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

**HARRIS, LÉSLIE.** Producer, special events announcer, WQAM, Miami. (R) Shows for General Motors, Royal Crown Cola, others.

**\*HARRIS, LLOYD C.** Director. (R) NBC shows.

**HARRIS, PHIL.** Orchestra leader. (R) Listen to Harris, 1933-34 (Northam Warren Corp., NBC Blue); Melody Cruise, 1933-34 (Cunard Steamship Co., NBC Blue); Jell-O Program Starring Jack Benny, 1936-39 (General Foods for Jell-O, NBC Red). (F) RKO, Paramount (f); Vitaphone shorts. (V) Appearances with orchestra since 1930.

**HARRIS, RADIE.** Commentator, interviewer. (R) M-G-M Movie Club, 1932 (Resinol Soap, CBS); 1937-39 (sustaining, Mutual). (LS) M-G-M Movie Club,

## PROFESSIONAL RECORDS—Continued

- 1931-32 (Ohrbachs, WOR, N. Y.); 1934 (Cushman Bakeries and Pebecco Toothpaste, WOR, N. Y.); 1935-37 (Mulsified Coconut Oil Shampoo and Holland House Coffee, WHN, N. Y.).
- HARRIS, ROMEO.** Accordionist, CHRC, Quebec.
- HARRIS, RUTH E.** Singer, musician, KHQ-KGA, Spokane.
- \*HARRIS, STANLEY.** Actor. (R) Jack Armstrong (General Mills, Inc., NBC Red).
- HARRIS, SYD.** Pianist, CKOC, Hamilton.
- HARRIS, VICKY.** Actress, commentator, WOWO-WGL, Ft. Wayne. (R) Local show for Barnsdall Refining Co., others. (V) Theatre appearances.
- HARRISON, BEN L.** Musician, KFXM, San Bernardino. (R) Also KFWB, KHJ, Los Angeles. (F) Warner Bros., First National, as musician. (V) Theatre appearances, 1919-25. (PR) Victor, Vocalion, Columbia, Brunswick.
- HARRISON, CHARLES.** See The Madrigal Singers.
- HARRISON, JOHN W.** Sports announcer, KTUL, Tulsa. (R) Also KPO, San Francisco; KMTR, Los Angeles; KSTP, Minneapolis-St. Paul; KYW (now Philadelphia) and WMAQ, Chicago; KTRH, Houston; WFAA, Dallas; KTUL, Tulsa. (F) Famous Players-Lasky, 1926-27. (L) Student Prince, 1928. (V) Grauman's Prologues, 1926.
- \*HARRISS, AVERILL.** (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS).
- HARROD, HARRY.** Continuity writer, CJRC, Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CJGX, Yorkton. (L) Stock, 1936-39.
- HART, DONALD C.** Announcer, WJJD, Chicago.
- HART, HERSCHELL.** Commentator, WWJ, Detroit.
- \*HART, WALTER.** Producer. (R) Central City, 1938-39 (P & G, NBC Red).
- HARTMAN, CLARENCE L.** (Texas Rangers). Musician, actor, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Pit musician, theatre appearances.
- HARTMAN, HARRY.** Sports announcer, WCPO, Cincinnati. (R) Various sports broadcasts sponsored by General Mills and Socony-Vacuum and others, since 1928. (V).
- HARTMANN, LES.** Musical director, WMT, Cedar Rapids. (V) Theatre appearances.
- HARTWICK, HARRY.** Script writer. (R) Armco Iron Master Program (American Rolling Mills Co., NBC Blue).
- HARTZELL, CLARENCE.** Character actor, writer. (R) As actor: Uncle Ezra, 1936-38 (Miles Laboratories for Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red). Currently writing and acting in Waterloo Junction, NBC sustaining.
- HARTZELL, WILLIE.** Musician, singer, KFEL, Denver. (R) Also KVOB, KOA, KLZ and KFEL, Denver; Lucky Strike program, 1932, NBC. (V) Theatre appearances.
- HARVEY, W. LYLE.** Comedian, WMT, Cedar Rapids. (R) Transcriptions. (V) Theatre appearances.
- HARVILLE, HAROLD.** Musician, WMT, Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.
- HASBROOK, DICK.** Newscaster, sports announcer, WJMS, Ironwood. (R) Local sports for various sponsors.
- HASEL, JOE.** Special events and sports commentator, WNYC, New York.
- HASKINS, GERMAINE.** Singer, actress, WDAF, Kansas City. (R) Local shows for Kellogg Co., others. (L) Stock. (V) 1933-38.
- \*HASTROW, DR. JOSEPH.** (R) NBC series.
- HASTY, JACK E.** Writer. (R) Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); Log Cabin Dude Ranch, 1936 (Log Cabin Syrup, NBC Blue); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue and CBS); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red); On Broadway, 1937 (Diamond Crystal Salt, NBC Blue); Death Valley Days, 1937 (Pacific Coast Borax, NBC Blue); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); Dr. Christian, 1937-39 (Chesebrough Mfg. Co., CBS).
- \*HATCH, WILBUR.** Conductor. (R) Calling All Cars, 1937-39 (Rio Grande

## PROFESSIONAL RECORDS—Continued

- Oil, CBS); Gateway to Hollywood, 1939 (Wm. Wrigley Jr., Co., CBS).
- HATHAWAY, JOY.** Actress (romantic leads, character and straight ingenues, Scotch dialect). (R) Aunt Jenny's True Life Stories, 1938 (P & G for Crisco, CBS); Stella Dallas, 1938 (Chas. H. Phillips Chemical Co., NBC Red); Seth Parker, 1938 (Vick Chemical Co., NBC Red and Blue); Second Husband, 1939 (Bayer Aspirin, CBS); John's Other Wife, 1939 (Old English Floor Wax, NBC Red); commercials, only, for: Myrt & Marge (Super Suds, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Pepper Young's Family (P & G for Camay Soap, NBC Red and Blue); others. (F) Shorts. (L) A Slight Case of Murder, 1935; The Women, 1936-38; The Fabulous Invalid, 1938. (V) Theatre appearances.
- HATTON, RAYMOND.** Comedian, actor. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS). (F) Goldwyn, FN, Warner, Paramount, Columbia, Universal, MGM, Republic (sf). (L).
- \*HAUPT, JAMES.** Producer. (R) Vic & Sade (P & G, NBC Red & Blue); Gospel Singer (P & G, NBC Red and Blue); Metropolitan Opera Auditions of the Air (Sherwin-Williams Co., NBC Blue).
- HAUSKEN, WARREN.** Singer, whistler, KHQ-KGA, Spokane. (R) Also Horace Heidt's Brigadiers for Alemite, 1934-36. (V) Appearances with Horace Heidt's Brigadiers.
- HAUSNER, JERRY.** Actor (juvenile, light comedy). (R) Lum and Abner, 1934 (Ford Dealers, NBC Red); Fleischmann Hour, 1936 (Standard Brands for Fleischmann's Yeast, NBC Red); Hollywood in Person, 1937 (General Mills for Bisquick, CBS); Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red); Amos 'n' Andy, 1937 (Pepsodent Co., NBC Red); Chase & Sanborn Program, 1937 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Silver Theatre, 1937 (International Silver Co., CBS); others. (F) Warner Bros. short. (L) Queer People, with Hal Skelly and Gladys George, 1934; Family Upstairs (road); Sailor Beware (road); stock (f). (V) Any Family, 3 years; Bert Walton act, 2 seasons; Frank Gaby & Jerry Hausner, 3 years; theatre appearances as master of ceremonies with Lum 'n' Abner.
- HAVENS, DORIS.** Pianist, organist WCAU, Philadelphia. (V) Theatre appearances.
- HAYRILLA, ALOIS.** Announcer, narrator. (R) Campbell's Soup Orchestra, 1930-32 (Campbell Soup Co., NBC Red); Jack Benny Program, 1933-34 (Chevrolet Motor Co., NBC Red); Fred Waring and His Pennsylvanians, 1936 (Ford Motor Co., NBC Blue); Paul Whiteman's Musical Varieties, 1936-37 (Jergens-Woodbury Sales Corp., NBC Blue); Magic Key of RCA, 1936 (RCA, NBC Blue); Ben Bernie and All the Lads, 1937 (American Can Co., NBC Blue); Ridin' High, 1937 (Cycle Trades of America, NBC Blue); Snow Village Sketches, 1937 (Loose-Wiles Biscuit Co., NBC Red); Sealtest Rising Musical Stars, 1938 (Sealtest, Inc., NBC Red); Gabriel Heatter, 1938-39 (R. B. Semler for Kreml, Mutual, Oct. to Dec., 1938; WOR, N. Y., since Jan., 1939), others. (F) Shorts (Universal, Paramount); Pathe News Reel; narrator for industrial movies. (L) Louis XIV (with Leon Erroll); Princess Flavia; Mme. Pompadour; Hassan.
- HAWK, BOB.** M.C., comedian. (R) The People's Rally Fun Quiz, 1938-39 (Mennen Co., Mutual); Name Three, 1939 (Dunhill Cigarettes, Mutual). (LS) 12 years on various Chicago stations.
- HAWK, JAMES B.** Entertainer, WWVA, Wheeling. (V) Theatre, rodeo appearances.
- \*HAWKES, KIRBY.** Director. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red). (Associated with Blackett-Sample-Hummert.)
- HAWKINS, EZRA.** Hillbilly comedian, actor, M.C., WIBW, Topeka. (V) Bar Nothin Ranch Gang.
- HAWKINS, JACK W.** Sports announcer, KIUN, Pecos. (R) Also KLAH, Carlsbad.
- HAWKINS, STUART.** Script writer. (R) Myrt and Marge (Colgate-Palmolive-Peet, CBS); also wrote single script for On Broadway (Diamond Crystal Shaker Salt, NBC Blue); Columbia Workshop, CBS.
- HAWLEY, ADELAIDE.** Commentator. (R) The Woman's Page (sustaining, Mutual). (LS) Adelaide Hawley's Featurettes, 1935 (Bathasweet, WOR, N. Y.); Woman Reporter, 1935-37 (Educator Crax, WOR, N. Y.). (F) Woman's Page editor for M-G-M's News of the Day.
- HAWLEY, DUDLEY.** Actor, FTRD. (R) Various shows on WABC, WOR, New York. (F) Paramount, M-G-M, Pathe; shorts. (L) Shows produced by David Belasco, Sam Harris, the Shuberts, others.



## PROFESSIONAL RECORDS—Continued

**HAWLEY, HARROLD.** Organist. KRE, Berkeley.

**HAWLEY, MARK H.** Newscaster, narrator, announcer. (R) Newscasts for Mennen Cream (1935, WOR, New York City; 1938, WEAF, New York City), Fischer's Bread (1935-38, WOR), Bathasweet (1936-38, WOR), Minit Rub (1937-38, WOR), Remington Rand (1938, WOR); Hearn Program, 1937 (Hearn Department Store, WOR); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Famous Fortunes, 1938 (General Shoe Co. Mutual); Cheer Up America, 1938 (Mennen Co., NBC Red); numerous others. since 1927. (F) Paramount Newsreel, shorts, commercials, as commentator and editor.

**HAWTHORNE, BEN.** Producer, WTIC, Hartford. (R) Also CBS sustaining shows. (L) 1926-28.

\***HAY, BILL.** Announcer. (R) Amos 'n' Andy (Pepsodent Co., currently Campbell Soup Co., NBC Red).

**HAYES, ALBERT.** Actor (lead, straight, character, heavy), M.C. (R) Lux Radio Theatre, 1935-36 (Lever Bros. for Lux, CBS); Second Husband, 1937-38 (Bayer Aspirin, CBS); Valiant Lady, 1938-39 (General Mills, CBS and NBC Red and Blue); John's Other Wife, 1938-39 (Louis Philippe, Edna Wallace Hopper, Old English Wax, BiSoDol, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938-39 (Hill's Cold Tablets, Old English Wax, BiSoDol, and others, at various periods. NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); others. (L) Productions by Charles Dillingham, Theatre Guild, the Shuberts, A. H. Woods, Raymond Moore, Arthur Hopkins.

**HAYES, CLARENCE ("Clancy").** Singer, guitarist, actor, M.C., KGO-KPO, San Francisco. (R) Ford Merry-makers, 1935 (Ford Motor Co., CBS); also various NBC Pacific Coast shows. (F) Shorts. (V) Theatre appearances. (PR) Brunswick, RCA Victor.

**HAYES, GAYLE.** Sports commentator. KSO-KRNT, Des Moines. (R) Local shows for General Foods, General Mills, Socony-Vacuum.

\***HAYES, MAX.** Script writer. (R) Park Avenue Penners (R. B. Davis, CBS); Joe Penner (General Foods Corp., CBS).

**HAYES, PAT J.** Sports announcer, KGA, Spokane. (R) Also baseball, 1938 (General Mills, KPQ, Wenatchee).

**HAYES, PAUL ("Slim").** Violinist (western band), WMBD, Peoria. (R) Also KFAB, Omaha. (V) Appearances at fairs and theatres, 1939.

**HAYES, RICHARD.** Organist, KWK, St. Louis.

**HAYES, S. A. M.** Commentator (news, sports). (R) Richfield Reporter, 1931-37 (Richfield Oil Co., NBC Red); Newstime with Sam Hayes, 1937-38 (Bank of America National Trust & Savings Assn., CBS); The People's Vote, 1938-39 (Mennen Co., CBS); Euclid Ballot Box, 1939 (Euclid Candy Co. of California, CBS); football (Associated Oil); People's News, scheduled to start in fall of '39 (Mennen Co., CBS). (F) Warner Bros. (L) Appearances, 1928; Trial of Mary Dugan, 1928 (f). (V) Theatre appearances, 1933, 1937.

**HAYNES, HENRY D., JR.** Singer, guitarist, WNOX, Knoxville.

**HAYS, HARVEY.** Actor, WMAQ-WENR, Chicago. (R) Sustaining shows. (L) 25 years.

**HAYS, REX.** Musical director, arranger, musician, WNAX, Yankton. (V) Stage presentations.

\***HAYTON, LENNIE.** Orchestra leader. (R) NBC shows.

**HAYWOOD, CHARLES.** Tenor, writer, producer. (R) Chesterfield Presents, 1935-38 (Liggett & Myers Tobacco, CBS); Cities Service Concert, 1936 (Cities Service Petroleum Products, NBC Red); Town Hall Tonight, 1937 (Bristol-Myers for Ipana, Sal Hepatica, NBC Red); Come On, Let's Sing, 1937-38 (Colgate-Palmolive-Peet, CBS); Sealtest Rising Musical Stars, 1938 (Sealtest, NBC Red). (L) Leading tenor: Chautauqua Opera Co., 1931-35; Philadelphia Opera Co., 1934-37; Robinhood Dell Operas, 1935-37; appearances with Philharmonic Symphony, Philadelphia Orchestra, Cincinnati Symphony, Syracuse Orchestra; recitals, tours, etc.

**HAYWORTH, HERB (Happy).** Singer, M.C., WOWO-WGL, Ft. Wayne. (R) Also KMOX, St. Louis; local show for Fels & Co., others. (L) 1912-15. (V) Theatre appearances.

**HEADLAND, LOUISE M.** Singer, WDAY, Fargo.

**HEALY, CAPTAIN TIM.** Narrator. (R) Ivory Stamp Club of the Air, 1933-37 (P & G for Ivory Soap, NBC Red and Blue); Stories Behind the Stamps, 1938

## PROFESSIONAL RECORDS—Continued

- (Kellogg Co. for Pep, Mutual); currently sustaining on NBC Blue. (Lecturer on spy stories and stamps; former member of the British Intelligence Service.)
- HEARN, HARRY.** Orchestra leader, WATL, Atlanta.
- HEARN, SAM** ("Schlepperman"). Comedian (character, dialect). (R) Jell-O Program Starring Jack Benny, 1935-39 (General Foods for Jell-O, NBC Red); Maxwell House Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red). (GA) Ben Bernie and Jack Oakie shows. (F) Paramount (f). (L) Winter Garden Spice of 1923-24; Greenwich Village Follies (7th edition); Good Boy; Mercenary Mary (f). (V) 15 years; single act, The Political Feller; theatre appearances as Schlepperman.
- \*HEATHERTON, RAY.** (R) CBS shows. (F). (L). (V).
- HEATON, WILLIAM.** Musical director, pianist, WSAL, Salisbury. (R) Programs for Sinclair Refining, 1938-39; others. (Formerly featured theatre organist.)
- HEATTER, GABRIEL.** Commentator. (R) We, the People, 1937-39 (General Foods Corp. for Sanka Coffee, CBS); Gabriel Heatter, 1938-39 (R. B. Semler for Kreml, Mutual, 1938; WOR only, 1939). recordings for Johns-Manville (NBC, Mutual, local). (LS) WOR. New York. (F) Newsreels. (Writer of books, articles and short stories.)
- HEAVENER, PAUL.** Musician, WMBR, Jacksonville. (R) Also WJAX, Jacksonville.
- HEBERT, LETA.** Comedienne (doubletalk and trick voices). (R) All 1939; Joe Penner (General Foods, CBS); Joe E. Brown (General Foods, CBS); Cantor's Camel Caravan (R. J. Reynolds Tobacco Co., CBS).
- HECKLE, MARGARET.** Writer, actress, KMBC, Kansas City. (R) Also WBBM, Chicago; KYW, WCAU, Philadelphia; WCLO, Janesville; WGR, Buffalo; transcriptions.
- HEDGE, RAY.** Actor. (R) Myrt and Marge, 1931-35 (William Wrigley, Jr., Co., CBS); Myrt and Marge, 1937-39 (Colgate-Palmolive-Peet for Super Suds, CBS). (V).
- HEDLUND, GUY.** Director, actor (leads, heavy), WTIC, Hartford. (R) Also KFI, Los Angeles. (F) Director, Fox Films Universal, American Biograph, Pathe, others (s.f.). (L) Under Two Flags, Peer Gynt, others (f). (V) Theatre appearances.
- HEDQUIST, CARL.** Musician (violin, guitar, electric guitar), WHEC, Rochester. (R) Also WHAM, WSAY, Rochester.
- HEEN, GLADYS.** Dramatic actress. (R) Gloria Dale, 1937-38 (Sperry Flour, NBC Pacific Red); Guiding Light, 1938-39 (P & G for White Naphtha Soap, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue); also intermittent roles on Betty Crocker (General Mills, NBC Red and Blue), Attorney-at-Law (S. C. Johnson & Son, NBC Red), Dan Harding's Wife (National Biscuit, NBC Red), Story of Mary Marlin (P & G, NBC Red and Blue). (L) Stock, 1929-32 (f).
- HEFFERMAN, GEORGE.** Announcer, violinist, musical director, WBTM, Danville. (R) Also WBT, Charlotte; Dixie Network. Pit orchestra, 1921-29; Baltimore Symphony, 1920; Los Angeles Philharmonic, 1933.
- HEFFERMAN, W. P.** Program manager, announcer, actor, cellist, WBTM, Danville. (R) Also WBT, Charlotte. (L) Guest appearances, southern symphony orchestras. (V) Theatre appearances.
- HEFLIN, VAN.** Actor (leads, characters). (R) Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); Big Sister (Lever Bros. for Rinso, CBS); Central City (P & G for Oxydol, successively NBC Blue and Red); Mary & Bob's True Stories (Macfadden Publications for True Story Magazine, NBC Blue); Easy Aces (Anacin, NBC Blue); Mrs. Wiggs of the Cabbage Patch (Old English Wax, BiSoDol, NBC Red); CBS Workshop; others. (F) RKO, Paramount (f). (L) End of Summer, 1936; Casey Jones, 1938; Philadelphia Story, 1939 (f); others.
- HEGARD, KENNETH.** Announcer, commercial continuity writer, WRJN, Racine. (L) Earl Carroll's Vanities, 1932.
- HEIDT, HORACE.** Orchestra leader, M.C. (R) Horace Heidt and His Brigadiers, 1935-38 (Stewart-Warner Corp., Feb. 22, 1935 to Dec. 20, 1937, CBS; Dec. 28, 1937, to Dec. 25, 1938, successively NBC Blue and Red); Horace Heidt and His Musical Knights, 1939 (Tums, NBC Red). (V) Numerous hotel, night club and theatre bookings, since 1923; European tour, 1930-32. (PR) Brunswick.
- HEILMANN, HARRY.** Baseball commentator, WXYZ, Detroit. (R) Also Michigan Radio network; broadcasts for Kellogg Co., General Mills, others. (Formerly outfielder with Detroit Tigers.)

## PROFESSIONAL RECORDS—Continued

- HEISCH, GLAN T.** Program manager, writer, producer, KFI-KECA, Los Angeles. (R) Special lyrics and original songs for Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); others.
- HEISS, BOB.** Chief announcer, WTMJ, Milwaukee.
- HELPER, AL.** Producer, commercial and sports announcer. (R) True Detective Stories, 1937 (Lambert Pharmacal for Listerine, Mutual); Atlantic Sportcast, 1937 (Atlantic Refining Co., CBS); Petticoat on the Air, 1937 (J. B. Ford for Wyandotte Cleaning Products, CBS); People's Rally & Fun Quiz 1938-39 (Mennen Co., Mutual); others. (Currently member production and announcing staff, Mutual).
- HELLER, JACKIE.** Singer. (R) Ben Bernie and His Orchestra, 1932-34 (Premier Pabst Co., NBC Red); Climalene Carnival, 1933-34 (Climalene Water Softener, NBC Red); others, including programs for College Inn Food Products, 1933-34. (F) Paramount (f). (L) Yokel Boy, 1939. (V) Appearances with Benny Davis, 1928-32, with Ben Bernie, 1932-34. (PR) Columbia.
- \*HELM, HARVEY.** Script writer. (R) Burns & Allen, 1938-39 (Liggett & Myers Tobacco Co., CBS).
- HEMMINGWAY, FRANK.** Sports announcer, newscaster, KBND, Bend. (R) Overseas Broadcast (General Motors of Canada); Chrysler Motor Show (Chrysler Motors of Canada); also Canadian Broadcasting Corp. Recordings for Borden Milk Co., Sal Hepatica, etc. (F) Shorts. (L) Light operas. (V) Four years.
- \*HEMUS, PERCY.** Actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); The Road of Life (P & G for Crisco, NBC Red and CBS).
- \*HENCH, JOHN.** Actor. (R) Those Happy Gilmans, 1938-39 (General Mills, Inc.; NBC Red and Blue).
- ENDERSON, DONALD.** Script writer. I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS).
- ENDERSON, LLOYD T.** Sports announcer, WPAY Portsmouth. (R) Local shows for Household Finance Corporation, others.
- ENDERSON, LUCIUS.** Character actor, FTRD. (R) Mutual and CBS shows, including Epic of America, Their Greatest Stories, Tish. (F) Shorts. (L) My Maryland; various engagements over 50-year period.
- HENDRICKS, RAY.** Orchestra leader. (R) Hawaiian Moon Casino (Lehn & Fink, CBS).
- HENDRICKSON, BOB.** Announcer (regular and ad lib), WAGM, Presque Isle.
- HENDRICKSON, ERNEST G.** Announcer, M.C., KGCU, Mandan.
- \*HENDRIE, HUPERT.** See The Four Clubmen.
- HENDRY, ALAN.** Announcer, writer, WIBX, Utica. (R) Also WSYR, Syracuse; WWJ, Detroit. (L) Semi-pro stock.
- HENLEY, DAVE.** Announcer, WDAY, Fargo.
- HENNESSY, FRANK X.** Announcer, WMC, Memphis.
- \*HENNING, PAUL.** Script writer. (R) Joe E. Brown, 1938-39 (General Foods, CBS).
- HENNINGER, GEORGE.** Organist. (R) Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS). (Composer of 3 film scores; formerly theatre musical director).
- HENRY, JACK.** Program director, producer, orchestra leader, actor, M.C., script and continuity writer, announcer, singer, WBRY, Waterbury. (F) Shorts (Warner Bros.). (L) Gold in the Hills, 1933. (V) Big Broadcast, 1933.
- HENSHAW, GAIL.** Dialectician, actress. (R) We, the People, 1937 (General Foods Corp. for Sanka Coffee, CBS); True Story Court of Human Relations, 1937-38 (Macfadden Publications, Inc., NBC Red); Emily Post, 1937-38 (Florida Citrus Commission, CBS); Kitty Keene, Inc., 1938-39 (P & G for Dreft, NBC Red); transcriptions. (LS) WHN, WEAF, New York. (F) Shorts (Pathe-scope). (L) Stock, 1933-36.
- HERLIHY, EDWARD J.** Announcer. (R) Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); Larry Clinton's Campus Club, 1938 (RCA Victor, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); Esso News, 1938 (Esso Gasoline, NBC Blue); Jack Berch, The Sweetheart Serenader, 1939 (Manhattan Soap Co., NBC Red). (NBC staff announcer).



## PROFESSIONAL RECORDS—Continued

- \*HERLOCKER, BETTY HUSTON.** (R) Hymns of All Churches, 1936-39 (General Mills, Inc., successively CBS and NBC Red & Blue).
- HERMAN, MILTON C.** Actor (character, heavy, comedy). (R) Death Valley Days, 1930-38 (Pacific Coast Borax, NBC Blue); 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan's Liniment, NBC Blue); Behind Prison Bars, 1937-38 (Sloan's Liniment, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); Alias Jimmy Valentine, 1938 (Larus & Brother for Edgeworth Tobacco, NBC Blue); irregular appearances on Dog Heroes (Modern Food Process Co., NBC Blue). (F) Paramount; silent pictures. (L) Lee Shubert productions, over 7 years, and Sam H. Harris Co., 10 years, as general stage manager; Treasure Island (Charles Hopkins Co.), 2 years. (V) Louis Mann & Co., 1915; Edwin Arden Co.; stage manager, Lewis & Gordon Co.
- HERMAN, SAM.** Xylophonist. (R) Major Bowes Capitol Family (CBS); Your Hit Parade (American Tobacco for Lucky Strike Cigarettes, CBS); Believe It or Not (General Foods, NBC Red); Manhattan Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Red); others, including programs for Richardson & Robbins and NBC sustaining programs. (F) Shorts. (L) Earl Carroll's Vanities of 1923 (f). (V) With the 8 Popular Victor Artists, 5 years. (PR) RCA Victor, Columbia, Brunswick.
- HERNANDEZ, JOSEPH.** Commentator, KFWB, Los Angeles. (R) There They Go (Hudson-Terraplane, 1936-37, and Gilmore Oil Co., 1938); recordings of races at Pacific Coast racetracks; others. (F) M-G-M, Paramount, Warner Bros., Fox Movietone News; shorts. (V) Personal appearances.
- HERNE, CAPTAIN E. DONALD C.** News commentator, raconteur, human interest stories. (R) March of Time, 1937 (Servel, Inc., CBS); Captain Herne Speaking, 1939 (Axton-Fisher Tobacco for Twenty Grand Cigarettes, Mutual). (LS) Captain Herne Speaking, Oct. to Dec., 1938 (Eterna Watch Co., WGN, Chicago). (Introduced "skywriting" to the U. S.; flew over the U. S. for Lucky Strike Cigarettes, over South America and Cuba for Coca-Cola. Member of the Society of Automotive Engineers, Institute of Mechanical Engineers).
- \*HERRICK, JOHN.** (R) NBC shows.
- HERRICK, SHERB.** Announcer, WOKO-WABY, Albany. (R) Local shows for General Mills, Atlantic Refining and others; transcriptions.
- HERRIN, WELDON.** Sports and special events announcer, WTOG, Savannah. (R) Shows for Procter & Gamble, others.
- HERRMANN, BERNARD.** Composer, conductor. (R) Ma and Pa, 1937 (Atlantic Refining Co., CBS); Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS). (CBS staff conductor and composer).
- HERSHOLT, JEAN.** Actor. (R) Dr. Christian, 1937-39 (Chesebrough Mfg. Co. for Vaseline, CBS). (F) D. W. Griffith, Columbia, Paramount, Universal, First National, United Artists, Warner Bros., RKO, M-G-M, 20th Century-Fox, etc.; 25 years (sf). (L) 1904 to 1912, in Denmark. (V) Theatre appearances.
- HERSON, BILL.** Announcer, WBAL, Baltimore. (R) Also WKBW, WGR, Buffalo. (L) Wrote music for Too, Too Divine, 1936.
- HERTH, MILT.** Organist. (R) Omar the Swing Maker (sustaining, NBC). (F) Warner Bros. shorts. (V) Theatre appearances, 1939. (PR) Decca.
- HERTZ, RALPH.** Actor, musician, FTRD. (R) Professional Parade (NBC), 1937-38. (F) Paramount, Warner Bros. (f); shorts. (L) Jonica, 1931; Gang's All Here, 1934; Always a Breeze, 1938, others. (V) Appearances with Sophie Tucker, 1915-19; Ziegler Sisters, 1921-24; Joe Freed Co., 1924-25.
- HERZINGER, CARL.** Script writer. (R) Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Joe E. Brown, 1938-39 (General Foods, CBS).
- HESELGRAVE, W. E.** Musician, KLPM, Minot. (R) Hormel Chili Beaners, 1936 (George A. Hormel & Co., CBS); other shows on WCCO, Minneapolis-St. Paul. (V) George A. Osborn Band, 1936. (PR) RCA Victor, Brunswick.
- HESSLER, FRED J.** Announcer, producer, WOMT, Manitowoc. (R) Also Wisconsin Radio Network; WHBL, Sheboygan; WHBY, WTAQ, Green Bay.
- HESTER, HARRIET H.** Educational director, home advisor, WLS, Chicago.
- HETZEL, WILLIAM.** Dramatic actor, KDKA, Pittsburgh. (L) Peg-O-My-Heart; Treasure Island; Murder in the Old Red Barn; others.
- HEVERLY, JOHN P.** Producer, an-

## PROFESSIONAL RECORDS—Continued

- nouncer, KRSC, Seattle. (R) Also WMT, Cedar Rapids; KGIR, Butte; KGVO, Missoula; KOMO, KJR and KIRO, Seattle.
- HEWITT, FOSTER.** Sports announcer. (R) Hockey broadcasts for General Motors, 1931-36; Imperial Oil, 1936-39 (Canadian Broadcasting Corp.). (LS) Hockey for Goodyear, wrestling for Sheaffer Pen (CKCL, Toronto); others. (Also director of radio for Maple Leaf Gardens.)
- HEWSON, ISABEL MANNING.** News commentator. (R) Personality and Charm, Feb. to May, 1932 (Richel Co., WCAU, Philadelphia); The Romance of Food, 1932-33 (General Foods Corp., WCAU); Petticoat Philosophy, 1936-37 (Pure Milk Cheese Co., Mutual); Petticoat on the Air, 1927 (J. B. Ford Co., CBS). Staff commentator for WFIL, Philadelphia, 1935-36; covered Democratic National Convention for Mutual, 1936; covered Hauptmann case, with Gabriel Heatter, for Mutual.
- HEYNE, WILLIAM B.** Choral director. (R) Lutheran Hour, 1930-31 and 1935-39 (Lutheran Laymen's League, CBS, 1930-31; Mutual, 1935-39).
- HEYWOOD, FRED.** Announcer, commentator. CJRC, Winnipeg. (R) Also CJRM, Regina; CHAB, Moose Jaw.
- HEYWORTH, GORDON.** Announcer, KYW, Philadelphia. (L) 10 years in England and New York.
- HICKMAN, CARL (Knights of Note).** Singer, trumpeter, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.
- HICKMAN, HENRY.** Announcer, producer, M.C., WFBR, Baltimore. (R) Also WMAL, Washington. (F) Shorts.
- HICKMAN, STANLEY C.** Tenor. (R) Frigidaire Frolics, 1936 (General Motors for Frigidaire, NBC Blue); Musical Portraits, 1936 (General Shoe Co. for Jarman Shoes, NBC Blue). (LS) Stanley Hickman Serenades, 1937 (Nelson Bros. Furniture Co., WCFL, WBBM, Chicago). (F) Shorts. (V) Hotel and theatre appearances, 1938. (PR) Decca, Columbia. (Currently associated with WBBM, Chicago.)
- HICKOX, MARY.** Actress (straight, character), KOB, Albuquerque. (L) Stock.
- HICKS, GEORGE FRANCIS.** Announcer. (R) Death Valley Days, 1932-39 (Pacific Coast Borax Co., successively NBC Blue and Red); Larry Clinton's Orchestra, 1937 (Radio Corp. of America, WEAF); New York City fight broadcasts with Clem McCarthy, 1938 (carried by NBC as sustaining; sponsored on eastern Blue network by Adam Hats); Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue). (Special events announcer, NBC.)
- HICKS, LOWELL P.** Musician (vibraphone, xylophone, marimba), KSL, Salt Lake City. (V) 4 years.
- HICKS, MARY ELIZABETH.** Organist, pianist, WLAC, Nashville.
- HIESTAND, JOHN.** Announcer. (R) Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Hollywood in Person, 1937 (General Mills for Bisquick); Werner Janssen Orchestra, summer of 1937 (Standard Brands for Fleischmann Yeast, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Seein' Stars, 1937-38 (Fleischmann Yeast, NBC Blue); Mickey Mouse Theater of the Air, 1938 (Pepsodent Co., NBC Red); It Happened in Hollywood, 1939 (Geo. A. Hormel & Co., CBS). (F) Warner Bros.; M-G-M. (L) Stock.
- HIGGINS, CHARLES J. JR.** Special events, sports and news announcer, WORC, Worcester.
- HIGGINS, GEORGE.** Sports and special events announcer, M.C., basketball and football official, WTCN, Minneapolis-St. Paul. (R) Baseball for General Mills, 1934-38, Socony-Vacuum, 1937-38; football for Field-Schlick, 1938, Goodrich Silvertown Stores, 1938, Socony-Vacuum, 1938; hockey for Twin City Dodge Dealers, 1937-38, St. Paul Ford Dealers, 1938; numerous others.
- HIGHTOWER, BILL.** Announcer, WIOD, Miami. (R) Also WFAA, Dallas. (L) Stock.
- HIGSBY, HIRAM.** Comedian, musician, singer, M.C. (R) National Barn Dance, 1934-36 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-36 (Alka-Seltzer, NBC Red); Keystone House Party, 1938 (Keystone Fence & Wire, Mutual); transcriptions, for 52 weeks, for Kraft-Phenix Cheese Corp., sustaining farm programs on Iowa Network; numerous others, in past 12 years. Currently writes and acts as M.C. for Brush Creek Follies, CBS sustaining. (F) Charley Chase comedy shorts. (V) Single act; Hiram & Henry; WLS Barn Dance. (PR) Columbia. (Currently associated with KMBC, Kansas City).

## PROFESSIONAL RECORDS—Continued

- HIKEN, NAT.** Writer. (R) Grouch Club, 1938-39 (General Mills, successively CBS and NBC Red). (F) Under contract to write Grouch Club shorts for Warner Bros.
- HILDEBRAND, KEN.** Announcer, WJAS, Pittsburgh.
- HILDEGARDE.** Singer, pianist. (R) Raymond Paige, 99 Men and a Girl, 1939 (U. S. Rubber Co., CBS); Believe It or Not, 1939 (Nehi, Inc., for Royal Crown Cola, CBS). (GA) For Men Only (Bristol-Myers for Vitalis, NBC Red); Showboat (General Foods for Maxwell House Coffee, NBC Red); Magic Key of RCA (Radio Corporation of America, NBC Blue); Royal Gelatin Hour, Rudy Vallee (Standard Brands, NBC Red) and others, including television appearances for NBC. (F) English production (f). (L) Seeing the Stars, 1936. (V) 1928-33, single and with Gus Edwards; since then, night club engagements in America, London, Paris, Brussels, Amsterdam, The Hague. (PR) Columbia, Decca.
- HILL, ALBERT M.** Writer. 1939: Pan-American Calling (U. S. Department of Commerce, KECA, Hollywood); Story of Los Angeles Harbor (U. S. Department of Commerce, KFI, Hollywood); A Ship is Born (KEHE, Hollywood).
- HILL, ALICE.** Dramatic actress. (R) Betty & Bob, 1938-39 (General Mills for Wheaties, CBS, 1938; NBC Red and Blue, 1939). Currently with WGN, Chicago.
- HILL, DON.** Sports announcer, WCBS, Springfield. (R) Also CBS; KTUL, Tulsa; WTAX, Springfield; local shows for General Mills, Inc., others.
- HILL, EDWIN C.** Commentator. (R) Human Side of the News, 1933-35 (Barbasol Co., CBS); Inside Story, 1934 (Socony-Vacuum, CBS); Forum of Liberty, 1935 (Liberty Magazine, CBS); Human Side of the News, 1936 (Remington Rand Co., NBC Red); The Real Silk Program with Edwin C. Hill as the Spectator, 1936-37 (Real Silk Hosiery Mills, NBC Blue); Your News Parade, 1937-38 (American Tobacco Co., CBS); Edwin C. Hill, 1939 (Metropolitan Life Insurance Co., successively WNEW, N. Y. and Mutual); Human Side of the News, 1939 (American Oil Co., CBS). (F) Metrotone News commentator. (Syndicated Hearst column.)
- HILL, FRANCES.** Singer, fashion commentator, WLAC, Nashville. (V) Theatre appearances.
- HILL, GEORGE JR.** Musician, KHQ-KGA, Spokane.
- HILL, JAMES H.** Writer. (R) RCA Victor musical programs for singers and orchestras. (NBC staff writer.)
- \*HILL, JOSEPH.** Director. (R) Hobby Lobby, 1938-39 (General Foods Corp., Jell-O, summer of 1938, NBC Red; Fels & Co., 1938-39, NBC Blue). (Associated with Young & Rubicam).
- HILLIARD, HARRIET.** Singer, actress. (R) Baker's Broadcast, 1933-38 (Standard Brands for Fleischmann Yeast for Bread, NBC Blue). (F) RKO, Paramount (f); shorts. (L) Stock. (V) Appearances with Bert Lahr, Ken Murray and Ozzie Nelson. (Also recordings.) (Mrs. Nelson in private life).
- HILLIARD, KAY.** Script writer. (R) Party Bureau (George W. Caswell Co., CBS).
- HILLIAS, MARGARET.** Actress. (R) Manhattan Mother, 1938-39 (P & G for Chipso, CBS); Bachelor's Children, 1938-39 (Cudahy Packing for Old Dutch Cleanser, CBS); It Can Be Done, 1939 (Household Finance, CBS); others, including programs for Listerine, 1937-38, NBC sustaining, 1935-36. (L) Stock (f). (V) Theatre appearances.
- HILLNER, CHARLES.** Pianist, organist, WLAW, Lawrence. (V) Theatre and night clubs as orchestra leader.
- HIMBER, RICHARD.** Orchestra leader. (R) Sparton Triolians, 1933 (Sparks Withington Co., NBC Red); Pure Oil Program, 1934 (Pure Oil, WJZ); Richard Himber and His Orchestra, 1935 (Luden's Cough Drops, NBC Red); Studebaker Champions, 1934-37 (Studebaker Sales Corp., NBC Red and Blue, CBS); Coffee Club, 1937 (nationally by Owens Illinois Glass Co., locally by Holland House Coffee, Mutual); Your Hit Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Melody Puzzles, 1937-38 (Lucky Strike Cigarettes, Mutual); Monday Night Show, 1938 (Brewers' Radio Show Assn., CBS). (GA) Lyso's Hall of Fame; Magic Key of RCA; R. H. Macy's Morning Matinee. (F) Shorts. (V) Theatre appearances, dance engagements. (PR) RCA Victor and Brunswick.
- HINCKLEY, BUDDY.** Singer, WJRD, Tuscaloosa.
- HINDS, WILLIAM T.** Announcer, KDKA, Pittsburgh. (V) Personal appearances.
- \*HINDUS, MAURICE.** (R) CBS shows.
- \*HINES, FRAN.** Singer. (R) Local shows on WGR, WKBW, Buffalo.

## PROFESSIONAL RECORDS—Continued

**HINETT, ARTHUR.** Organist, KYW, Philadelphia.

**HINKLE, PAUL T.** Sports broadcaster. (R) High school basketball, 1938 (Marott Shoe Co., WIRE, Indianapolis); Indiana vs. Purdue football game (Levinson's, WFBM, Indianapolis); Pure Oil basketball broadcasts, 1939 (WFBM). Sports for various sponsors, since 1930. (Athletic coach.)

**HINKLE, WILDA.** Actress, WLW-WSAI, Cincinnati. (R) Front Page Parade (Richman Clothes, Mutual); Avalon Time (Brown & Williamson Tobacco Co., NBC Red); Uncle Walter's Dog House (Brown & Williamson Tobacco Co., NBC Red); others, for Macfadden Publications. (V) Theatre appearances.

**\*HIPPLE, EDWARD.** Singer. (R) Shows on WHKC, Columbus.

**\*HIRSCH, BERTRAND.** Violinist, conductor. (R) American Album of Familiar Music (Bayer Aspirin, NBC Red); Second Husband (Bayer Aspirin, CBS).

**HIRSCH, GLEN.** Script writer. (R) Mickey Mouse Theatre of the Air (Pep-sodent Co., NBC Red).

**HITE, BOB.** Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Shorts.

**HITZ, ELSIE.** Dramatic actress. (R) An Evening in Paris, 1934 (Bourjois Sales Co., CBS); True Story Court of Human Relations, 1934 (Macfadden Publications, CBS); The Magic Voice, 1934 (Ex Lax, CBS); Dangerous Paradise, 1935-36 (Jergens-Woodbury Sales Corp., NBC Blue); Follow the Moon, 1937-38 (Jergens-Woodbury Sales Corp., NBC Red, 1937; Pebeco Toothpaste, CBS, 1937-38). (L) The Cat and the Canary, The Spider, Butter and Egg Man; stock.

**\*HIXSON, ROBERT M.** Director. (R) Calling All Cars, 1937-39 (Rio Grande Oil, CBS). (Associated with Hixson-O'Donnell, Inc.).

**HOBAN, STANLEY.** Baritone, actor, CKY, Winnipeg. (R) Also Canadian Broadcasting Corp.; KHJ, Los Angeles; Radio Luxembourg. (L) On Your Toes (London production) (f); recitals; soloist with symphony orchestra. (V).

**HOCKETT, GUY.** See Men of the West.

**HODAPP, WILLIAM C.** Script writer. (R) Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); NBC sustaining, Empires of the Moon, April to July, 1938.

**HODEK, DR. FRANK.** Musical director. (R) NBC sustaining programs. (L) Appearances with symphony orchestras, conductor of the Omaha Symphony Orchestra. (V) Circuit engagements, 10 years; theatre appearances; guest conductor; theatre music supervisor. (PR) Brunswick, Columbia, Pathe. (Musical director, NBC, Hollywood.)

**HODGES, HILTON.** Announcer, continuity writer, WIBW, Topeka. (R) Local show for Allis-Chalmers Mfg. Co., others. (V) Theatre appearances.

**HODGES, JAMES A.** Baritone, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks.

**HODGES, LEIGH M.** "The Optimist," WFIL, Philadelphia.

**HODGES, PAUL.** Special events announcer, WCPO, Cincinnati. (V) Theatre appearances.

**HODGES, RUSSELL P.** Announcer, newscaster, WJJD-WIND, Chicago. (R) Local shows for Chevrolet Motor Co., General Mills, others.

**HODGSON, NEWTON.** Actor, WICC, Bridgeport. (R) Also Yankee and Mutual Networks.

**HODGSON, RUTH.** Singer, WHO, Des Moines.

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

**HOEFLE, CARL.** Arranger, producer, accompanist. (R) Household Evening Hour, 1932-34 (Household Finance Corp., NBC Blue); Tom, Dick and Harry, 1934-37 (Fels Co. for Fels Naphtha Soap, Mutual). (V) Tom, Dick and Harry, 3 years.

**\*HOEY, DENNIS.** (R) Pretty Kitty Kelly (Continental Baking, CBS).

**HOFF, CARL.** Orchestra leader. (R) Your Hit Parade, 1935-38 (American Tobacco Co., NBC Red, 1935-38, and CBS, Jan. to March, 1937); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce & His Gang, 1938-39 (General Foods, NBC Red). (F) Warner Bros. (f); shorts. (L) Folies Bergere, 1934-36. (V) Appearances with Al Pearce.

**HOFFA, PORTLAND.** Comedienne. (R) Lint Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Hellmann's Mayonnaise, NBC Red); Town Hall Tonight, 1934-39 (Bristol Myers Co., NBC Red). (L) George White's Scan-

## PROFESSIONAL RECORDS—Continued

- dals; First Little Show; Three's a Crowd. (V) Fred Allen & Portland Hoffa; personal appearances. (Mrs. Fred Allen in private life.)
- HOFFMAN, ARLENE.** Actress. (R) Jack Armstrong, 1934-35 (General Mills, Inc., CBS); Story of Mary Marlin, 1935-36 (Procter & Gamble, NBC Red & Blue); Guiding Light, 1938 (Procter & Gamble, NBC Red); also WGN, Chicago; transcriptions. (L) Stock. (Currently associated with WMRO, Aurora.)
- HOFFMAN, EZRA.** Baritone and bass (*The 8 Men*). (R) Lilac Time, 1935-37 (Pinaud, NBC Red); Hollywood Mardi Gras, 1938 (Packard Motors, NBC Red); Smoke Dreams, 1938-39 (H. Fendrich for LaFendrich and Charles Denby Cigars, NBC Blue); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler Tobacco, NBC Blue); Vocal Varieties, 1938-39 (Lewis-Howe for Tums, NBC Red); staff singer, WLW, Cincinnati, 1932-37. (V) Theatre appearances.
- HOFFMAN, FRANCES.** Actress, conductor of women's program, KTHS, Hot Springs.
- HOFFMAN, HOWARD.** Actor. (R) Grand Hotel (Campana Sales Co., NBC Blue); Ma Perkins (Procter & Gamble, CBS); Jack Armstrong (General Mills, Inc., NBC Red); Romance of Helen Trent (Affiliated Products, CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS); Don Winslow of the Navy (Kellogg Co., NBC Red and Blue); others. (F) Commercials. (L) *The Farmer's Wife*, Robin Hood, *Bohemian Girl*, *Mikado*. (V) Theatre engagements.
- HOFFMAN, JACK N.** Tenor, M.C., KTUL, Tulsa. (R) Also WSB, Atlanta. (L). (V) 1929, '34; hotel and club appearances as band soloist.
- HOGAN, HARLAN.** Musical director, pianist, WSBT-WFAM, South Bend.
- \*HOGG, FANNIE E.** Actress. (R) Road of Life, 1938-39 (P & G, CBS).
- HOGUE, RICHARD P.** Announcer, actor, WCAE, Pittsburgh. (R) Also KDKA, Pittsburgh.
- HOHENGARTEN, CARL.** Orchestra leader, arranger. (R) Double Everything, Poetic Melodies and Just Entertainment, 1936-38; *The Laugh Liner*, 1938 to Jan., 1939 (all sponsored by William Wrigley, Jr., Co., CBS); Knickerbocker Playhouse, 1939 (P & G, for Teel and Drene, CBS).
- HOHLFELD, FERD.** Musician (drums, xylophone, vibraphone), WIL, St. Louis. (V) Theatre appearances. (PR) Brunswick.
- HOLBROOK, ART.** Special events announcer, WIBW, Topeka. (R) Political broadcasts on CBS, Mutual, NBC; local shows. (L) Stock.
- \*HOLBROOK, JOHN.** Actor. (R) *Life Can Be Beautiful*, 1938-39 (P & G, successively NBC Red, CBS).
- HOLBROOK, JOHN.** Announcer. (R) Tommy Dorsey and His Orchestra (Brown & Williamson Tobacco Co., NBC Blue); People's Rally & Fun Quiz, 1938-39 (Mennen Co., Mutual).
- HOLBROOK, PRISCILLA.** Pianist, singer, WJJD, Chicago. (R) Transcriptions. (L) *Hit the Deck*, *Strike Up the Band*. (V) Jerry & Her Baby Grands; theatre organist.
- HOLBROOK, SABRA.** Commentator, WNEW, New York.
- \*HOLCOMB, LAWRENCE.** Producer, director. (R) Jane Arden (Ward Baking Co., NBC Blue); Dick Tracy (Quaker Oats Co., NBC Red); Tom Mix & His Ralston Straight Shooters (Ralston Purina Co., NBC Blue). (Associated with Sherman K. Ellis).
- HOLCOMBE, HARRY.** Producer, announcer, actor. (R) Benny Goodman's Orchestra, 1936-39 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). (Associated with William Esty & Co., Inc.)
- \*HOLDEN, BRICK.** Actor. (R) Just Between Us (Rabin Cosmetic Co., Mutual).
- \*HOLDEN, GLORIA.** Actress. (R) Dr. Christian (Chesebrough Mfg. Co., CBS).
- HOLDEN, JACK H.** Announcer, actor, writer. (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); Tom Mix and His Ralston Straight Shooters, 1937-39 (Ralston Purina Co., NBC Blue); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red). (Formerly staff announcer WLS, Chicago, 5 years; currently member of writing and production firm, Wamboldt & Holden.)
- HOLDER, BRUCE E.** Musician, CHSJ, St. John. (R) Also Canadian Broadcasting Corp.
- HOLDER, JOHN L.** Musician, KOWH, Omaha.

## PROFESSIONAL RECORDS—Continued

- \*HOLE, JONATHAN.** Actor. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red).
- \*HOLE, LEONARD.** Producer. (R) Prof. Quiz, 1937-38 (Nash-Kelvinator Corp., CBS); Guy Lombardo & His Orchestra, 1938-39 (Lady Esther, CBS).
- HOLIDAY, BILLIE.** Singer. (R) True Story program (Macfadden Publications. CBS); soloist with Artie Shaw's orchestra on NBC broadcasts; currently heard over WNEW, New York. (F) Shorts. (V) Theatre appearances with Artie Shaw: night club engagements. (PR) Brunswick.
- HOLIDAY, STANLEY.** Announcer, WDSU. New Orleans.
- \*HOLINER, MANN.** Producer, director. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard Co., CBS); Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales Corp., NBC Blue); Win Your Lady, 1938 (summer show, Jergens-Woodbury Sales Corp., NBC Blue); Melody & Madness, 1938-39 (P. Lorillard Co., successively CBS, NBC Blue). (Associated with Lennen & Mitchell).
- HOLLAND, BERT.** Actor, KSFO, San Francisco.
- HOLLAND, DICK.** Juvenile actor. (R) Ma Perkins & Kitty Keene, Inc. (P & G, NBC Red); It Can Be Done (Household Finance Corp., NBC Blue); Don Winslow of the Navy (Kellogg Co., NBC Blue); First Nighter (Campana Sales Co., CBS); Betty & Bob and Betty Crocker (General Mills, NBC Red and Blue); Knickerbocker Playhouse (P & G, CBS). (F) Universal (f); shorts.
- HOLLAND, HERSCHEL.** Announcer, actor, KFBI, Abilene.
- \*HOLLAND, M.** Producer, director. (R) Getting the Most Out of Life, 1938-39 (Standard Brands, Inc., NBC Blue).
- HOLLEY, HOWARD W.** Announcer, KWKH-KTBS, Shreveport.
- HOLLINGER, FIN.** Producer, studio and sports announcer, CJLS, Yarmouth. (R) Sport news for Royal Canadian Tobacco, 1938 (CJCL, Kirkland Lake); hockey and play-by-play baseball (CKCL, Toronto); others.
- HOLLYWOOD, JIMMY.** Singer. (Radio Rogues). (R) Quaker Party (Quaker Co., NBC Red).
- HOLM, FLOYD.** See the Escorts & Betty.
- HOLMES, E. G.** Pianist, WNAX, Yankton. (R) Local show for Consolidated Drug, others.
- HOLMES, FLOYD ("Salty").** Comedian, musician, WLS, Chicago. (R) Also NBC, 1936. (F) Grand National. (L) Stock, 1927-28. (V) Odis & Holmes, 1929; WLS Barn Dance, 1932-38. (PR) Bluebird.
- HOLST, ERNIE.** Conductor, violinist. (R) Sustaining programs. (V) Hotel and night club engagements.
- HOLSTEIN, E. E.** See Chuck Wagon Boys.
- HOLT, FELIX C.** Editorial director in charge of news, special events, WXYZ, Detroit.
- HOLT, ORIAL F.** Announcer, WCLS, Joliet. (R) Locals shows for Sears Roebuck & Co., others. (L) Aida, Chimes of Normandy. (Also assistant production and studio manager.)
- HOLTBY, GRACE.** Actress. (R) Shell Chateau, 1936 (Shell Union Oil, NBC Red); I Want A Divorce, 1938 (S & W Fine Foods, NBC Red); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Professor Puzzlewit, 1938-39 (Gallenkamp Stores, NBC Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); others. (Currently associated with KGO-KPO, San Francisco.)
- \*HOLTON, LENNARD T.** Script writer. (R) Inside Story, 1938-39 (Ralston Purina Co., successively CBS Pacific, NBC Blue).
- HOLTZ, LOU.** Comedian. (R) The Monday Night Show, 1938 (Brewers Radio Show Association, CBS); Chesterfield, 1932-33 (CBS); also numerous guest appearances with Rudy Vallee, 1939 (Standard Brands, NBC Red). (F) Vitaphone shorts. (L) Earl Carroll; Dancing Girl; Tell Me More; Manhattan Mary; You Said It; others. (V) Many years.
- HONEY, CHARLES.** Trumpeter, CKY, Winnipeg. (Former member of the band of the 1st Life Guards, London.)
- HOOD, WILLIAM P.** Chief announcer, KGKO's (Fort Worth), Wichita Falls studios. (V) Personal appearances.
- HOOSIER HOT SHOTS.** See Frank D. Kettering, Kenneth H. Trietsch, Paul E. Trietsch and Charles O. Ward.
- HOOVER, HIRAM.** Actor, FTRD. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS); others, on WABC and WOR, New York. (F) M-G-M, Universal, Warner Bros. Monogram; shorts. (L) 18 years; Sailor Beware, Tale of Two Cities, Milky Way and numerous others.

## PROFESSIONAL RECORDS—Continued

**HOPE, BOB.** Comedian, M.C. (R) Atlantic Family (Atlantic Refining Co., CBS); Rippling Rhythm Revue (Jergens-Woodbury Sales Corp., NBC Blue); Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Pepsodent Show Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) Paramount. (L) Sidewalks of New York, 1927; Ballyhoo, 1932; Roberta, 1933; Say When, 1934; Follies, 1935; Red, Hot and Blue, 1936; others. (V) 1929-32; personal appearances subsequently.

**HOPKINS, BARRY.** Actor, narrator, announcer, M.C. (R) Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red); Kitty Keene, 1938-39 (P & G for Dreft, NBC Red); Backstage Wife, 1939 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red); Romance of Helen Trent, 1939 (Edna Wallace Hopper and Louis Philippe, CBS); The Inside Story, 1939 (Ralston Purina, successively CBS Pacific and NBC Blue); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red); numerous others. Spot programs: Captain Midnight, 1938-39 (Skelly Oil); This Changing World, 1938-39 (Industrial Training Corp.); Grandma Travels, 1939 (Sears, Roebuck). (F) Announcing and narrating on commercial slide films. (Associated with NBC, Chicago, since 1938).

**HOPKINS, JETTABEE ANN.** Script writer, dramatic actress. (R) Adopted Daughter, 1938-39 (J. C. Penney Co., successively WOW, Omaha, transcriptions on selected network from New York); also KFAB, Lincoln. (L) Stock, 5 years (s). (V) Theatre appearances.

**HOPKINS, NEAL W.** Script writer. (R) Your Unseen Friend, 1936 (Beneficial Management Corp., CBS); collaborator with Ed East, 1937 (Knox Gelatine, CBS); collaborator with Ed East, Sisters of the Skillet (Kellogg Co., NBC); collaborator with Phil Cook, Sunday Evening Almanac, 1938 (sustaining, CBS); Two on a Shoestring, 1938 (Oakland Chemical Co., Mutual). (Continuity chief, NAB-Langlois & Wentworth Planned Program Service, 1939; freelance.)

**HOPKINS, PAULINE.** Writer, actress. (R) 1933-37: numerous scripts for First Nighter (Campana Sales, NBC Red), Grand Hotel (Campana Sales, NBC Blue), Welch Presents Irene Rich (Welch Grape Juice, NBC Blue), and others. Author of Mad Hatterfields (Nestle's Lion Brand Milk, 1937-38; Horlick's Malted Milk, 1939, WLW, Cincinnati), Midstream, 1939 (P & G for Teel,

NBC Red). Worked on dramatic and writing staff of Affiliated Broadcasting Co., 1936. (L) As actress: Smilin' Thru (Canadian road company) (s); dramatic stock.

**\*HOPKINS, RUTH.** Script writer. (R) Battle of the Sexes, 1938-39 (Cummer Products, NBC Red).

**HOPPER, HEDDA.** Actress. (R) Mar-O-Oil program, summer of 1937 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red); Lux program, 1937 (Lever Bros. for Lux Soap, CBS); Brent House, currently (sustaining, NBC Blue). Also programs for California Prune Growers, 1938. (GA) Three appearances, 1936, '37, '38, on Rudy Vallee program (Standard Brands, NBC Red). (F) M-G-M, Paramount, Pathe, Universal, Fox, RKO, 12 years (f). (L) Quaker Girl, 1917 (first play), starred with Judith Anderson, 1936 (last play); numerous others (s,f). (Lecturer at women's clubs throughout the country.)

**HORCH, GENE.** Entertainer, WMT, Cedar Rapids. (R) Local show for Olson Rug Co. (V) Tom Owen's Cowboys.

**HORLICK, HARRY.** Conductor. (R) A & P Gypsies, 1927-36 (Great Atlantic & Pacific Tea Co., NBC Red and Blue at various times); numerous transcriptions. (F) Shorts. (L) Concert master, Moscow Opera and Symphony Orchestra. (V) Circuit engagements. (PR) Decca.

**HORN, ROBERT L.** Program director, announcer, WCAM, Camden. (R) Campbell Soup program, 1938; others.

**HORNE, A. GUY.** Musician (trombone, piano), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS). (V) 1924-28.

**\*HORRELL, MARTIN.** Director. (R) Grand Central Station (Lambert Pharmacal Co., NBC Blue, 1937-38; CBS, 1938-39). (Associated with Lambert & Feasley).

**HORTON, BERT.** Actor. (R) One Man's Family (Standard Brands for Tender Leaf Tea, NBC Red); Hawthorne House (Wesson Oil & Snowdrift, NBC Pacific Red); Professor Puzzlewit (Gallenkamp's Stores, NBC Pacific Red); Dr. Kate (Sperry Flour, NBC Pacific Red); Death Valley Days (Pacific Coast Borax, NBC Red).

**HOSMER, DAN.** Actor, writer, assistant program director. (R) National Barn Dance, 1935-38 (Miles Laboratories,

## PROFESSIONAL RECORDS—Continued

- NBC Blue); Little Orphan Annie, 1937 (Wander Co. for Ovaltine, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Jenny Peabody, 1937-38 (F & F Laboratories, CBS); Betty & Bob, 1937-38 (General Mills, CBS); Judy & Jane, 1937-38 (Folger's Coffee, transcriptions). (LS) 1935-38, WLS, Chicago (Purina Mills, Penn Tobacco, Olson Rug Co., Congoin). (F) Pike's Peak Film Co., Pike's Peak Photoplay Co., Great Divide Studios (f, silent pictures). (L) Hart Players and Texas Grand Stock, Tabor Gaiety (s.f.). (V) Zeke the Pullman Porter, 2 seasons. (Currently staff continuity writer, WLS).
- HOUCHENS, BUCK.** Musician, WNOX, Knoxville. (V) Theatre appearances.
- HOUCHINS, KENNETH.** Musician, WHO, Des Moines. (R) Local shows for Aladdin Lamp, Consolidated Drug, others. (V) Theatre appearances.
- \*HOUGHTON, DR. JAMES.** (R) Getting the Most Out of Life, 1938-39 (Standard Brands, NBC Blue). Director of New England Singers.
- \*HOUSE, BILLY.** Comedian. (R) The Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS). (L) White Horse Inn. (F). (V).
- \*HOUSE, EDDIE.** (R) CBS shows.
- \*HOUSEMAN, JOHN.** Script writer. (R) Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS).
- HOUSEMAN, KEN.** Announcer, reader, WHAI, Greenfield. (R) Gulf Headliners, 1934 (Gulf Refining Co., CBS); House by the Side of the Road, 1935 (S. C. Johnson & Son, NBC Red); others. (F) Shorts.
- HOUSTON, ED.** Program and musical director, CJRC, Winnipeg. (R) Also CKCL, CFRB, Toronto; CBC, CBS and NBC. (V) Stage bands.
- HOVEY, DON.** Musician (piano, organ, violin, banjo, guitar), arranger, WHO, Des Moines. (R) Local shows including Oshkosh Chore Gang (Oshkosh Overall Co.), 1936-37; Virginia Dare Extract Co. program, 1937.
- \*HOVEY, J. A.** Script writer. (R) Dad & Junior, 1938 (Wheatena, Mutual).
- HOWARD, DAVID B.** Writer. (R) Sustaining network shows: American School of the Air, 3 years, CBS; Peter Absolute, NBC Red; scripts for Dramatic Guild, CBS; The New World, NBC Red.
- HOWARD, E. B.** Actor, WBAP, Fort Worth. (R) Helen's Home, 1935-39 (Lehn & Fink, Texas Quality Network); others.
- \*HOWARD, ELAINE.** (R) CBS shows.
- HOWARD, ELISABETH.** Producer, director. (R) The Road of Life (P & G for Chipso, CBS, NBC Red); Pepper Young's Family (P & G for Camay Soap, NBC Red and Blue). (Member of production staff, Pedlar & Ryan, Inc., New York).
- HOWARD, EUNICE.** Actress (leads, ingenues, character). (R) Elmer Everett Yess, 1934 (Plymouth Motor Co., CBS); Music at the Haydns, 1935 (Colgate-Palmolive-Peet, NBC Red); Hello Peggy, 1936-38 (Drackett Co. for Drano and Windex, NBC Red); Pepper Young's Family, 1937-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); roles, intermittently, on Dog Heroes (Modern Food Process Co., NBC Blue); others. (F) Shorts. (L) Manhattan Theatre Colony; Christopher Morley's production of As You Like It; After Dark; The Black Crook; understudy with Theatre Guild.
- HOWARD, EVERETT.** Music production. WCHV, Charlottesville. (L) Capitol Civic Opera Co., 1935.
- HOWARD, FRED.** Actor, singer, songwriter. (R) Betty Crocker, 1937-38 (General Mills, CBS); Bachelor's Children, 1937-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS); Oxydol's Own Ma Perkins, 1938-39 (Procter & Gamble, CBS and NBC Red); Kitty Keene, 1938 (Procter & Gamble for Dreft, CBS). (L) Dramatic stock, 1921-30 (s). (V) 1928-29. (Has also been associated with stations KFI, KFWB, KMPC, KHJ, KMTR, KNX, Los Angeles; KPO, KGO, KFRC, San Francisco; WGN, WBBM, WMAQ, WLS, Chicago, and the Iowa Network).
- HOWARD, JOHN TASKER.** Writer. (R) The Voice of America, 1933-34 (Underwood Elliott-Fisher, CBS); also various sustaining shows, including Our American Music (NBC Blue, 1932-33); America in Music (NBC Red, 1934-35); Whither, America (NBC Blue, 1937).
- HOWARD, SHIRLEY.** Popular contralto. (R) Shirley Howard, 1938 (sustaining, Mutual); programs for Rheingold Beer, 1934; Molle Shave Cream, 1935-36. (GA) Ford, Bond Bread, California Figs and Chevrolet programs. (V) Two years.
- HOWARD, TOM.** Comedian. (R) Sunday Night Party, (Sealtest, Inc., NBC Red); Model Minstrels, Since Feb., 1939 (U. S. Tobacco Co., CBS); numerous others (with George Shelton, q.v.). (F) Shorts (Columbia, Paramount, Educational), 1932-36. (L) Greenwich Village Follies,



## PROFESSIONAL RECORDS—Continued

- 1926-30; Rain or Shine, 1931; Ziegfeld's Smiles, 1932; Gang's All Here, 1933. (V) Tom Howard & Co., 1920; Howard & Shelton, 1937.
- HOWARD, TOMMY.** (Clyde Morse). Singer, pianist, KMPC, Beverly Hills. (R) Also program director of WHAM, Rochester, 5 years. (V) With Flo Lewis, Mary Coward.
- HOWARD, WALTER.** Actor, announcer, WBRY, Waterbury. (R) Also NBC sustaining; WBNX, WMCA, New York; others. (L) 1934-5.
- HOWE, ELEANOR.** Home economics consultant. (R) Homemakers' Exchange, 1936-38 (National Ice Advertising, CBS, 1936-37; NBC Red, 1937-38).
- HOWE, JAMES L.** Producer, WLVA, Lynchburg. (R) Local shows for Sears Roebuck, Royal Crown Cola, Coca-Cola and others. (Also sales manager, promotion work.)
- HOWE, LEONARD.** Newscaster, WHO, Des Moines.
- HOWE, LOUISE H.** Actress, dramatic director, KSL, Salt Lake City.
- HOWE, QUINCY.** News commentator. (R) World news comments, May, 1938, and Feb. to May, 1939 (WNYC, New York); also world news comments by short wave to high schools; broadcasts during the European crisis of Sept., 1938 (Mutual).
- HOWELL, CLIF.** Announcer, producer, KNX, Los Angeles. Assistant announcer: Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); local shows. (F) Shorts (narrator, voice work).
- HOWLAND, HARRY I.** Musician, KFXM, San Bernardino. (R) Also WOW, WAAW, Omaha; KOIL, Council Bluffs; KNX, KMTR, KFI and KFWB, Los Angeles; others. (V) Night club and theatre appearances.
- HOXWORTH, HARRY** (The Old Fisherman). Commentator, KGKO, Ft. Worth. (R) Appeared with May Robson in transcribed series, Lady of Millions. (V) Uncle Dudley & Marguerite, 4 years.
- HOYT, CLEO.** Singer, KFEQ, St. Joseph. (R) Also KFAB, Omaha; KMA, Shenandoah; WHO, Des Moines; WGY, Schenectady; KMMJ, Clay Center. (V) Faye & Cleo.
- HOYT, WAITE C.** Sports commentator, WNEW, New York. (F) Movietone, 1930.
- (V) Waite Hoyte & J. Fred Coots, 1928-30. (Baseball pitcher 19 years—Giants, Yankees, Dodgers).
- HUARD, LARRY.** Singer, WTIC, Hartford. (R) Also WCSH, Portland. (L) Stock.
- HUARD, ROLLAND.** Lyric baritone, CHRC, Quebec.
- HUBBARD, IRENE.** Character actress. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Log Cabin Dude Ranch (General Foods Corp., NBC Blue); Home, Sweet Home (Procter & Gamble, NBC Red and Blue); Sunday Night Party (Sealtest, Inc., NBC Red); Hilltop House (Colgate - Palmolive - Peet Co., CBS); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red); Our Gal Sunday (Kolynos Toothpaste, CBS); Your Family and Mine (Sealtest, Inc., NBC Red); Death Valley Days (Pacific Coast Borax, NBC Red). (L) Madame X, Meet the Wife; stock.
- HUBBARD, THELMA.** Actress. (R) Mickey Mouse Theatre of the Air, 1938 Pepsodent Co., NBC Red). (GA) 1938-39: Al Jolson Show (Lever Bros. for Lifebuoy, CBS); Texaco Star Theatre (Texas Co., CBS); Lux Radio Theatre (Lever Bros., CBS); Chase & Sanborn Program (Standard Brands, NBC Red); Silver Theatre (International Silver, CBS); others. (L) Stock.
- HUBBELL, RICHARD.** Producer, writer, announcer. (R) 1937-38: Fun in Swingtime (Admiracion Shampoo, Mutual); Arnold Johnson (Feen-A-Mint, Mutual); others. 1938-39: Tareyton Treasury of Music (American Tobacco for Herbert Tareyton Cigarettes, WQXR, New York); Book of the Month Concert (Book of the Month Club, WQXR); Concert Premieres (R. H. Macy, WQXR); others. Actor, writer, WTIC, Hartford, and WNBC, New Britain, 1936; actor, WABC, New York, 1936-37; currently associated with WQXR, New York. (F) Shorts. (L) Stock, 1936. (Author of magazine articles, sketches, and a novel).
- HUBERT, HAL.** Announcer, writer, producer, WMBD, Peoria.
- HUDON, LEO.** Tenor, CHRC, Quebec.
- HUDSON, GABRIELLE.** Pianiste, CBV Quebec.
- HUDSON, HOWARD.** See Six Hits and a Miss.
- HUFFINGTON, B. WALTER.** Announcer, continuity writer, WPTF, Raleigh. (R) Also WTAR, Norfolk.

## PROFESSIONAL RECORDS—Continued

- HUFFMAN, BUSTER.** Sports announcer, CKOV, Kelowna.
- HUFSMITH, FRED (Armchair Quartet).** Tenor. (R) Programs for Firestone, General Motors, McKesson & Robbins, Elgin Watch, Golden Blossom Honey, Maxwell House Coffee, Kirkman Soap, Jack Frost Sugar; also transcriptions. (F) Shorts. (L) (f). (V) Theatre appearances.
- HUGHES, ALICE.** Commentator (fashion and beauty news). (R) Hecker's Information Service, 1937-38 (Hecker Products, Mutual). (Fashion columnist, King Features Syndicate).
- \*HUGHES, ARTHUR.** Actor. (R) Just Plain Bill (Anacin, BiSoDol, Kolynos, NBC Red); Stella Dallas (Chas. H. Phillips, NBC Red).
- HUGHES, GORDON T.** Production director. (R) Young Hickory, 1937 (Procter & Gamble, NBC Blue); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats Co., NBC Red); others.
- HUGHES, JOHN B.** News commentator. (R) Last Minute News, 1937-39 (Borden Milk, Don Lee and McClatchy Networks); News and Views (formerly heard over Don Lee for various sponsors; currently sponsored by Brown & Williamson Tobacco Co., CBS). (L) Dramatic stock, 10 years. (President, Pacific and Northwest Chapter of A.F.R.A.; national director, Association of Radio News Editors and Writers. Staff member of KFRG, San Francisco.)
- HUGHES, LYSBETH.** Singer, harpist. (R) Horace Heidt's Brigadiers, 1935-38 (Stewart-Warner Corp., CBS, 1935-37, NBC Blue, 1937-38).
- \*HUGHES, PAUL.** (R) Shows on WLW, Cincinnati.
- HUGHES, RUSH.** Commentator. (R) Hughesreel, 1938 (Borden Co., NBC Red).
- HULICK, BUDD.** M.C., comedian. (R) Tastyest Gloomchasers, 1931 (Tastyest, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors Corp., CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Ford Program, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Johnny Presents, What's My Name? 1938-39 (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where?, March to May, 1939 (Philip Morris & Co., Ltd., Mutual). (GA) Rudy Vallee Program, RCA Magic Key, Maxwell House Show Boat, others. (Note: All programs except Philip Morris were as team of "Stoopnagle and Budd"—F. Chase Taylor and Budd Hulick). (V) Stoopnagle & Budd.
- HULL, HARWOOD, JR.** Announcer, producer, WAPI, Birmingham.
- HULL, WARREN.** Actor, M.C. (R) Your Hit Parade, 1935 (American Tobacco for Lucky Strike Cigarettes, CBS); Vick's Open House, 1935 (Vick Chemical Co., CBS); The Gibson Family, 1935 (Procter & Gamble for Ivory Soap, NBC Red); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red). (F) Warner Bros. (f); educational shorts. (L) Productions by the Shuberts, Morris Green, Schwab & Mandel (f).
- HUMMEL, FRITZ.** Musician, WBNS, Columbus. (R) Shows on CBS, NBC and Mutual, including programs for R. J. Reynolds Tobacco Co., American Tobacco Co., Sheaffer Pen Co., Canada Dry Co., others. (F) Warner Bros.; commercials. (V) 12 years; appeared with Paul Whiteman, Ted Weems, Mal Hallett.
- HUMMERT, ANNE.** Script supervisor, writer. (R) In collaboration with Frank Hummert: American Album of Familiar Music (Bayer Aspirin, NBC Red); Broadway Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Blue); Backstage Wife (Dr. Lyon's Toothpowder, NBC Red); Five Star Jones (Procter & Gamble, NBC Blue); Hammerstein Music Hall (Anacin, Kolynos Toothpaste, CBS); How to Be Charming (Charles H. Phillips, NBC Red); Little Orphan Annie (Wander Co., NBC Red); Ma Perkins (Procter & Gamble, NBC Red); Second Husband (Bayer Aspirin, CBS); Lorenzo Jones (Charles H. Phillips Chemical Co., NBC Red); Waltz Time (Charles H. Phillips Chemical Co., NBC Red); Young Widder Brown (Charles H. Phillips Chemical Co., NBC Red); Easy Aces (Anacin, NBC Blue); Mr. Keen, Tracer of Lost Person (Anacin, BiSoDol, NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red); David Harum (B. T. Babbitt, NBC Red); Our Gal Sunday (Anacin, Kolynos, CBS); Romance of Helen Trent (Edna Wallace Hopper, Old English Wax and others, CBS); Mrs. Wiggs of the Cabbage Patch (Old English Wax, BiSoDol, NBC Red); John's Other Wife

## PROFESSIONAL RECORDS—Continued

- (Louis Philippe, Edna Wallace Hopper, NBC Red). (Vice-president, Blackett-Sample-Hummert, Inc.).
- HUMMERT, FRANK.** Script supervisor, writer. (R) In collaboration with Anne Hummert: American Album of Familiar Music (Bayer Aspirin, NBC Red); Broadway Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Blue); Backstage Wife (Dr. Lyon's Tooth powder, NBC Red); Five Star Jones (Procter & Gamble, NBC Blue); Hammerstein Music Hall (Anacin, Kolynos Toothpaste, CBS); How to Be Charming (Charles H. Phillips, NBC Red); Little Orphan Annie (Wander Co., NBC Red); Ma Perkins (Procter & Gamble, NBC Red); Second Husband (Bayer Aspirin, CBS); Lorenzo Jones, Waltz Time and Young Widder Brown (all Charles H. Phillips Chemical Co., NBC Red); Easy Aces (Anacin, NBC Blue); Mr. Keen, Tracer of Lost Persons (Anacin, BiSoDol, NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red); Our Gal Sunday (Anacin, Kolynos, CBS); Romance of Helen Trent (Edna Wallace Hopper, Old English Wax and others, CBS); Mrs. Wiggs of the Cabbage Patch (Old English Wax, BiSoDol, NBC Red); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red). (Vice-president, Blackett-Sample-Hummert, Inc.).
- HUMPHREY, EDWARD R.** Announcer, WJJD, Chicago. (R) Also WHIO, Dayton; WKRC, Cincinnati. (L) 1929-30.
- HUMPHREY, HARRY ("The Old Ranger").** Actor. (R) Ma & Pa (Atlantic Refining Co., CBS); Death Valley Days (Pacific Coast Borax Co., NBC Blue, Red).
- HUNT, CARL.** (Five All American). Violinist, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.). (V) Ted Weems' Band, 1922-24.
- HUNT, FRAZIER.** News commentator, writer. (R) Dr. Allan Roy Dafeo (Lehn & Fink, CBS); also substituted for Gabriel Heatter for three weeks, 1938; other shows, not current. (Newspaper and magazine feature writer.)
- HUNT, MARIE.** Character actress, comedienne, Federal Theatre Radio Division. (R) Lux Radio Theatre (Lever Bros., CBS); others, on WABC, WOR and WHN, New York. (F) Paramount, Warner Bros.; shorts. (L) Productions by the Shuberts, Erlanger, Al Woods, Arthur Hammerstein and others. (V) Ann's Ancestors, Lombardi, Ltd.; others.
- HUNT, RALPH B. (Bud & Spud).** Banjoist, hill-billy singer, KMBC, Kansas City. (V) Theatre appearances.
- HUNT, RAY.** Announcer, M. C., WHAS, Louisville. (R) Also KMOX, St. Louis; WGN, Chicago. (V) Theatre appearances with Morning Jamboree.
- HUNTER, ALBERTA.** Singer, actress. (R) NBC sustaining program, 1937 and 1938. (F) British International Pictures (f). (L) How Come; Show Boat, opposite Paul Robeson (London); Mamba's Daughters. 1938-39 (f). (V) Single act, nearly 10 years; theatre appearances in England, 1937. (PR) RCA Victor, H.M.V. (England), Okeh, Black Swan and others.
- HUNTER, ALFRED L.** Announcer, singer, KOME, Tulsa. (R) Also Oklahoma Network; KMBC, Kansas City; KVOO, Tulsa. (V) 1934.
- HUNTER, HENRY.** Actor. (R) First Nighter, 1937 (Campana Sales, NBC Red); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice, NBC Blue); Attorney-at-Law. 1938 (S. C. Johnson & Son, NBC Blue, Red); others, not current. (F) Universal (f). (L) Productions by Eva Le Gallienne, Charles Hopkins, Theatre Guild, Winthrop Ames.
- HUNTER, LUCILE.** Character actress, announcer. (R) Walter Winchell, 1937-38 (Andrew Jergens Co. for Jergens Lotion, NBC Blue); Follow the Moon. 1938 (Lehn & Fink for Pebeco Toothpaste, CBS). (LS) KMBC, Kansas City, 1935.
- HUNTER, "PINKEY".** Singer, orchestra leader, sports announcer, WCLE, Cleveland. (R) Singer for I. J. Fox, 1931-37; baseball resume, Sears Roebuck, 1938; play-by-play baseball for General Mills and Socony-Vacuum. 1938; others (all local). (V) Buddy Fisher and His Collegians, 1922-23. (PR) Okeh, Columbia.
- HUNTER, RAYMOND O.** Actor, singer. (R) Maxwell House Showboat, 1936 (General Foods, NBC Red); Getting the Most Out of Life, 1938 (Standard Brands for Fleischmann's Yeast, NBC Blue); Seth Parker. 1938-39 (Vick Chemical Co., NBC Blue). (F) RKO (f). (L) (f).
- HUNTINGDON, HOPE.** Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).
- HUNTINGTON, CARLOS W.** Producer, KYA, San Francisco. (Also public relations).
- HUNTLEY, THEODORE.** Commentator

## PROFESSIONAL RECORDS—Continued

- (news, political). (R) The Washington Roundup, 1939 (sustaining, NBC Red). (Washington newspaper correspondent, 15 years; publicity director, Republican National Committee, 1936 pre-convention campaign; author of Life of John W. Davis, Tariff Tinkering, and others; magazine contributor).
- HUNTLY, CHET.** Announcer, KFI-KECA, Los Angeles. (R) Pull Over, Neighbor 1939 (Wilshire Oil, NBC Pacific Coast Red). (L) Stock and Theatre Group, 4 years.
- HURD, JOE.** Announcer, WFDF, Flint.
- \*HURDLE, JACK.** Producer. (R) Those Happy Gilmans, 1938-39 (General Mills, Inc., NBC Red and Blue).
- \*HURLIMANN, EDOUARD.** Conductor. (R) Standard Symphony (Standard Oil of California, NBC Red).
- \*HURT, MARLIN.** Member of Tom, Dick & Harry trio. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue).
- HURT, ZACK E.** Sports supervisor and announcer, KFJZ, Fort Worth. (R) Several Texas stations and XEPN, Mexico, since 1924; baseball and other sports for General Mills and Kellogg Co.; sports supervisor and announcer for Texas Quality Network. (PR) Okeh.
- HURTA, CHARLES (Chuck).** Violinist, WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); also KYW, Philadelphia; WJJD, WMAQ, Chicago; transcriptions. (V) Theatre appearances.
- HUSING, TED.** Announcer, sportscaster. (R) Walter O'Keefe's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Eddie Cantor (Lehn & Fink for Pebecco, CBS); Mennen Program (Mennen Co., CBS); Sportcast (Atlantic Refining Co., CBS); Buick Presents (General Motors Corp., CBS); The Monday Night Show (The Brewers Radio Show Association, CBS); Inside Stuff by Ted Husing (Southern Dairies, Inc., CBS); also World Series broadcasts (Ford Motor Co.); many sportscasts. (F) Shorts, newsreels. (Author, Ten Years of Radio History).
- \*HUSTON, JOSEPHINE.** Singer. (R) Shows on WOR, New York.
- HUSTON, THEODORE.** Announcer, producer, pianist, WSJS, Winston-Salem. (R) Also WFIL, Philadelphia. (L) Stock.
- HUTCHISON, LOLA.** Singer, WMAQ-WENR, Chicago.
- HUTSELL, ROBERT M.** Musician (saxophone, clarinet), arranger, composer, orchestra leader, WHAS, Louisville. (V) Theatre appearances. (PR) RCA Victor, Columbia.
- HUTTON, GILBERT.** Cellist, CKOC, Hamilton.
- HUTTON, JOAN.** Blues singer, WEBR, Buffalo.
- \*HUXLEY, CARROLL.** Music arranger. (R) Tune Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- HYDE, DICK.** Singer, KSO, Des Moines.
- \*HYMES, JOHN.** Director. (R) Cities Service Concert (Cities Service Co., NBC Red). (Associated with Lord & Thomas).

## I

- \*IBBETT, F. G.** Producer. (R) Hollywood Hotel (Campbell Soup Co., CBS).
- \*IDELSON, BILLY.** Actor. (R) Vic & Sade, 1934-39 (Procter & Gamble for Crisco, NBC Red and Blue).
- IGOU, BERT.** Producer, announcer, KWK, St. Louis. (L) Cyrano de Bergerac, 1932; Americana, 1932; Bitter Sweet, 1933; Nina Rosa, 1933; others.
- IMBROGLIO, JOSEPH.** Musical director, WFBR, Baltimore. (R) NBC Red sustaining show; local show for Household Finance Corp., others.
- IMEL, TOMMY.** Drummer, WKY, Oklahoma City. (R) NBC sustaining show.
- \*IMHAUS, EDWIN.** (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).
- INGHAM, BOB.** Sports commentator, WTO, Toledo. (R) Also WADC, Akron.
- INGLIS, CHARLES.** News, special events, sports commentator, KLZ, Denver.
- INGRAM, ARTHUR M.** Announcer, news commentator, WLEU, Erie. (R) Local shows for Gulf Refining Co., others.

## PROFESSIONAL RECORDS—Continued

- INGRAM, C. J.** Commentator, interviewer. (R) Of Mutual Interest (sustaining, Mutual); Star Dust, since 1930 (WAAT, Jersey City). (Radio editor, Jersey *Journal*).
- INGSTAD, ROBERT E.** Studio and sports announcer, program director, KOVC, Valley City. (R) Also WDAY, Fargo.
- \*INTROPIDI, ETHEL.** Actress. (R) Pretty Kitty Kelly (Continental Baking, CBS).
- IRVING, KAY.** See Gertrude W. Stahl.
- IRWIN, OLGA.** Soprano, CKY, Winnipeg. (R) Programs for Kraft-Phenix Cheese Corp., Standard Brands and others. (L) Patience, Maid of the Mountains, Runaway Girl (s); concert appearances; leading roles (Messiah, Elijah and others) with Philharmonic Choir and Orchestra.
- \*IRWIN, PEE WEE.** Musician (Raymond Scott Quintet). (R) Your Hit Parade (American Tobacco Co., CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Theatre appearances.
- IRWIN, PHILIP.** Announcer, KGW-KEX, Portland. (R) Standard Symphony, 1936-37 (Standard Oil of California, NBC Red); local shows. (L) The Drunkard and others; Ned Lynch Players, 1933-34 (s). (V) M.C., auto shows, sports carnivals.
- ISOLANY, ARNOLD.** See The Cadets.
- ITO, BETTY CAROL.** Dramatic actress.. (R) Myrt & Marge, 1934 (Wm. Wrigley, Jr., Co., CBS); Jack Armstrong, 1935 (General Mills for Wheaties, NBC Red); First Nighter, 1937 (Campana Sales, NBC Red); Don Winslow, 1938 (Kellogg Co., NBC Red and Blue); Story of Mary Marlin, 1938 (P & G for Ivory Soap, NBC Red and Blue); Betty Crocker, 1938 (General Mills, NBC Red and Blue).
- ITURBI, JOSE.** Pianist, conductor. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS). (GA) Chesterfield Presents, Oct. 6, 1937 (Liggett & Myers Tobacco Co., CBS); Kraft Music Hall, June 17, 1937, July 15, 1937, Dec. 30, 1937 (Kraft-Phenix Cheese Corp., NBC Red); others. Victor recording artist, concert soloist.
- IVANS, ELAINE.** Mistress of ceremonies, actress, announcer. (R) Majestic Hour, (Majestic Radio Co., CBS); Henry & George (Consolidated Cigar Corp., CBS); Eno Crime Club (H. F. Ritchie Co., CBS); True Story (Macfadden Publications, Inc., CBS); Little House of America, 1935 (Better Homes of America, Inc., CBS); others, including Sunday Morning at Aunt Susan's, 1931-38 (CBS sustaining). (F) 1913-16 (Biograph, Vitagraph, Fox, Pathe, Gaumont, Metro, others) (f). (L) Oliver Moros Co., Edgar Selwyn, Shubert, others. (V) Lewis & Gordon, 1923-24; Wellington Cross; Mann Holmer & Nicholas Joy.

## J

- JACKOBSON, L. E.** Producer. (R) Hymns of All Churches, 1936 (General Mills, CBS); Poetic Melodies, 1937 (Wm. Wrigley, Jr., Co., CBS); Mortimer Gooch, 1937 (Wm. Wrigley, Jr., Co., CBS); Zenith Radio Foundation, 1937-38 (Zenith Radio Corp., CBS); Matinee Melodies, 1938 (Varady of Vienna, Mutual); others. (Associated with WGN, Chicago).
- JACKSON, A. B., JR. (Bud).** News commentator, sports announcer, KWOS, Jefferson City. (R) Sports program for Hyde Park Breweries, 1937-39; others. (Formerly newspaper sports editor.)
- JACKSON, BEN.** Banjoist, singer, KVOO, Tulsa. (R) Lum and Abner, 1933 (Ford Motor Co., NBC Red); also local shows. (V) Appearances at theatres, night clubs, barn dances. (PR) American Record Corp.
- \*JACKSON, DALE.** Script writer. (R) Pick & Pat, 1938, to Feb., 1939 (U. S. Tobacco Co., CBS).
- JACKSON, ETHEL.** Actress, singer, KRKD, Los Angeles. (F) M-G-M, Monogram, independent productions; shorts. (L) Stock. (V) Theatre appearances.
- JACKSON, GEORGE.** Announcer, M.C., WBOW, Terre Haute. (R) Also WGBF, Evansville; KFAC, Los Angeles. (V) Theatre and night club M.C.
- JACKSON, GLENN.** Announcer, WLVA, Lynchburg. (R) Programs for Kellogg Co., 1938; Continental Baking, 1938-39; Procter & Gamble, 1939; others.

## PROFESSIONAL RECORDS—Continued

**JACKSON, HELEN.** Singer. (R) Johnny Presents, 1937 (Philip Morris & Co., NBC Red, CBS); Chesterfield Program, 1936-37 (CBS); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); as member of the Three Harmonics, 1938-39: Johnny Presents (Philip Morris & Co., CBS); as member of Kay Thompson Rhythm Singers: Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (LS) WMCA, WEAf, New York City. (F) Shorts. (L) Earl Carroll's Sketch Book, 1935.

**\*JACKSON, JOSEPH H.** (R) NBC shows.

**JACKSON, RILEY.** Announcer, WIND, Gary. (R) Also WJBC, Bloomington; local show for Nehi Bottling Co., others.

**JACKSON, PROF. V. W.** Nature study talks, CKY, Winnipeg. (R) Since 1923. (Professor of biology in the Agricultural College and University of Manitoba).

**JACKY, FRED.** Choir conductor. (R) Hymns of All Churches (General Mills, Inc., CBS, NBC Red and Blue).

**JACOBS, EDGAR.** Producer, announcer, WNEW, New York. (R) Also WNAC, Boston; WTIC, Hartford, and WFBL, Syracuse, as announcer and producer.

**JACOBS, JOHN B.** Announcer, KMOX, St. Louis. (R) Also KTSA, San Antonio; local shows including programs for Rival Dog Food and General Mills, Inc.

**JACOBSEN, ANDY.** Orchestra leader, WNAC-WAAB, Boston. (R) Also Yankee Network; local shows for Loose-Wiles Biscuit Co., others.

**JACOBSEN, MARTIN.** Announcer, WCFL, Chicago. (R) Also KFH, Wichita; KWKC, WDAF, Kansas City; WJJD, Chicago; WKY, Oklahoma City.

**JAEGER, JOHN.** See George Brooks.

**JAEGER, JOHN B.** Announcer. (R) Johnny Presents, 5 months in 1937 (Philip Morris & Co., CBS); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual). (LS) Football reporter, 1937 (Shell Oil, WNEW, New York). Chief announcer, WNEW.

**JAGER, FELIX.** Script writer. (R) True Detective Mysteries, 1938-39 (Lambert Pharmacal Co., Mutual).

**\*JAMES, FRANK G.** Director. (R) Voice of Firestone (Firestone Tire & Rubber Co., NBC Red). (Associated with Sweetney & James).

**\*JAMES, GEE GEE.** (R) Hilltop House

(Colgate-Palmolive-Peet Co., CBS). (L) No Time For Comedy.

**JAMES, HUGH.** Announcer. (R) Lowell Thomas, 1937-39 (Sunoco, NBC Blue); Terry and The Pirates, 1938 (Bowey's, Inc., for Dari Rich, NBC Red); Cheer Up, America, 1938 (Mennen Co., NBC Red). (LS) WEAf, WJZ, New York, 1938. (F) Shorts. (NBC staff announcer.)

**\*JAMES, LUCY.** Member of the **Twin Trio.** (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

**JAMES, ROBERT H.** Pianist, WHAS, Louisville.

**\*JAMESON, HOUSE.** Actor. (R) Young Widder Brown, 1938-39 (Charles H. Phillips Chemical Co., NBC Red).

**JAMISON, ANN.** Soprano. (R) Palmolive Beauty Box, 1934 (Colgate-Palmolive-Peet for Palmolive Soap, NBC Red); The Pause That Refreshes, 1934 (Coca-Cola, NBC Red); Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS). (LS) Canadian programs. (L) Operettas in Canada. (V) Theatre appearances in Canada and the U. S.

**JAMISON, BONNIE (Knights of Note).** Singer, KSTP, Minneapolis-St. Paul. (R) Also NBC Red sustaining shows, 1938-39. (V) Personal appearances in hotels and theatres, 1938-39.

**JANES, ART.** See Maple City Four.

**JANETZKE, REINOLD W.** Announcer. (R) The Lutheran Hour, seasonally since 1935 (Lutheran Laymen's League, Mutual); The Laymen's Hour, 1935-38 (Lutheran Laymen's League of Greater St. Louis, KFuo, St. Louis).

**JANIS, HAL.** Sports director, WMCA, New York. (R) Programs for General Mills, Auburn Motors and others.

**\*JANNEX, WILLIAM.** (R) Howie Wing 1938-39 (Kellogg Co., CBS).

**JANSER, ARNOLD.** (The **WSPR Concert Trio**). Cellist, WSPR, Springfield.

**JARMAN, AUGUSTA M.** See Margaret Mills.

**JARRIS, STAR.** Entertainer, WNAX Yankton.

**JARVIS, FREDERICK S.** Producer, announcer, CKGB, Timmins. (L) The Snow Queen and others (f).

**JARZEBOWSKI, CASIMIR.** Announcer (Polish programs), WHOM, Jersey. (R) Also WBNX, WFAB, WWRL, New York

## PROFESSIONAL RECORDS—Continued

**JAY, LESTER.** Dramatic actor. (R) March of Time, 6 years (Time, Inc., Remington Rand and others, CBS); The Gumps, 1934-35 (Corn Products for Karo, CBS); Dick Tracy, 3 years (California Syrup of Figs, CBS); Kate Smith's Hour, 3 years (General Foods for Swan Down and Calumet, CBS); Big Town, 13 weeks (Lever Bros. for Rinso, CBS); Just Plain Bill (Kolynos, Anacin, CBS). (GA) Rudy Vallee program, 3 times (Standard Brands, NBC Red). (LS) Terry and Ted, 3 years (Bond Bread, WOR, N. Y.) (L) Tommy; Dead End.

**\*JEIDELL, DAVID.** Director, producer. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue).

**JELLISON, ROBERT.** Actor. (R) The First Nighter, 1938 (Campana Sales for Italian Balm, NBC Red); Grand Hotel, 1938 (Campana Sales for Dreskin, NBC Blue); A Tale of Today, 1938 (Princess Pat, Ltd., NBC Red); Stepmother, 1938 (Colgate-Palmolive-Peet, CBS); Lucky Girl, 1938 (Minit Rub, Mutual); Story of Mary Marlin, 1938-39 (P & G, NBC Red and Blue); others.

**JENKINS, ALDER.** Interviewer, writer, director, actor, WQXR, New York.

**\*JENNINGS, ROBERT G.** Director. (R) Midstream (P & G, NBC Red); Bert Lytell in Golden Theatre Group (Lewis-Howe Co., NBC Blue); Knickerbocker Playhouse (P & G, CBS); Jimmie Fidler (P & G, successively NBC Red, CBS); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Vocal Varieties (Lewis-Howe Co., NBC Red). (Associated with H. W. Kastor & Sons Advertising Agency).

**JENSEN, HELEN (Winnie, Lou & Sally Trio).** Pianist, WLS, Chicago. (R) Also Alka-Seltzer program, NBC, 1933; WBBM, Chicago. (V) WLS Barn Dance Show. (PR) Columbia.

**JEPSON, HELEN.** Operatic soprano. (R) General Motors Concerts, Oct. to Dec., 1937 (General Motors Corp., NBC Blue). (GA) Lux Radio Theatre (Lever Bros., CBS); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Samuel Goldwyn (f).

**JERITZA, MARIA.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue). (Opera and concert star.)

**JEROME, EDWIN.** Character actor. (R) March of Time, 1934-38 (various sponsors, including Time and Life Magazines, Servel, Inc., NBC Blue); Cavalcade of

America, 1934-38 (E. I. du Pont de Nemours, CBS). Mr. Keen, Tracer of Lost Persons (BiSoDol, Kolynos, NBC Blue); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Famous Jury Trials, 1938-39 (local sponsors, Mutual); When A Girl Marries, 1939 (Prudential Insurance Co., CBS). (LS) WJZ, New York. (F) Columbia; shorts. (L) Productions by Belasco, Jed Harris, Max Gordon (s, f). (V) 1922-30; Thank You Doctor, Lots & Lots of It, and Troubles (with Irene Rich, 1921).

**JEROME, HOWARD.** Pianist, CKOC, Hamilton.

**JESSEE, RANDALL.** Announcer, actor KWOC, Poplar Bluff. (R) Also KWOS, Jefferson City; local shows for Standard Oil Co., Philco Radio & Television Corp., others. (L) 1936-37. (Also general manager).

**JESSEL, GEORGE.** Actor, producer, writer. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual); For Men Only, 1939 (Bristol-Myers for Vitalis, NBC Red). (LS) Georgie Jessel's Jamboree, 1939 (Reid's Ice Cream, WJZ, N. Y.). (F) Actor and producer, Universal, Warner Bros., First National, M-G-M (s). (L) Jazz Singer, War Song, Joseph, 3 Winter Garden shows, Sweet and Low (s). (V) 30 years. (Writer of many songs.)

**JEWELL, JAMES.** Program and production manager, WWJ, Detroit. (R) Lone Ranger and Green Hornet (participating, Mutual and Michigan Radio Network). (F) Paramount; commercials. (L) Stock. (V) Theatre appearances. (PR) RCA Victor.

**JEWETT, TED.** Actor, announcer. (R) March of Time, 1935-39 (Time, Life and Fortune Magazines, Wm. Wrigley, Jr., Co., Remington Rand, Servel, Inc., for Electrolux Refrigerators, at various periods, NBC Blue and CBS); Cavalcade of America, 1937-39 (E. I. du Pont de Nemours, CBS); The Might Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Believe It or Not, 1939 (Nehi, Inc., for Royal Crown Cola, CBS). (F) Narrator for commercial films. (Staff announcer, NBC, 1930-32; NBC evening program manager, 1932-34; free lance since 1934).

**JIMMIE & DICK, THE NOVELTY BOYS.** See Richard B. Klasi and Dana M. Pier-son.

**JOACHIM, M. H. H.** Playwright, producer. (R) Vignettes in Symphony, 1929-30

## PROFESSIONAL RECORDS—Continued

- (Cadillac Motor Car Co., CBS Pacific Coast Network); Omar the Mystic, 1932 (Purity Bakeries Corp., Mutual); Your Unseen Friend, 1936-38 (Beneficial Management Corp., CBS). (Author, lecturer.)
- JOBIN, PHIL.** Accordionist, CHRC, Quebec.
- JOHANSEN, MARTIN V.** Announcer, actor, singer, WCMI, Ashland. (R) Also KTEM, Temple. (L) Concert tours.
- JOHNNY.** See Johnny Roventini.
- JOHNS, JOHN.** Dramatic actor, KDKA, Pittsburgh. (L) He, 1933-34; The Mask & The Face, 1934-35; Invitation to a Murder, Olympia, 1936-37; Streets of New York, 1937-38; Alice in Wonderland; Snow White & Seven Dwarfs (s,f).
- JOHNSON SISTERS (Aliceruth & Harriot).** Singers, WKY, Oklahoma City. (R) CBS & NBC shows; also KDKA, Pittsburgh; WOC, Davenport; WSAZ, Huntington; WTAR, Norfolk. (F) Shorts. (V) Theatre appearances.
- JOHNSON, ALICERUTH.** (Mrs. Leslie Rietfors). See Johnson Sisters.
- JOHNSON, BERT.** Sports announcer, CKOV, Kelowna.
- JOHNSON, BESS.** Actress, announcer. (R) Lady Esther of the Lady Esther Sernade, 1931-37 (Lady Esther, Ltd., NBC Red, CBS); Today's Children, 1932-37 (Pillsbury Flour Mills, NBC Red); Hilltop House, since Nov. 1, 1937 (Colgate-Palmolive-Peet, CBS). (Also producer, writer, advertising agency executive).
- \*JOHNSON, BILL.** (R) NBC shows.
- JOHNSON, CARL.** Musician, violinist, WDGY, Minneapolis-St. Paul. (V) Theatre appearances.
- JOHNSON, CLIFFORD T.** Sports and news commentator, announcer, producer, KYSM, Mankato. (R) Also KSOO, Sioux Falls; KSTP, WDGY, Minneapolis-St. Paul; local shows for Alis-Chalmers Co., others. (V) Theatre appearances.
- JOHNSON, DICK.** Announcer, KTUC, Tucson.
- JOHNSON, DON (Professor Figgsbottle).** Writer, comedian. (R) Staff writer for Al Pearce, 1933-35; free lance, 1935-39, and has written material for numerous programs including The Gumps, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); Tim and Irene, 1938 (Admiracion Shampoo, Mutual); Horace Heidt & His Brigadiers, 1938 (Stewart-Warner Corp., NBC Blue); Come On, Let's Sing, 1936-37 (Gillette Safety Razor Co., CBS); Easy Aces, during Mr. Ace's annual vacations, 1937-38 (Anacin, NBC Blue); Town Hall Tonight, 1939 (Bristol-Myers for Sal Hepatica and Ipana, NBC Red). (GA) As Professor Figgsbottle of Fishface and Figgsbottle; Rudy Vallee program (Standard Brands, NBC Red); Jell-O Program Starring Jack Benny (General Foods, NBC Red); Universal Rhythm (Ford Motor Co., CBS) and others, since 1935. (V) Professor Figgsbottle.
- JOHNSON, DORA.** Dramatic actress. (R) Betty & Bob, 1937 (General Mills for Bisquick, NBC Red); The Story of Mary Marlin, 1937 (Procter & Gamble for Ivory Soap, NBC Blue); Bachelor's Children, 1937 (Cudahy Packing Co. for Old Dutch Cleanser, Mutual); Ma Perkins, 1937-38 (Procter & Gamble for Oxydol, NBC Red); Grandma Travels, 1937-38 (Sears, Roebuck & Co., transcriptions). (LS) Letters Brought to Life, 1937 (Gold Medal Flour, WGN, Chicago). (L) Little Theatre and stock.
- JOHNSON, EDDIE.** See Midland Minstrels.
- \*JOHNSON, EDWARD.** M.C. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue). (Manager, Metropolitan Opera Co.).
- JOHNSON, GEORGE.** Orchestra leader, pianist, organist, KOIL, Omaha.
- JOHNSON, GEORGE.** Violinist, KVI, Tacoma.
- JOHNSON, H. C.** Announcer, KFRO, Longview.
- JOHNSON, HARRY A.** Sports announcer, KFAB-KOIL-KFOR, Lincoln. (R) Major league baseball for General Mills and Socony-Vacuum; also KMA, Shenandoah; KRNT, Des Moines; WNAX, Yankton.
- JOHNSON, HARRIOT (Mrs. James E. Cox).** See Johnson Sisters.
- JOHNSON, PARKS.** Interviewer. (R) Vox Pop, 1935 (Standard Brands, NBC Blue); Vox Pop, 1935-38 (Cummer Products for Molle Shaving Cream, NBC Red); Radio Newsreel, 1937-38 (Cummer Products for Energine, NBC Red); Vox Pop, 1938-39 (Penn Tobacco Co., NBC Red). (Frequently teamed with Wallace Butterworth). (LS) KTRH, Houston, 1932-35. (F) Paramount, 1938 (voice work).
- JOHNSON, RAY.** See the Foursome.



## PROFESSIONAL RECORDS—Continued

- JOHNSON, RAYMOND.** Actor. (R) A Tale of Today, 1936-38 (Princess Pat. Ltd., NBC Red); Girl Alone, 1936-38 (Kellogg Co., NBC Red); Today's Children, 1936-38 (Pillsbury Flour Mills, NBC Red); Grand Hotel and The First Nighter, 1936-38 (Campana Sales, NBC Blue, NBC Red); Guiding Light, 1937-39 (Procter & Gamble, NBC Red); Public Hero No. 1, 1938 (Falstaff Brewing, NBC Red); Win Your Lady, summer, 1938 (Jergens-Woodbury Sales, NBC Blue); Your Family and Mine, 1938-39. (Sealtest, Inc., CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue). (L) Lady Windermere's Fan, 1931; Pygmalion, 1932; Three Sisters, 1932; Macbeth, 1933; At Mrs. Beams, 1933; There's Always Juliet (road), 1935; Hay Fever (road), 1935 (s).
- JOHNSON, ROLLIE.** Sports commentator, WCCO, Minneapolis-St. Paul. (R) Local shows for Chevrolet Motor Company, General Food Corp. (F) Commercials. (V) Theatre appearances.
- JOHNSON, SAMUEL L.** Comedian (straight), singer, continuity writer, musician, WNOX, Knoxville. (R) Also WKRC, Cincinnati; WHAS, Louisville. (V) Monk & Sam, over 10 years.
- JOHNSON, WALTER.** Baseball broadcaster, WJSV, Washington. (R) Play-by-play broadcasts of Washington Senators (General Mills for Wheaties). (Famous baseball pitcher and manager).
- JOHNSTON, EDDIE.** Drummer, WWVA, Wheeling. (R) Musical Steelmakers, 1937-39 (Wheeling Steel, Mutual); local shows.
- JOHNSTON, HERB, JR.** Announcer, KSLM, Salem.
- JOHNSTON, JOHNNIE.** Singer, WMAQ-WENR, Chicago. (R) Sustaining shows. (F) Shorts.
- JOHNSTON, RUSS.** Writer, producer, KNX, Los Angeles. (R) Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); also William Wrigley, Jr., Co. program, CBS; Great Northern Railway program, NBC (not current). (F) Shorts (narrator).
- JOHNSTONE, BILL.** Actor. (R) Big Sister (Lever Bros. Co., CBS); Gang Busters (Colgate-Palmolive-Peet Co., CBS); There Was a Woman (Glass Container Association of America, NBC Blue); March of Time (Servel, Time, Inc., and others, NBC Blue, CBS); The Shadow (Delaware, Lackawanna & Western Coal, Mutual); Valiant Lady (General Mills, NBC Red and Blue); Famous Jury Trials (local sponsors, Mutual); others. (F) March of Time. (L) Stock.
- JOHNSTONE, EVERETT M.** Actor, WXYZ, Detroit. (R) Also WBBM, WCFL, WGN, Chicago; WLW, Cincinnati; Little Orphan Annie (Wander Co., NBC Red); Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS); Lone Ranger and Green Hornet (local sponsors, Mutual); many others, including transcriptions. (F) Shorts.
- JOHNSTONE, FRED.** Announcer, musical director, WLVA, Lynchburg. (R) Local show for Piggly Wiggly Stores, others.
- JOHNSTONE, JACK.** Script writer. (R) Johnny Presents (Philip Morris & Co., CBS and NBC Red); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual).
- JOLESCH, WILLIAM.** Continuity writer, WBAP, Ft. Worth.
- JOLLY BILL.** See William Steinke.
- JOLLY GILLETTE.** See Eileen Barton.
- JOLSON, AL.** Singer, comedian, actor, M.C. (R) Chevrolet, 1933; Shell Chateau, 1935-36 (Shell Union Oil Corp., NBC Red); Al Jolson Program, 1936 to March, 1939 (Lever Bros. Co., CBS). (F) Warner Bros., United Artists, First National; starred in "The Jazz Singer", the first all-talking picture. (L) The Whirl of Society, 1912; The Honeymoon Express, 1913; Big Boy, 1925; Wonder Bar, 1931. (V) 1906-11; theatre appearances.
- JONASON, WILLIAM.** String musician, KFEQ, St. Joseph. (R) Programs for Armour & Co., Consolidated Drug and others. (V) Theatre appearances.
- JONES & HARE.** See Billy Jones.
- JONES, ARTHUR T.** Program director, announcer, writer. (R) Empire Builders, 1930 (Great Northern Railroad, NBC Blue); Maytag Hour, 1930 (Maytag Washing Machines, NBC Blue); World's Fair broadcasts, 1934 (NBC and CBS); others, since 1925. (Currently with WEW, St. Louis; previously with WIND, Gary; KWK, St. Louis; WKBB, Dubuque, and others).
- JONES, BILLY.** Singer, comedian. (R) Happiness Boys, 1923-29 (Happiness Candy, WEA, New York); Flit Soldiers, 1928 (Standard Oil of New Jersey for Flit, WJZ, New York); Interwoven Pair, 1930-33 (Interwoven Stock-

## PROFESSIONAL RECORDS—Continued

- ing Co., NBC Red); Happiness Boys, 1932 (Best Foods, successively NBC Blue and Red); Taystee Bread program, 1936 (WOR, New York); Original Community Sing, 1936-37 (Gillette Safety Razor Co., CBS). (All the above programs were done with Ernie Hare, deceased 1939; Billy Jones currently has a program for Sachs Furniture over WMCA, New York). (F) 5 or 6 shorts. (L) Midnight Sons, 1909; musical comedy (s.f.). (V) Spiegel & Jones, 2 years; Grant & Jones, one year; Spook Minstrels, 2 years; Bachelor Club. (PR) RCA Victor, Columbia, Brunswick, Aeolian, Okeh, Banner, Federal, Emerson and others. (Associated with the late Ernie Hare for 20 years).
- JONES, GIL.** See The Three Romeos.
- JONES, GINGER.** Actress. (R) Jenny Peabody (F & F Laboratories, Inc., CBS); Carters of Elm street since Feb. 13, 1939 (Wander Co. for Ovaltine, NBC Red).
- \*JONES, GROVER.** Script writer. (R) Silver Theatre (International Silver Co., CBS).
- \*JONES, GWYNFI.** Singer. (R) Good Morning Tonite (Albert Bros. Milling Co., NBC Red).
- JONES, HELEN.** Singer, WOWO-WGL, Ft. Wayne. (V) Theatre appearances. (PR) Stark.
- JONES, KELSEY** (Casey). Violinist, WHAS, Louisville. (V) Kentucky Mountaineers, Bar-X Boys.
- JONES, LILLIAN.** Pianist, orchestra leader, WMIN, Minneapolis-St. Paul. (L) Stock.
- JONES, MAEGERY E.** Entertainer, WMBR, Jacksonville. (L) 1938-39.
- \*JONES, OLIVER.** Singer. (R) Good Morning Tonite (Albert Bros. Milling Co., NBC Red).
- JONES, ROBERT L.** Announcer, WOKO-WABY, Albany.
- JONES, VENIDA.** Organist, pianist, KMOX, St. Louis.
- JONES, VIRGINIA.** Pianist, singer, KCMO, Kansas City. (R) Also WDAF.
- \*JONES, WILLIAM.** Producer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).
- JORDAN, CORINNE.** Program director, continuity writer, producer, KSTP, Minneapolis-St. Paul. (R) Local shows for Montgomery Ward, others.
- JORDAN, GEORGE A.** ("Pop"). Sports commentator, CFQC, Saskatoon.
- JORDAN, JACKIE.** Juvenile actor (character, dramatic, comedy). (R) 1938-39 season: The O'Neills (P & G for Ivory Soap, NBC Red); Your Family and Mine Sealtest Laboratories, NBC Red); Hilltop House (Colgate-Palmolive-Peet, CBS). (F) Shorts. (L) Tomorrow and Tomorrow, 1932-33; Peter Pan, 1933-34; Sunup to Sundown, 1938; others.
- JORDAN, JAMES E.** See Fibber McGee & Molly.
- JORDAN, MARION.** See Fibber McGee & Molly.
- JORDAN, MAX.** European director, National Broadcasting Co.
- JORDAN, RALPH.** Cowboy singer, musician, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1938-39 (Lamont Corliss Co., NBC Red); also KLX, Oakland; KSFO, San Francisco. (V) Theatre appearances.
- \*JOSEPHSBERG, MILTON.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- JOSEPHY, ALVIN M., JR.** Special features and news broadcasts, WOR, New York. (F) Writer for M-G-M, 1934-35.
- JOSTYN, JAY.** Actor (leads, characters). (R) Famous Actors' Guild Presents Second Husband, 1937-39 (Bayer Aspirin, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Our Gal Sunday, 1937-39 (Anacin and Kolynos, CBS); The Life of Mary Sothorn, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English Wax, BiSoDol, NBC Red); Pop-eye The Sailor, May to July, 1938 (Joe Lowe Corp. for Popsicles, CBS); This Day is Ours, 1938-39 (P & G for Crisco, CBS). (L) Stock and productions, 8 years.
- JOY, RICHARD.** Announcer, producer. (R) News Thru a Woman's Eyes, 1937 (Pontiac Motors, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); The Newlyweds, 1937 (Listerine, CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Road of Life, 1938-39 (P & G, CBS); I Want a Divorce, 1939 (S & W Fine Foods, CBS); also local shows, news and special events in present capacity as staff member of KNX Los Angeles.
- JOYNER, FRED.** Special events announcer,

## PROFESSIONAL RECORDS—Continued

producer, WHKC, Columbus. (R) local show for Chevrolet Motor Co., others.

**JULIAN, JOSEPH.** Actor. (R) Life of Mary Sothern, 1936-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Concentrated Super Suds, CBS); True Story Court of Human Relations, 1938 (Macfadden Publications, NBC Red); On Broadway, 1938 (General Foods for Diamond Crystal Shaker Salt, NBC, Blue). (L) Judgment Day (Elmer Rice), 1935; stock.

**JUNCKER, CARL.** Announcer, WDSU. New Orleans.

**JUNIOR, JOHN.** Actor, comedian, FTRD. (R) Shows on CBS, NBC and WOR, New York. (F) United Artists, First National, Warner Bros. (L) Shows produced by Belasco, Sam Harris, others; 25 years.

**JUSTUS, GRACE.** Organist, pianist, singer, comedienne. (R) 4 years on NBC networks with Scot Maclean as Grace & Scotty. (V) Maclean & Grace, 10 years; hotel engagement with Scot Maclean and His Royal Scots; featured theatre organist. (PR) Brunswick, Vocalion, Melotone, Perfect.

**JUVELIER, JEANNE.** Actress (dramatic, straight, dialect). (R) Myrt & Marge, 1933 (William Wrigley, Jr., Co., CBS); Betty & Bob, 1933-36 (General Mills, NBC Blue); The Story of Mary Marlin, 1935-36 (International Cellucotton for Kleenex, NBC Red); Molly of the Movies, 1936-37 (Ovaltine, Mutual); Little Orphan Annie, 1936 (Ovaltine, NBC Red); Kid Sister, 1936 (General Mills, Mutual); The Guiding Light, 1937-38 (Procter & Gamble, NBC Red); Arnold Grimm's Daughter, 1937-39 (General Mills, CBS). (L) Provincetown Players, 1922-24; stock, 1924-34 (s,f).

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**KADELL, CARLTON.** Announcer. (R) Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Big Town, 1937-39 (Lever Bros. for Rinso, CBS); Passing Parade, 1938 (Union Oil Co., NBC Red); Jimmie Fidler, 1939 (P & G, CBS); others.

**KAHN, ROGER WOLFE.** Orchestra leader, composer. (R) Lucky Strike Hour, 1932 (American Tobacco, NBC Blue); Variety Hour, 1936 (3 G Clothes Co., Inter-City Network). (F) Shorts. (L) Featured with orchestra in Vogues of 1924; composed music for Here's Howe, 1928; Americana, 1928; 9:15 Revue, 1929. (V) Roger Wolfe Kahn & His Orchestra, 1924-33. (PR) Victor, Brunswick, Columbia.

**KALAR, PHILIP B.** Baritone, producer, WLS, Chicago. (R) Also KFI, Los Angeles; WBBM and WGN, Chicago. (F) Fox Movietone; M-G-M; United Artists (f). (L) Student Prince (original company), 1925-26 (f). (V) 1926-28.

**KALLEN, KITTY.** Singer, WCAU, Philadelphia. (R) Shows for General Mills, others. (V) Local theatre appearances.

**KALMAR, BERT.** Writer. (R) Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS). (F) Paramount, RKO, M-G-M, First National,

20th Century-Fox, Hal Roach Studios, as story, music and lyrics writer (principally in collaboration with Harry Ruby, q.v.). (L) Five O'Clock Girl, The Ramblers, Animal Crackers, Helen of Troy, N. Y., Good Boy. (V) Bert Kalmar and Jessie Brown in Nurseryland, 1909-18. (Writer of Three Little Words, I Wanna be Loved by You, Oh! What a Pal was Mary, Who's Sorry Now, and others).

**KALTENBORN, HANS VON.** News commentator. (R) Headlines and Bylines, 1937-38 (CBS); Kaltenborn Comments, 1939 (General Mills, CBS); Kaltenborn Edits the News, 1939 (Pure Oil Co., CBS). (News editor, CBS; author, lecture:).

**KALUSCHE, EARLE.** Announcer, newscaster, WFAA, Dallas. (R) Also Texas Quality Network; program director, KRFO, Longview, 1936-37. (F) Shorts.

**KAMA, CHARLES.** Director (Moana Hawaiians), KONO, San Antonio. (L) 1914-17; 1922. (V) Pickert & Kama's Royal Hawaiians, 1922-26; theatre appearances. (PR) RCA Victor.

**KAMM, HERBERT.** Sports announcer and writer, WCAP, Asbury Park. (R) Also WBRB, Red Bank. (Sports writer, Asbury Park Press).

**KAMMAN, BRUCE.** Actor, writer, pro-

## PROFESSIONAL RECORDS—Continued

- ducer. (R) Kaltenmeyer's Kindergarten, 1936-39 (Quaker Oats Co., NBC Red, 1936-37, currently sustaining). (V) Theatre appearances.
- KAMPE, MEL.** Announcer, actor, WIL, St. Louis. (R) Also KMOX, St. Louis; transcriptions.
- KANE, ELEANOR G.** Director. (artist bureau), WCOP, Boston. (L) Artists & Models, Mitzie, A Night In Spain. (V) Theatre appearances.
- KANE, JOHNNY.** Actor (leads, juvenile, comedy). (R) The Country Doctor, 1932 (Lambert Pharmacal Co. for Listerine, NBC Blue); Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Blue); Five Star Jones, 1936 (Procter & Gamble, NBC Blue); Pepper Young's Family, 1936-39 (Procter & Gamble, NBC Red and Blue). (F) M-G-M, Paramount, First National, D. W. Griffith (f); shorts; March of Time. (L) Tangerine, 1924; Music Box Revue, 1925; Little Jesse James, 1926; Happy Go Lucky, 1927; Sweet Lady, 1928; Veneer, 1929; The Long Road, 1930; Prince Charming, 1931; The Milky Way, 1933; The Sky's the Limit, 1934; One Thing After Another, 1937 (f). (V) Shields & Kane, 1922-24.
- KANE, JOSEPH N.** Interviewer. (R) Famous First Facts, 1938-39 (sustaining, Mutual). (Editor, correspondent; author of Famous First Facts, More First Facts, 1,000 Facts Worth Knowing, and others).
- \*KANE, MURRAY.** Member of *Two Bees and a Honey*. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Chesterfields, NBC Red).
- KANNA, RALPH D.** Announcer, WOKO-WABY, Albany. (R) Also WGY, Schenectady.
- KANNENSOHN, DAVE.** Musician, WBNS, Columbus. (V) Ted Mack Revue, 1937.
- KANNER, HAL (Two Bees and a Honey).** Singer, musician, arranger. (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red, 1938-39; Liggett & Myers Tobacco for Chesterfield Cigarettes, NBC Red, 1939); other network programs, in the past, for Venida, RCA Victor and E-Zee Freeze Ice Cream. (F) Shorts. (V) Al Siegal's 3 Manhattanites, 1936; with Fred Waring, as a member of *Two Bees and a Honey*.
- KANTER, BEN.** Pianist, musical director, WJJD, Chicago. (R) Also WBBM, Chicago. (V) 1931.
- \*KAONOHI, DAVID.** (R) Honolulu Bound (Hawaiian Pineapple Co., CBS).
- KAPPEL, PETER (Waldemar).** Dramatic actor. (R) Philip Morris Program, 1936-37 (Philip Morris & Co., NBC Red); Big Sister, 1937-39 (Lever Bros., CBS); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros., CBS); Life Can Be Beautiful, 1938 (P & G, NBC Red); Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co., NBC Red; originally a local show for Tetley's Tea); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS); Big Town, 1938-39 (Lever Bros., CBS); Mary & Bob's True Stories, 1938-39 (Macfadden Publications, NBC Blue); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (Wm. Warner for Sloan's Liniment, NBC Red); David Harum, 1939 (B. T. Babbitt for Bab-O, NBC Red); Central City, 1939 (P & G, NBC Red); Alias Jimmy Valentine, 1939 (Dr. Lyon's Toothpowder, NBC Blue); others. (L) Theatre Guild, 1934; Herod and Marianne, with Katharine Cornell, 1938 (f).
- KAPSAR, GORDON.** Musical director, orchestra leader, WPTF, Raleigh.
- KARASICK, MARION.** Assistant program director, actress, continuity writer, WSAY, Rochester.
- KARN, WILLIAM L.** Announcer, sportscaster, M.C., WFAA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., others. (V).
- KARNEY, BEULAH.** Household economist, KMBC, Kansas City. (R) Local shows for Sherwin-Williams, Lamont Corliss, Westinghouse, ScotTowels, Knox Gelatine.
- KAUERZ, ELSA.** Singer, KOA, Denver. Concert appearances, 1937-39.
- KAUFMAN, SIDNEY.** Film commentator, critic, writer, WQXR, New York. (R) Also WARD and WHOM, New York. (F) M-G-M, Paramount, United Artists, as writer; shorts.
- KAY, DOT.** Singer. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); NBC sustaining shows, 1934-36. (V) Appearances with Ben Bernie and Kay Kyser; theatre and night club engagements. (Currently associated with KSFO, San Francisco).
- \*KAY, GERALDINE.** Actress. (R) Your Family and Mine, 1938-39 (Sealtest, Inc., CBS).
- KAY, JOAN.** Actress (character ingenue). (R) Air Adventures of Jimmie Allen,

## PROFESSIONAL RECORDS—Continued

- 1934-37 (Skelly Oil, transcriptions); Judy & Jane, 1935-36 (Folger Coffee, transcriptions); Kitty Keene, Inc., 1936-38 (Procter & Gamble, CBS); Those Happy Gilmans, 1937-39 (General Mills, transcriptions, 1937-38; NBC Red and Blue, 1938-39); Road of Life, 1938-39 (P & G for Chipso, CBS); Court of Missing Heirs, 1938 (Skelly Oil, CBS); also incidental parts on numerous network shows. (L) Dramatic stock, 1931-32; Noah, with Burgess Meredith, 1935.
- KAY, TONY.** News commentator, editor, WMCA, New York.
- KAYE, JANE.** Singer, KSFO, San Francisco.
- KAYE, LILLIAN.** Popular singer, WEBR, Buffalo. (R) Ben Bernie & Co., 1934; General Motors Auto Show, 1934-35; WBN, WGR, Buffalo; WBRV, Waterbury; WTIC, Hartford. (V) With Ben Bernie, 1933; theatre and night club appearances.
- KAYE, MILTON.** Conductor. (R) James McCormack & Milton Kaye's orchestra, 1938 (Slide Fasteners for Talon, Mutual); also various WOR commercials. (L) Recitals as orchestra conductor for soloists. (Member of WOR, New York, music staff for past 3 years; previously, for 4 years, member of announcing staff).
- KEAN, HAROLD.** Singer, WJR, Detroit. (R) Local shows for Olson Rug Co., Fels & Co., others.
- KEARNEY, MARGARET.** Assistant director, talent caster. (R) Bar X Days and Nights, 1934 (Health Products, NBC Blue); Taxi, 1934 (B. F. Goodrich Rubber Co., NBC Blue); Lucky Smith, 1935 (Gillette Razor Co., NBC Red); Plantation Echoes, 1935 (Vick Chemical Co., NBC Blue); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (F) Warner Bros. (eastern studio). (L) Ziegfeld, Shubert, Hammerstein. (Associated with Grombach Productions, Inc.).
- KEARNS, BILL.** Singer, musician. (Member of the Kidoodlers). (R) Transcriptions for Imperial Tobacco, 1938, and Dr. Pepper Bottling Co., 1939. (GA) 1937-38: Town Hall Tonight (Bristol-Myers, NBC Red); Ford Program (CBS); Gulf Program (CBS). (F) Group furnishes musical background for Fleisher Cartoons. (V) The Kidoodlers. (PR) Vocalion.
- KEATH, BYRON.** Actor. (R) Gang Busters, 1936-39 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Dr. Christian, 1938-39 (Chesebrough Mfg. Co. for Vaseline Products, CBS); Death Valley Days, 1938-39 (Pacific Coast Borax Co., NBC Blue, Red). (L) Shubert productions, 1937; summer stock, 3 years. (V) Gang Busters, 1938-39.
- KEATING, LARRY.** Announcer, M.C. (R) Night Editor (Cardinet Candy Co., NBC Red); Professor Puzzlewit (Gallenkamp Stores Co., NBC Red).
- KEATON, CHARLES.** Organist, pianist, composer, arranger, WAIR, Winston-Salem.
- KECKI, MICHAEL.** Announcer (Polish programs), WHOM, Jersey City. (R) Also WARD, WBNX, WEVD, WVFV, WWRL, New York.
- \*KEEB, HELEN.** (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).
- \*KEECH, KELVIN.** Announcer. (R) Quite By Accident, 1938 (Lamont Corliss & Co., NBC Red).
- KEEGAN, HOWARD.** Director. (R) Current season: Woman in White (Pillsbury Flour, NBC Red); Road of Life (P & G for Chipso, NBC Red and CBS); Guiding Light (P & G for White Naphtha Soap, NBC Red); Attorney-at-Law (S. C. Johnson & Son, NBC Red). (L) Director for Edgar Selwyn, Robert McLaughlin, George Cukor and others. (Associated with Carl Wester & Co., producers).
- KEEHN, NEAL.** Actor, continuity and script writer, sports announcer, special events director and announcer, producer, KMBC, Kansas City. (R) Also WCAU, Philadelphia; WCLO, Janesville; WBBM, Chicago.
- \*KEENE, DAY.** Script writer. (R) Kitty Keene, Inc. (Procter & Gamble, CBS); Little Orphan Annie (Ovaltine, NBC Red).
- KEENE, JAMES.** Announcer, KRE, Berkeley.
- KEESE, KEN.** Program director, pianist, announcer, WATL, Atlanta. (L) Summer stock, 1934-35 (f).
- \*KEESLEY, NICHOLAS.** Director. (R) Singing Lady (Kellogg Co., NBC Blue). (Associated with N. W. Ayer).
- KEEVINS, EDWARD H.** (Five All Americans). Trumpeter, singer, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.).

## PROFESSIONAL RECORDS—Continued

- \*KEIFER, JACK.** Script writer. (R) Hollywood in Person (General Mills, Inc., CBS).
- \*KEITH, DEBROH.** Actress. (R) Junior Nurse Corps (Swift & Co. for Sunbrite Cleanser, NBC Blue).
- KEITH, RICHARD K.** Dramatic actor. (R) Famous Jury Trials, 1936 (Mennen Co., Mutual); True Story, 1936 (Macfadden Publications, NBC Red); Life of Mary Sothorn, 1936-37 (Lehn & Fink, CBS); Smoke Dreams, 1936 (La Fendrich Cigars, Mutual); Armco Iron Master, 1936 (American Rolling Mills, NBC Blue); Believe It Or Not, 1937 (General Foods Corp., NBC Red); Melody Puzzles, 1938 (American Tobacco Co., NBC Blue); John's Other Wife, 1938 (Affiliated Products, NBC Red). (F) Shorts. (L) Diamond Lil, 1928-29; Cortez, 1929; Great Lover, 1932; Jewel Robbery, 1932; Room 349, 1930; Noble Experiment, 1931.
- KELK, JACKIE.** Actor. (R) News of Youth, 1935-36 (Ward Baking Co., CBS); Hello, Peggy, 1935-38 (Drackett Co. for Drano and Windex, NBC Red, Mutual); The Gumps, 1936-37 (Lehn & Fink for Pebecco Toothpaste, CBS); Big Sister, 1936-37 (Lever Brothers for Rinso, CBS); Death Valley Days, 1936-37 (Pacific Coast Borax Co., NBC Blue); Billy and Betty, 1935-37 (Sheffield Farms, WEA, N. Y.); Terry and the Pirates, 1937-39 (Bowey's Inc., NBC Blue); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS). (F) 20th Century-Fox (f); Warner Bros. shorts. (L) No More Frontier, 1930; Bridal Wise, 1931; The Perfect Marriage, 1932; Goodbye Again, 1933; Gather Ye Rosebuds, 1934; Jubilee, 1935-36 (f); stock.
- KELLER, EARLE R.** Musical director. WAVE, Louisville. (R) Also WHAS, Louisville. (L) 1922. (V) 1915-35.
- \*KELLER, ROBERT S.** Organist. (R) Betty Moore (Benjamin Moore, NBC Red).
- KELLEY, BETTY L.** Actress, WXYZ, Detroit. (R) Lone Ranger and Green Hornet (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.
- KELLEY, DON.** Announcer, WLS, Chicago. (R) Also KOIL, Omaha.
- KELLEY, JOHN ("Chick").** Sports announcer and commentator, WBRY, Waterbury. (R) Local shows including one for Texas Co. (F) Shorts.
- KELLEY, LARRY.** Continuity writer, announcer, WXYZ, Detroit.
- KELLEY, WELBOURN.** Script and commercial writer. (R) Magic Key of RCA (RCA, NBC Blue); Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Adam Hat Sports Parade (Adam Hats, NBC Blue); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red). (Author of two novels: Inchin' Along and So Fair a House).
- KELLY, ARTHUR.** Announcer, WHAM, Rochester. (Also publicity director).
- KELLY, BETTY.** Singer. (R) Woman's Magazine of the Air 1933-39 (participating, NBC Red). (Currently associated with KGO-KPO, San Francisco).
- KELLY, CHARLES F., JR.** Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).
- KELLY, DON E.** Announcer, writer, WLS, Chicago. (R) Shows for Quaker Oats Co., Pinex Co., others.
- KELLY, JACK.** Announcer, WGST, Atlanta.
- KELLY, JOE.** Announcer. (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS and WGN, Chicago, since 1933. (L) Stock, 1910-13; 1917-19; Rex Snelgrove Players, 1920-22. (V) Kelly's Klowns, intermittently for 10 years.
- KELLY, MARK.** Commentator. (R) Man to Man Sports, 1937-38 (American Tobacco Co., CBS).
- \*KELLY, MARY.** (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).
- \*KELLY, PAT.** Announcer. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Getting the Most Out of Life, 1938-39 (Standard Brands, NBC Blue).
- KELLY, PAT.** Writer, producer, KFRC, San Francisco. (R) Programs for Bank of America, Wieland's Beer and others. (Also publicity director).
- KELLY, PATSY.** Comedienne. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) M-G-M, Universal, Columbia, First National, Warner Bros., 20th Century-Fox, Hal Roach Studios (f). (L) Earl Carroll's Sketch Book and Vanities; Wonder Bar, with Al Jolson; productions by Ziegfeld and Dillingham (f). (V) With Frank Fay, 1927.
- KELLY, VIRGIL A.** Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).

## PROFESSIONAL RECORDS—Continued

- KELSEY, AGNES.** Soprano, CKY, Winnipeg. (R) Network and local programs. (L) Soloist with the Vancouver Symphony Orchestra.
- KELSEY, CARLON.** Musical director. (R) Then and Now, May to Dec., 1936 (Sears, Roebuck & Co., CBS); Poetic Melodies, Nov., 1936 to Nov., 1937 (Wrigley Chewing Gum, CBS); Hi-Jinks (Franco Bakers, NBC Pacific Coast); El Sidelo Hour (El Sidelo Cigars, NBC Pacific Coast). (F) Tiffany, First National. (L) Productions by the Shuberts, Dillingham, Hammerstein, Vanderbilt, Schwab and Mandel; others. (V) Featured conductor, coast theatres.
- KELSO, LOUIS** ("Bill"). Announcer, special events and sports commentator, KFVD, Los Angeles. (L) 1934-36. (V) Personal appearances.
- KELSO, MARIE M.** Singer, KGDM, Stockton.
- KEMP, EVERETT.** Continuity writer, KTHS, Hot Springs. (R) Also KMBC, Kansas; local shows for Skelly Oil, others; transcriptions.
- KEMP, HAL.** Orchestra leader. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Music from Hollywood, 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Time to Shine, 1938-39 (Griffin Mfg. Co. for Griffin Allwite Shoe Polish, CBS); also electrical transcriptions, 1933-35 (Eno, Lavina). (F) RKO (s); shorts. (V) Tours with orchestra in America, Paris and London. (PR) Victor records currently; formerly Brunswick.
- \*KEMP, HAROLD.** Script writer. (R) Battle of the Sexes, 1938-39 (Cummer Products, NBC Red); Spelling Bee, 1938-39 (Cummer Products, NBC Red). (As-sociated with Stack-Goble).
- KEMPEL, KAREN.** Soprano. (R) Philips Petroleum program (CBS); Ohio National Life program (Mutual); associated with CBS for 3 years, Mutual for one year, NBC for a year and a half. (L) Musical comedy shows; appearances with various symphony orchestras. (V) Musical and dancing act on various circuits.
- KEMPER, JIMMY.** Singer, actor, writer. (R) Programs in Melbourne, Australia, for J. C. Williamson Theatres; NBC programs for Montgomery Ward, 1932; Bauer & Black, 1933; CBS programs for Tidewater Associated Oil; commercial transcriptions in Australia and the U. S.; currently writer, singer and director of Jimmy Kemper's Song Stories (sustain-ing, NBC Red). (F) Short, 1939. (L) Featured in revue with Jeanette MacDonald, 1924; in concert tour with Irene Castle. (V) World vaudeville tour, theatre and presentation appearances. (Author of one-act plays, prologue presentations, etc.).
- KEMPER, LOU W.** Announcer, singer, actor, KVOO, Tulsa. (R) Also WDOD, Chattanooga; WHB, Kansas City; transcriptions. (L) Winterset, 1937; Bury the Dead, 1937 (f). (V) Theatre appearances.
- KEMPER, LUCREZIA.** Script writer. (R) Mrs. Garrie Griswold & the Vaquero (Oxo, Ltd., NBC Red).
- \*KEMPINSKI, LEO.** Music arranger. (R) Carnation Contented Program (Carnation Milk Co., NBC Red).
- KENDALL, CY.** Actor. (R) The Silver Theatre (International Silver Co., CBS).
- KENDALL, RUTH.** Continuity writer. KCKN, Kansas City. (Also handles publicity.)
- KENNEDY, CLEM.** Pianist, KSFO, San Francisco. (R) Also KFRC, KGO, KJBS KPO, San Francisco.
- KENNEDY, EDWARD M.** Sports editor and commentator, WSPR, Springfield. (R) Local shows for Edgeworth Tobacco others.
- KENNEDY, JOHN B.** Commentator, M.C. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA (RCA, NBC Blue); People's Rally Fun Quiz, 1938-39 (Mennen Co., Mutual).
- KENNEDY, KEN.** Announcer, WDAY Fargo. (Also artists bureau head).
- KENNEDY, REED.** Singer. (R) Gulf Headliners, 1936 (Gulf Refining Co., CBS); Pittsburgh Symphony Orchestra, 1936 (Pittsburgh Plate Glass Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS); The Songshop, 1937-38 (Coca-Cola, CBS). (GA) Chevrolet, Gulf summer show.
- KENNEDY, SYDNEY R.** Announcer, producer, CFCY, Charlottetown.
- KENNY, NICK.** Commentator, M.C., WMCA, New York. (V) Theatre appearances. (Radio columnist, New York Daily Mirror).
- KENT, ALAN.** M.C., announcer. (R) Rippling Rhythm Revue (Jergens-Woodbury Sales Corp., NBC Blue); Universal Rhythm (Ford Motor Co., NBC Blue); The Goldbergs (Procter & Gamble for

## PROFESSIONAL RECORDS—Continued

- Oxydol, NBC Red); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red); Jane Arden, 1938-39 (Ward Baking, NBC Blue); Hobby Lobby, 1938-39 (General Foods for Jell-O, summer, 1938, NBC Red; Fels & Co., 1938-39, NBC Blue). (LS) WJZ and WNEW, New York. (F) Shorts. (V) NBC Radio Revue. Currently with WNEW, New York.
- KENT, BUNNY.** Organist, WDAY, Fargo.
- KENT, ELAINE.** Ingenue (emotional, comedy). (R) John's Other Wife, 1938-39 (Louis Philippe, Edna Wallace Hopper, Old English Wax, BiSoDol, NBC Red); County Seat (sustaining, CBS). (L) Reinhardt's production of A Midsummer Night's Dream; stock.
- KENT, RICHARD.** Baritone, CKOC, Hamilton.
- KENT, RIKEL.** Casting director, WLW. Cincinnati. (R) Ma Perkins (Procter & Gamble), Life of Mary Sothern (Lehn & Fink). True Story (Macfadden Publications); others. (L) 10 seasons.
- KENYON, L. H. (Tiny).** Guitarist, M.C., WHAS, Louisville. (R) A&P Bandwagon, 1936 (A&P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows. (V) 1929-33. (PR) RCA Victor, Decca.
- KEPNER, ARCH.** Announcer, WQXR. New York City. (R) Also WOL, Washington.
- KERBY, KEITH.** Announcer, producer, KSFO, San Francisco. (R) Various NBC and CBS programs; KOIN, Portland.
- KERNS, ROY K.** Announcer, WKY, Oklahoma City. (R) Also KXBY, WHB, Kansas City.
- KERR, GORDON.** Continuity writer, CJRC, Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CJGX, Yorkton.
- KERRIGAN, JACK.** Announcer, singer, writer, WHO, Des Moines. (R) Also WHBF, Rock Island; WOC, Davenport; local shows including programs for the Sendol Co., Grunow Co. and the Voss Washing Machine Co.
- KERWOOD, ORIE H.** Announcer, musician, WNAX, Yankton. (R) Local show for Consolidated Drug, others. (L) 1927-28; 1934-35. (V) Theatre appearances.
- KESSLER, JACK.** Actor, WWJ, Detroit.
- (R) Green Hornet, 1937 (participating Mutual); also WJR, WMBC, WXYZ, Detroit. (L) Stock.
- KETTERING, FRANK D.** Musician, arranger, "Hoosier Hot Shots." (R) National Barn Dance, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1935-39 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Sis Hopkins; Way Down East, with Berkell Players (f). (V) Buzzington's Rube Band, later called Rustic Revellers 7 years. (PR) Brunswick.
- KIDDER, PATRICIA B.** Continuity director, commentator, KLZ, Denver.
- KIDOODLERS, THE.** See Paul Cordner, Bill Kearns, Eddie Lewis, Bob Remington.
- KIEFER, SAM F.** (also known as **Peter Spraynozzle**). Commentator, KSL, Salt Lake City.
- KIERAN, JOHN.** Quiz program. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15; previously sustaining, NBC Blue). (Sports editor, New York Times).
- KILEY, WILLIAM F., JR.** Continuity director, WFMB, Indianapolis.
- \*KILLEEN, JOE.** Director. (R) Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red).
- KILLICK, LAWRENCE F. ("Whitey").** Special events and sports commentator, WCAX, Burlington. (R) Local shows for Socony-Vacuum Oil, RCA Victor, others. (L) Summer stock.
- KILMER, BILL.** Announcer, actor, KGKO, Fort Worth. (R) Caroline's Golden Store, 1938-39 (General Mills); also KRNT, Des Moines.
- KILPACK, BENNETT.** Dramatic actor. (R) Mr. Keen in Mr. Keen, Tracer of Lost Persons, 1937-39 (BiSoDol, NBC Blue); Mrs. Wiggs of the Cabbage Patch, 1937-38 (Hill's Cold Tablets, Old English Wax, NBC Red); David Harum, 1937-38 (B. T. Babbitt Co. for Bab-O, NBC Red); Believe It or Not, 1937-38 (General Foods for Post Bran, NBC Red); Alias Jimmy Valentine, 1937-38 (Larus & Brother Co. for Edgeworth Tobacco, NBC Blue); transcriptions, 1937-38 (Kruschen Salts, Kruger Baking Co.); Young Widder Brown, 1938-39 (Charles H. Phillips Chemical Co., NBC Red); Seth Parker, 1938-39 (Vick Chemical Co., NBC Red



## PROFESSIONAL RECORDS—Continued

- and Blue); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS). (F) RKO (f). (L) Kismet, with Otis Skinner; Shakespeare Repertory with Sothern and Marlowe; director of stock productions. (V) Theatre appearances as Cefus, a role created for the Seth Parker program.
- KILPATRICK, ALICE.** Singer, WGY, Schenectady.
- KIMBALL, EDWARD B.** Commercial and special events announcer, producer, actor, KDYL, Salt Lake City. (L) The Gorilla, 1927 (f). (V) Theatre appearances.
- KIMBALL, JEANNE.** Home economist, WDGY, Minneapolis-St. Paul.
- KIMBERLY, HELENE.** Pianist, singer, WROK, Rockford.
- KIMBLE, WALTER.** Musical director, organist, pianist, WDBO, Orlando. (V).
- \*KINCAID, DEANE.** Music arranger. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Red).
- KINCAID, FRED.** News commentator, KOCA, Kilgore. (R) Also sports commentator, KLAH, Carlsbad, 1938.
- KINDER SISTERS** (Elaine, Shirley, Barbara). Vocal trio, KDKA, Pittsburgh.
- KING SISTERS.** See Alyce, Donna, Louise and Yvonne King.
- KING, ALYCE (The King Sisters).** Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red); Signal Carnival, 1939 (Signal Oil, NBC Red); also programs for Ethyl Gasoline, 1938. (GA) Al Jolson's Shell show, Del Monte program, Lady Esther Serenade. (F) 20th Century-Fox; 3 Columbia shorts. (V) With Horace Heidt's Orchestra, Jay Brower, The King Sisters, 1932-39.
- \*KING, ANNETTE.** (R) NBC sustaining shows.
- KING, BARRY.** Announcer, KMBC, Kansas City.
- KING, DEL.** Announcer, M.C. (R) Avalon Time, 1938-39 (Brown & Williamson Tobacco Corp. for Avalon Cigarettes, NBC Red).
- KING, DONNA (The King Sisters).** Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (GA) Al Jolson's Shell show, Del Monte program and Lady Esther Serenade. (F) 20th Century-Fox; 3 Columbia shorts. (V) with Horace Heidt's Orchestra, and The King Sisters (1934-39). (PR) Brunswick.
- \*KING, JEAN.** (R) Death Valley Days (Pacific Coast Borax Co., successively NBC Blue, Red).
- KING, JOHN REED.** Announcer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS); Chrysler Football Parade (Chrysler Corp., CBS); Our Gal Sunday (Kolynos, Anacin, CBS); Sophie Tucker and Her Show (American Tobacco for Roi-Tan Cigars, CBS); others. (LS) WINS, New York. (F) Shorts.
- KING, LOUISE (The King Sisters).** Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (GA) Al Jolson's Shell show, Del Monte program, Lady Esther Serenade. (F) 20th Century-Fox, 3 Columbia shorts. (V) With Horace Heidt's Orchestra, Jay Brower and The King Sisters, 1932-39. (PR) Brunswick.
- KING, MARGARET A.** Singer, WBRE, Wilkes-Barre. (V) Theatre appearances.
- KING, MARGRET T.** Women's programs, KMOX, St. Louis. (R) Also KFRU, Columbia; WEW, St. Louis; local shows for Lamont Corliss, Kellogg Co., others.
- KING, PERRY (William Perry).** Announcer, producer. (R) News Through a Woman's Eyes, 1937 (Pontiac Motors, CBS); The Gumps, 1937 (Lehn & Fink for Pebecco Tooth Paste, CBS); Hour of Romance, 1938 (Elizabeth Arden, Mutual); The Lamplighter, 1938 (North American Accident Insurance Co., Mutual). Has also handled special features for CBS.
- KING, POLLY.** Singer, WTAM, Cleveland.
- KING, SHERWOOD.** Script writer. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue).
- KING, W. S.** Director. (R) Information, Please, 1938-39 (Canada Dry Ginger Ale, NBC Blue); others. (Radio director, J. M. Mathes, Inc.).
- KING, WALTER WOOLF.** Actor, M.C., singer, announcer. (R) Flying Red Horse Tavern, 1937 (Standard Oil of N. Y., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds for Camel Cigarettes and Prince Albert Tobacco, CBS).

## PROFESSIONAL RECORDS—Continued

- (F) Fox, M-G-M, Paramount, Warner Bros., Universal (f). (L) Productions by the Shuberts, George White; Lady in Ermine, 1922; Countess Maritza, 1926; Under the Red Robe, 1928; Ladies All, 1930; Experience Unnecessary, 1931; May Wine, 1935; others (s). (Known as Walter Woolf on legit stage).
- KING, WAYNE.** Orchestra leader. (R) Lady Esther Serenade, 1932-38 (Lady Esther, Ltd., CBS, NBC Red). (V) Theatre appearances. Recording artist.
- KING, YVONNE (The King Sisters).** Singer. (R) Horace Heidt & His Brigadiers, 1934-38 (Stewart-Warner Corp., NBC Blue and CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (GA) Al Jolson's Shell show and Del Monte program. (F) 20th Century-Fox; 3 Columbia shorts. (V) With Horace Heidt's Orchestra, Frank Trumbauer's Orchestra, and as The King Sisters, 1934-39. (PR) Brunswick.
- KINGSLEY, MYRA.** Talks on astrology. (R) Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual).
- KINGSTON, LENORE.** Actress (ingenue, character). (R) Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red); Your Health, 1937-39 (sustaining, NBC Blue); Fibber McGee & Co., 1938 (S. C. Johnson & Son, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue); Betty Crocker, 1938-39 (General Mills, NBC Red and Blue); others. (F) Universal, 1933-34 (f); shorts.
- \*KINNE, ROGER.** (Enna Jettick Seven). Singer. (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).
- \*KINSELLA, WALTER.** Actor. (R) Dick Tracy, 1938-39 (Quaker Oats Co. NBC Red).
- KINSEY, ELIZABETH.** Actress. KGO-KPO, San Francisco. (R) Dr. Kate, 1939 (Sperry Flour Co., NBC, Red).
- KIRBY, FRED.** Musician, singer. WBT, Charlotte. (R) Programs for Peruna, Philco, RCA Victor, Crazy Water Crystals, BC Remedy and others, since 1930. (V) Fred Kirby and his Smiling Cowboys, 5 years. (PR) American Record Corp., Bluebird, Decca.
- KIRBY, KLEVE.** Announcer, newscaster, producer, WWL, New Orleans. (R) Local programs for Standard Oil, others. (F) Voice for commercials.
- KIRBY, LEE R.** Announcer, WBT, Charlotte. (R) Local shows for Atlantic Refining Co., Gulf Oil Corp., others.
- KIRCHNER, CLAUDE.** Announcer, actor, narrator. (R) Contented Hour, 1939 (Carnation Co., NBC Red); also announces ballroom broadcasts over Mutual. (V) Hotel appearances as M.C.
- KIRILLOFF, ALEXANDER.** Musician, singer. (R) Luden Novelty Orchestra, 1934-35 (Luden Cough Drops, NBC Blue, CBS); NBC sustaining programs for past 10 years. (LS) The Enchanting Hour, 1934 (Ybry's Perfume, WOR, New York); others. (V) Imperial Russian Entertainer, 1923-24. (PR) RCA Victor.
- \*KIRK, GEORGE.** Singer. (R) Various CBS shows.
- \*KIRKLAND, MURIEL.** Actress. (R) Central City, 1938-39 (P & G, NBC Red).
- KIRKPATRICK, JESS.** Announcer, singer, M.C. (R) Rube Appleberry, 1937 (Campbell Cereal Co., Mutual); We the Wives, Quiz, 1939 (Quaker Oats Co., Mutual); The Shadow, 1938-39 (Blue Coal, Mutual); The Green Hornet, 1938-39 (local sponsors, Mutual); Bob Becker's Chats About Dogs, 1938-39 (Red Heart Dog Food, NBC Red); others. (F) Pathe (sang for a star); shorts. Associated with WGN, handling local and network shows since 1936.
- \*KIRSTEN, DOROTHY.** (Enna Jettick Seven). Singer. (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC, New York).
- \*KITCHELL, ALMA.** (R) NBC shows.
- KITTELL, CLYDE.** Announcer. (R) Vee Lawnhurst, 1933-34 (Wildroot, NBC Red); Cruise of Seth Parker, 1934 (Frigidaire, NBC Red); Betty Moore, 1934-36 (Benjamin Moore Paints, NBC Red); Lowell Thomas, 1936 (Sunoco, NBC Blue); Hello Peggy, 1937-38 (Drackett Co., NBC Red); Headlines, 1938 (P. Lorillard, Mutual); also various local shows, since 1932.
- KITTLESON, LESTER.** Musician, WNAX, Yankton.
- KLASI, RICHARD B. ("Dick").** Piano-accordionist, singer, fiddler, WEEL, Boston. (R) With Dana M. Pierson as Jimmie & Dick, on this station and WJAG, Norfolk; KFNF, Shenandoah; WNAX, Yankton; KSOO, Sioux Falls; WOW, WAAW and KOIL, Omaha; KGHF, Pueblo; KMOX, St. Louis.
- KLASSEN, BEN.** Singer. (R) A & P Gypsies, 1935 (A & P Tea Co., NBC Red);

## PROFESSIONAL RECORDS—Continued

- Pick & Pat, 1935 (U. S. Tobacco Co., CBS); Ray Noble's Dance Orchestra, 1936 (Coca-Cola Co., CBS); Your Hit Parade, 1936 (American Tobacco Co., NBC Red); Vick's Open House, 1938 (Vick Chemical Co., CBS); Woman's Magazine of the Air, 1939 (local sponsors, NBC Red); Good Morning Tonite, 1939 (Alber Bros. Milling Co., NBC Red). (Currently associated with KPO-KGO, San Francisco).
- KLEEB, HELEN.** Actress, KGO-KPO, San Francisco. (R) Dr. Kate, 1936-39 (Sperry Flour Co., NBC Red); Woman's Magazine of the Air, 1939 (Sperry Flour Co. & Lamont Corliss, NBC Red). (L) Stock.
- KLEIN, ADELAIDE.** Dramatic actress. (R) March of Time, 1934-39 (various sponsors, including Time, Inc., and Servel, CBS, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet Co., CBS); Johnny Presents (Philip Morris & Co., Ltd., NBC Red); Behind Prison Bars, 1936 (Wm. R. Warner & Co., NBC Blue); Grand Central Station, 1937-38 (Lambert Co. for Listerine, NBC Blue); Terry and the Pirates 1937-38 (Dari Rich, NBC Red); On Broadway, 1937-38 (General Foods Corp. for Diamond Crystal Salt, 1937); Myrt & Marge, 1937 (Colgate-Palmolive-Peet Co. for Super Suds, CBS); Kate Smith's Bandwagon, 1937 (General Foods Corp. for Calumet, CBS); Court of Human Relations, 1938 (Vadsco Sales Corp., Mutual); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, CBS); others. (L) Double Dummy, 1936.
- KLEIN, AUGUST P.** Musician (accordion, trumpet), WLS, Chicago.
- \*KLEIN, HARRY.** Director. (R) It Can Be Done (Household Finance Corp., CBS). (Associated with Batten, Barton, Durstine & Osborn).
- KLEIN, LEWIS.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- KLEINFELD, M. J.** Director. (R) Jack Berch, the Sweetheart Serenader, 1939 (Manhattan Soap for Sweetheart Soap, NBC Red). (In charge of Radio. Franklin Bruck Advertising Corp.).
- \*KLEMPERER, OTTO.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red).
- KLIMENT, ROBERT F.** Announcer, sports and special events commentator, program director, WEBR, Buffalo. (R) Also Smilin' Ed McConnell program, CBS, 1934; WSAZ, Huntington. (V) Paradise Islanders, 1935.
- KNEASS, DON.** Chief announcer, KGW-KEX, Portland.
- KNELL, JACK.** Producer, sportscaster. WEEI, Boston. (R) Also WEEI, WHDH, Boston; Colonial Network. (L) Dramatic stock, 1925-33; George M. Cohan production, 1933.
- KNICK, WALTER.** Pianist, WBNS, Columbus.
- KNIGHT, BETTY ANN.** Singer, WSJS, Winston-Salem.
- KNIGHT, CAROL.** Singer, KNX, Los Angeles. (R) Various CBS sustaining and local commercial shows. (L) 1937 (Also professional dancer).
- KNIGHT, FELIX.** Tenor. (R) Numerous guest appearances, Magic Key of RCA (Radio Corp. of America, NBC Blue). (LS) Schaefer Revue, 1938-39 (F & M Schaefer Brewing Co., WEA, New York). (F) M-G-M. (L) Lead tenor, Hollywood Bowl production of La Traviata, 1935; San Francisco Opera Co.; Hollywood Opera Co.; concerts. (V) Theatre appearances. (PR) RCA Victor.
- KNIGHT, RUTH A.** Script writer. (R) Maxwell House Show Boat, 1937 (Maxwell House Coffee, NBC Red); Cavalcade of America, 1937-38 (E. I. du Pont, CBS); Aunt Jenny's Real Life Stories, 1938 (Lever Bros. CBS); Dr. Christian (Chesebrough Mfg. for Vaseline products, CBS); also sustaining programs CBS.
- KNIGHT, VICK.** Producer, director. (R) Chrysler Airshow, 1935 (Chrysler Corp. CBS); Kate Smith's A & P Bandwagon, 1936 (Great Atlantic & Pacific Tea Co. CBS); We, the People, 1936 (General Foods for Calumet, NBC Blue); Texaco Town, 1937-38 (Texas Co., CBS); Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS). (Producer of March of Dimes for Infantile Paralysis Foundation; writer of comedy scripts for Stoopnagle & Budd and Willie Howard; writer of original radio drama. Adapted and condensed radio versions of 27 Broadway plays. Composer of popular song and owner of Green Bros. & Knight, music publishers).
- KNIGHTS OF RHYTHM.** See Royal F. Epperson, Carmen Nappo, Art W. Gislason, Alex Leber.
- KNORR, FRED.** Producer, announcer. WHLS, Port Huron.
- \*KNOX, HARRISON.** Singer. (R) NBC shows.

## PROFESSIONAL RECORDS—Continued

- KNUTTI, FRANK R.** Conductor, arranger. WMMN, Fairmont. (R) Also free lance on NBC and CBS programs, 1932-36; PRG3, Rio De Janeiro, and LRI, Buenos Aires, 1937. (F) Shorts. (V) The Britton Band, 1928-37. (PR) RCA Victor. Bluebird, Decca.
- KOBLE, GEORGE.** Tenor. (R) Town Hall Tonight, summer of 1937 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Summer Stars, 1937 (Gulf Oil, NBC Red).
- KOCH, RUSSELL.** Musician, WFAA Dallas. (R) Also Dixie Network; shows for Dr. Pepper Co., Chevrolet Motor Co. others. (L) Casino Revue (with Art Jarrett). (V) Theatre appearances.
- KOCKRITZ, EWALD.** Continuity editor announcer, actor, KTHS, Hot Springs. (R) Also free lance writer, Cincinnati. Louisville and New Orleans, 1934-35; continuity editor, news editor, announcer, KWBG, Hutchinson, 1936-37. (Also recording engineer).
- KOESTER, TONY.** Chief announcer, sports announcer, KFBK, Sacramento. (R) Pacific Coast League, 1938-39 (P. Lorillard & Co.); others.
- \*KOESTNER, JOSEF.** Orchestra conductor. (R) Ry-Krisp Presents Marion Talley (Ralston-Purina Co., NBC Red).
- KOGEN, HARRY.** Orchestra leader. (R) Greater Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Melody of Romance (Jell-Sert Co., NBC Blue); Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).
- KOHL, ARTHUR.** Actor. (R) Story of Mary Marlin (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone (Quaker Oats, NBC Red); Betty & Bob (General Mills for Gold Medal Flour, NBC Red and Blue); The Inside Story (Ralston Purina for Shredded Ralston, successively CBS Pacific and NBC Blue); Bert Lytell in Golden Theatre Group (Lewis-Howe for Tums, NBC Blue). (L) The Ferguson Family, Three Men on a Horse (f).
- KOLB, HAROLD.** Announcer, WSAY, Rochester. (F) Shorts. (L) Stock. (V) Theatre and night club appearances.
- KOLBERG, ALBERT, JR.** Yodeler, musician (guitar, banjo, harmonica), WHBL, Sheboygan. (R) Local shows for Peruna Co., others.
- KOLLMAR, DICK.** Actor (leads, heavy, dialect). (R) Palmolive Beauty Box Theatre, 1935 to Jan., 1938 (Colgate-Palmolive-Peet, CBS); Life of Mary Sothorn, 1937 (Lehn & Fink for Hinds Honey & Almond, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); John's Other Wife, 1937-38 (Edna Wallace Hopper, others, NBC Red); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, CBS). (L) Repertory Co., summer of 1934 (s.f.).
- \*KORNHAUSER, R. J.** Script writer. (R) Catalina Islander, May to July, CBS; August to September, KNX only (Wilmington Transportation Co., Santa Catalina Island).
- KOSOWICZ, EDWARD.** Announcer (Polish programs), singer, WHOM, Jersey City.
- KOSTELANETZ, ANDRE.** Orchestra conductor. (R) Sweetheart Hour, 1931 (Manhattan Soap Co., CBS); Fortune Builders, 1931 (Distributor's Group, Inc., CBS); Southern Melodies, 1931-32 (American Cotton Oil Co., CBS); Weed Chain Program, 1931-32 (American Chain Co., CBS); Ziegfeld Radio Show, 1932 (Chrysler Corp., CBS); Five Star Revue, 1932 (Corn Products Refining Co., CBS); Threads of Happiness, 1933 (Spool Cotton Co., CBS); Pontiac Program, 1933 (General Motors Corp., CBS); Buick Presents, 1933-34 (General Motors Corp., CBS); Chesterfield Presents, 1934-38 (Liggett & Myers Tobacco Co., CBS); Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (F) RKO, Paramount (f); shorts. (Recordings for World Recordings, Victor Records, Associated Music Publishers Recording, Brunswick Records. Conducted Hollywood Bowl Symphony Orchestra and Chicago Grand Opera Orchestra, 1936).
- KRAATZ, DONALD G.** Child dramatic actor. (R) Girl Alone, 1937-38 (Kellogg Co., NBC Red); It Can Be Done, 1937-39 (Household Finance Corp., successively NBC Blue, CBS); Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue); Road of Life, 1938-39 (P & G for Chipso, NBC Red, CBS); Betty Crocker, 1938-39 (General Mills, NBC Red and Blue); Curtain Time, 1938-39 (General Mills, Mutual); intermittent roles on First Nighter (Campana Sales, NBC Red), Guiding Light (P & G, NBC Red and Blue), Story of Mary Marlin P & G, NBC Red and Blue), Woman in White (Pillsbury, NBC Red), Inside Story (Ralston Purina, CBS), and others.
- KRAFT, ARNOLD.** Sports announcer, WBRE, Wilkes-Barre. (Currently athletic director at Plains Township Memorial High School).

## PROFESSIONAL RECORDS—Continued

- KRAMER, MANDEL J.** Dramatic actor. (R) Gang Busters (Colgate-Palmolive-Peet, CBS); Stella Dallas (Charles H. Phillips, NBC Red); Second Husband (Bayer Aspirin, CBS); Young Widder Brown (Charles H. Phillips, NBC Red); Alias Jimmy Valentine (Larus & Bro., NBC Blue); Just Plain Bill (Anacin, Bi-So-Dol, Kolynos, NBC Red); Mr. Keen, Tracer of Lost Persons (Anacin, NBC Blue); others, all NBC shows.
- KRAMER, PHIL.** Comedian, stooge. M. C. (R) Burns and Allen, 1935-36 (White Owl Cigars; Campbell Soup, CBS); Park Avenue Penner, 1936-38 (Cocomalt, CBS). (GA) Shell Chateau, Camel Cigarette program, 1934. (L) As Husbands Go; Once in a Lifetime. (V) Theatre appearances.
- KRAMER, WORTH.** Program director, WGAR, Cleveland. (R) Pabst Blue Ribbon Malt Program (Pabst Blue Ribbon Malt Co., NBC Red); also WTAM, Cleveland. (V) Theatre appearances.
- KRASS, MILT.** Pianist. (R) Mary Margaret McBride, 1937-39 (General Foods Corp., CBS).
- KRATOSKA, HERB** (Texas Rangers). Musician, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances. (PR) Decca.
- \*KRAUCH, W. H.** Producer, script writer. (R) Man to Man Sports, 1937-38 (American Tobacco Co., CBS); Fray & Braggiotti, 1938 (Sales Affiliates, CBS). (Associated with Milton Weinberg Advertising Co.).
- KREAMER, KAYE.** Women's programs, WROK, Rockford.
- KREBS, HARRY.** Musician ('cello, bass viol), WHIO, Dayton. (L) Musical comedy. (V). (PR) Gennett. (Member of Dayton Philharmonic Orchestra).
- \*KRESS, CARL.** Guitarist. (R) Jack Berch and His Boys (Manhattan Soap Co., NBC Blue).
- \*KRESS, FRED.** Script writer. (R) Avalon Time, 1938-39 (Brown & Williamson Tobacco Co., NBC Red).
- KRETSINGER, JACK G.** Sports announcer, producer, KGKB, Tyler. (R) Also KPND, Pampa, 1937.
- KREUTZER, GEORGE.** Musician (Sunny Boys novelty group), CJRC, Winnipeg.
- KREYMBORG, ALFRED.** Script writer. (R) Network sustaining shows, most recent being original Fables in Verse (NBC). (Also author of many legitimate plays.)
- KROENKE, CARL.** Actor. (R) Death Valley Days, 1935-38 (Pacific Coast Borax, NBC Red); Hawthorne House, 1937-38 (Wesson Oil & Snowdrift Sales, NBC Red); Professor Puzzlewit, 1937-38 (Gallenkamp Stores, NBC Red); Jell-O Program Starring Jack Benny, 1938 (General Foods, NBC Red); Dangerous Road, 1938-39 (Sperry Flour Co. for Pancake and Waffle Flour, NBC Red). (L) 1921. (Currently associated with KGO-KPO, San Francisco).
- KROGER, STANLEY.** Announcer, actor, WCLS, Joliet. (F) Shorts. (L) Various shows.
- \*KRONKE, CARL.** Actor. (R) My Secret Ambition, 1937-38 intermittently (Durkee Famous Foods, CBS).
- KRUEGER, BENNY.** Orchestra leader. (R) Pick and Pat (U. S. Tobacco Co. for Model Tobacco, CBS).
- KRUEGER, FRANK.** Announcer, actor, WHOM, Jersey City. (R) Also WFAB, New York; others. (Also publicity director).
- KRUG, EDWARD, JR.** Producer. (R) Bobby Benson, 1932 (Hecker Products, CBS); Boake Carter, 1934-37 (Philco, CBS); Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber, NBC Red and Blue); Mary & Bob's True Story, 1938-39 (Macfadden Publications for True Story Magazine, NBC Blue).
- KRUG, PETER A.** Announcer, writer, producer, WEBR, Buffalo. (R) Also WCAD, Canton; WGY, Schenectady; WGNV, Newburgh; WNBX, Springfield; WSYR, Syracuse. (V) 1929-38; Pete Martin & the Coys, 1938-39.
- KRUGER, ALMA.** Actress. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Those We Love, 1938-39 (Lamont Corliss & Co. for Pond's Cream and Face Powder, NBC Blue).
- KRUGMAN, LOUIS.** Dialectician, impersonator, actor. (R) Philip Morris Program, 1937 (Philip Morris & Co., Ltd., NBC Red); Your Unseen Friend, 1937 (Beneficial Management Co., CBS); The Goldbergs, 1937 (Procter & Gamble for Oxydol, NBC Red); Emily Post, How to Get the Most Out of Life, 1938 (Florida Citrus Commission, CBS). (LS)

## PROFESSIONAL RECORDS—Continued

- WHN, WMCA, WOR, New York. (L) Yoshe Kalbe, 1933; Twelfth Night (Maude Adams Co., 1934); Fritz Leiber, 1934-35; Elitch's Gardens, 1935; others.
- KRUM, FAYETTE.** Script writer. (R) Girl Alone, 1936-39 (Kellogg Co., NBC Red, 1936-38; Quaker Oats Co., NBC Red, Sept. 1938 to 1939).
- KRUMENACHER, JAMES (Bob).** Singer (Four Notes). (R) Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (LS) Rhythm at Noon, 1936-37 (Dodge Motors, WBBM, Chicago). (GA) Studebaker Champions (Studebaker Motors, NBC Red); Thirty Minutes in Hollywood (local sponsors, Mutual). (V) Alone, and with the Four Notes, 1936, '38, '39; night club engagements. (Formerly member of CBS, Chicago, staff).
- KRUPP, ROGER.** Announcer, actor. (R) Al Jolson, 1932 (Chevrolet Motor Cars, NBC Red); Fred Waring and His Pennsylvanians, 1934 (Ford Motor Dealers, NBC Blue); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Modern Cinderella and Arnold Grimm's Daughter, 1937 (General Mills, CBS); News Through a Woman's Eyes, 1937-38 (Pontiac Motor Cars, CBS); others, not current. (F) M-G-M (f); newsreels. (Formerly manager, Post Broadcast System, Honolulu; currently staff announcer, CBS, Chicago).
- KUEHN, A.** Musician. WFAA, Dallas. (R) Local shows for Dr. Pepper Co., others.
- \*KUHL, H. CALVIN.** Director. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Those We Love (Lamont Corliss & Co., NBC Blue). (Associated with J. Walter Thompson).
- KUHN, IRENE.** Commentator. (R) Irene Kuhn's Feature Page, 1939 (Loft, Inc., WOR, New York); commentator in Shanghai, China, 1924, being the first woman to broadcast in the Orient. (GA) Vox Pop, for Men Only, If I Had a Chance, So You Want to Be, Martha Deane's program and others; total of 15 guest spots in about 6 months. (Well-known foreign correspondent for newspapers; feature writer; author of Assigned to Adventure).
- KULER, FRITZ.** Announcer, producer, KTAT, Ft. Worth. (R) Also NBC, CBS, Mutual and Texas Quality Network including programs for Gulf Oil Corp.
- KULLMAN, CHARLES.** Singer. (R) Palmolive Beauty Box Theatre (Colgate-Palmolive-Peet Co., CBS). (F) European productions.
- KUMMER, ELOISE.** Actress (lead, straight). (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red); Betty & Bob, 1938 (General Mills, NBC Red and Blue); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS); others, including local shows and transcriptions.
- KURTZMAN, DR. SAMUEL.** Writer. (R) Chase & Sanborn Program, 1934 (Standard Brands, Inc., NBC Red); Eddie Cantor, 1935-36 (Lehn & Fink, CBS); Eddie Cantor, 1936-38 (Texas Co., CBS); Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS); Pepsodent Program Starring Bob Hope, 1939 (Pepsodent Co., NBC Red). (F) Samuel Goldwyn, United Artists; shorts. (Doctor of dental surgery).
- KYLER, HESTER.** Organist, pianist, accordionist, singer, program director, WCLO, Janesville. (R) Also WCMI, Ashland, WOOD, Grand Rapids; local shows for American Rolling Mills, others. (V) Fox-Lorraine Serenaders, others.
- KYNE, PETER B.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS). (F) Writer of many films for Universal, M-G-M, RKO, others. (Novelist).
- KYSER, KAY.** Orchestra leader. (R) Elgin Football Revue, 1935-36 (Elgin Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willy's Motor Car Co., Mutual); Kay Kyser's Musical Klass and Dance, 1938-39 (American Tobacco Co., successively Mutual and NBC Red). (V) Ten Years (PR).
- KYTE, BENNY.** Musical director, WXYZ, Detroit. (F) Commercials.

# PROFESSIONAL RECORDS—Continued

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**LA BELLE, RUPERT.** Actor (leads, characters, heavies). (R) Story of Mary Martin, 1937-39 (P & G, NBC Red and Blue); Don Winslow of the Navy, 1937-39 (Kellogg Co., NBC Red and Blue); Kitty Keene, Inc., (P & G, CBS); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red). (F) Shorts. (L) Nightstick, Peacock, Appearances (f); stock. (V) The Lash, 1930; George Fawcett & Co., 1932.

**LABHARD, EUEL.** Announcer, KGO-KPO, San Francisco.

**LABRIOLA, TONY** ("Oswald"). Comedian, musician. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso and Lifebuoy, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS). (F) Universal (f); shorts. (L) Earl Carroll's Sketch Book, 1936. (V) Original Cavaliers; Jack McLallen; Eva Borroughs Fontaine; theatre appearances.

**LA CENTRA, PEG.** Singer, actress. (R) True Story Court of Human Relations, 1934-39 (Macfadden Publications, 1934-38, NBC Red; Vadsco Sales, 1938-39, Mutual); Forty-Five Minutes in Hollywood, 1934 (Borden's Cheese Products, CBS); The Goldbergs, 1934 (Pepsodent Co., NBC Red); Musical Cruise with Spearhead Crew, 1934-35 (Wrigley Pharmaceutical Co. for Spearhead Toothpaste, NBC Red); Circus Night in Silvertown, 1935 (B. F. Goodrich, successively NBC Blue and Red); Lucky Smith, 1935 (Gillette Safety Razors, NBC Red); Fleischmann Hour, Rudy Vallee, 1936 (Standard Brands, NBC Red); Palmolive Beauty Box Theatre, 1936 (Colgate-Palmolive-Peet, CBS); Benny Goodman's Orchestra, 1937 (R. J. Reynolds for Camel Cigarettes, CBS); For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); Gulden Serenaders, 1938-39 (Charles Gulden for Mustard, NBC Blue); others, including transcriptions. (V) Theatre appearances, alone, 1936; with Benny Goodman's Orchestra, 1937. (PR) RCA Victor, Bluebird. Vocalion, Brunswick.

**LACHANCE, EUGENE.** Actor. CHRC, Quebec.

**LA CURTO, JAMES.** Dramatic actor. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Behind Prison Bars (Wm. R. Warner

Co., NBC Blue); The Shadow (D. L. & W. Coal Co., Mutual); Your Unseen Friend (Beneficial Management Co., CBS). (LS) WMCA, WOR, New York. (F) Shorts. (L) The Firebrand, 1927; The County Chairman, 1936; A Slight Case of Murder, 1936; Fulton of Oak Falls, 1937.

**LA DOUCEUR, GUY.** Announcer, WCOU, Lewiston.

**LAFFERTY, PERRY F.** Producer, composer, WBRY, Waterbury. (R) Also WESG, Elmira; WOC, Davenport. (L) Wrote music and lyrics for various Yale musical comedies.

**LA FORCE, CHARLES.** Announcer, program director, WEMP, Milwaukee.

**LAFRANCE, GASTON.** Pianist, CHRC, Quebec.

**LAGEN, JOHN.** Script and gag writer, KSO-KRNT, Des Moines. (R) Curtain Time, 1938 (General Mills, Mutual); also contributed to National Barn Dance and Fibber McGee & Molly programs; local show for Westinghouse.

**LA HAY, (MISS) WAUHILLAU.** Announcer, producer, continuity writer, KLZ, Denver (Also handles publicity for KLZ).

**LA HAYE, JUDSON, JR.** Interviewer, producer, WICC, Bridgeport. (R) Also Colonial Network.

**LA HAYE, LOUIS.** Announcer, sports, commentator, WICC, Bridgeport.

**LAIDLAW, GRAYSON.** Tenor, CKOC, Hamilton.

**LAIR, JOHN.** Script writer, producer, director. (R) Renfro Barn Dance, 1938 (Allis-Chalmers Manufacturing Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Cigarettes, Mutual).

**LAKE, DONALD E.** (Four Blackhawk Quartette). Accordionist, singer, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

**LALLY, ED.** Musical and program director, KGKO, Fort Worth. (V) Ed Lally's Orchestra, 7 years.

**LALONDE, JEAN.** Announcer, M.C., singer (bilingual), CKAC, Montreal. (V)



## PROFESSIONAL RECORDS—Continued

- Theatre and night club appearances. (PR) RCA Victor.
- LA MAR, LEWIS.** Announcer, WGN, Chicago. (R) Marriage License Bureau Romances, 1938-39 (local sponsors, Mutual); also WEBC, Duluth.
- LAMB, RUSS.** Singer, announcer, KFJZ, Fort Worth. (R) Also KRLH, Midland.
- LAMBERT, HAROLD.** See the Songsmiths and the Songshop Quartet.
- LAMBERTZ, KARL.** Musical director, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others. Joe Kayser's Orchestra, 1919-26. Formerly pit musician.
- LAMBERTZ, LEO E.** Trumpeter, WFAA, Dallas. (R) Also Dixie Network. (V) Joe Kayser's Orchestra, 1919-26. Formerly pit musician.
- \*LAMBRIGHT, ROSEMARY S.** (R) Kitty Keene, Inc. (P & G, NBC Red).
- LAMMERS, CHARLES J.** Producer, WLW-WSAI, Cincinnati. Vick's Open House (Vick Chemical Co., CBS); Avalon Time (Brown & Williamson Tobacco Co., NBC Red); Uncle Walter's Dog House (Brown & Williamson Tobacco Co., NBC Red); others. (L) Stock director.
- LAMONTAGNE, ANTONIO.** Tenor, CHRC, Quebec. (V) Hotel appearances.
- LAMOUR, DOROTHY.** Actress, singer. (R) Chase & Sanborn Program, 1937-39 (Standard Brands for Chase & Sanborn Coffee, NBC Red). (F) Paramount (s.f.); shorts. (V) Theatre appearances, 1939. (PR) Brunswick.
- LAMPMAN, EVELYN.** Continuity writer, KGW-KEX, Portland.
- LANDRUM, LOVEY A.** Singer, actress, pianist, WBTM, Danville. (L) 1932-38.
- LANDRUM, PAUL S.** Singer, WMBR, Jacksonville. (R) Local and NBC shows. (L) George White Scandals, 1923. (V) 1911, 1923.
- LANDT TRIO (Karl, Jack and Dan Landt).** Harmony trio (novelty, special). (R) The Frigidairians, 1931 (General Motors, Frigidaire Division, successively NBC Blue and Red); Lucky Strike Program, 1932-33 (American Tobacco, NBC Red); Pick & Pat, 1936-39 (U. S. Tobacco for Model Tobacco, CBS); Beneath the Surface, 1936-37 (Hudson Coal, NBC Red); Universal Rhythm, 1937 (Ford Motor Co., NBC Blue, CBS); also programs, as a trio, for Breyer's Ice Cream, 1933-34; Eveready Batteries, 1933; Spang Bakeries, 1933-35; Omega Oil, 1936-37; various programs as individual soloists. (F) Warner Bros. and Paramount shorts. (V) Landt Trio & White, 1929-38. (PR) RCA Victor.
- LANDWEHR, RUTH.** Director of women's programs, WTOL, Toledo. (L) 1935-38.
- LANE, BERT.** Announcer, producer, KMBC, Kansas City.
- LANE, BETTY (Margaret H. Graham).** Singer, WNAX, Yankton.
- \*LANE, DICK.** (R) Park Avenue Penners (R. B. Davis, CBS).
- LANE, DOROTHY, GRACE & BETTY.** Harmony trio, WELI, New Haven. (R) Also WJZ, New York. (L) 1935-39. (V) Appearances at theatres, clubs, Yale proms.
- \*LANE, ELEANOR.** (R) Shows on WBZ, Boston.
- LANE, JANET.** Dramatic actress. (R) Believe It or Not, 1938 (General Foods for Post Bran Flakes, NBC Red); Life of Mary Sothorn, 1938 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Dale Carnegie, 1938 (Colgate-Palmolive-Peet, NBC Red); Myrt and Marge, 1938 (Colgate-Palmolive-Peet, CBS); Heinz Magazine of the Air, 1938 (H. J. Heinz Co., CBS); The Guiding Light, 1939 (P & G for White Naphtha Soap, NBC Red); Woman in White, 1939 (Pillsbury Flour Mills, NBC Red). (F) Shorts.
- \*LANE, KEN.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- LANE, LEWIS.** Music research. (R) Program notes for Cities Service Concert, 1936-39 (Cities Service Co., NBC Red); all NBC sustaining piano recitals.
- LANE, MYRA.** Concert singer. (R) Melody Moments (sustaining, NBC). (L) Chicago Civic Theatre; opera in Italy; concert work in America.
- LANE, ROSEMARY.** Singer, actress. (R) Fred Waring's Pennsylvanians (Ford Motor Co., CBS); Your Hollywood Parade (American Tobacco Co., NBC Red). (F) Warner Bros. (V) Tour with Fred Waring's Pennsylvanians.
- LANE, SUSAN.** Actress, KCKN, Kansas City.
- LANE, TOMMY.** Singer (juvenile). (R)



## PROFESSIONAL RECORDS—Continued

- Joe Penner, 1938-39 (General Foods for Huskies, CBS). (L) Boy king in Caesar & Cleopatra, 1938.
- LANG, HARRY.** Actor. (R) Famous Jury Trials (Mennen Co., Mutual).
- LANG, WILLIAM.** Announcer, commentator, KYW, Philadelphia. (R) Programs for North American Accident Insurance Co. and others.
- \*LANGAN, DONALD.** Director. (R) Chesterfield Program and Chesterfield Presents (Liggett & Myers, CBS); Chesterfield Daily Sports Column (Liggett & Myers, NBC Red). (Associated with Newell-Emmett Co., Inc.).
- LANGAN, TOM.** Script writer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).
- LANGE, HENRY.** Musician, arranger, WHIO, Dayton. (F) Shorts. (L) Ziegfeld's Follies; others. (V) Circuit tour.
- LANGE, JUNE.** Singer, announcer, KDAL, Duluth. (V) Theatre and night club appearances.
- LANGFORD, FRANCES.** Singer. (R) Colgate House Party, 1932-33 (Colgate-Palmolive-Peet for Colgate Tooth Paste, NBC Red); Spartan Radio Hour, 1933 (Spartan Radios, NBC Red); Intimate Revue, 1933-34 (Emerson Drug Co. for Bromo-Seltzer, NBC Blue); Lombardo Land, 1933 (Plough, Inc., for St. Joseph Aspirin, NBC Red); Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, M-G-M, Republic, Warner Bros. (s.f.). (L) Here Goes the Bride, 1931 (f). (V) Theatre appearances, 1931-34. (PR) Decca.
- LANGFORD, JAMES P.** Commercial and news announcer, KMPC, Beverly Hills.
- LANGLOIS, GABRIELLE.** Pianist, CHRC, Quebec.
- LANGSTON, JERRY.** Guitarist, WBNS, Columbus. (V) The Venetian Gondoliers, 2 years.
- LANSING, MARY.** Actress. (R) The Newlyweds (Lambert Pharmacal Co., CBS).
- LANTRY, C. C. (Harry).** Announcer, KGA, Spokane.
- LA PLANTE, ROY.** Announcer, WFIL, Philadelphia. (R) Lone Ranger (participating, Mutual). (L) Stock.
- LAPOIULE, MARTHE.** Singer, CBV, Quebec. (R) Also CHRC, CKCV, Quebec; CKAC, Montreal.
- LA PORTE, PAUL J.** Assistant director. (R) 1938-39 season: Guy Lombardo's Orchestra (Lady Esther Co., CBS); Campbell Playhouse (Campbell Soup Co., CBS); Major Bowes' Amateur Hour (Chrysler Corp., CBS). (Assistant director, CBS).
- LA PRADE, ERNEST.** Conductor, script writer. (R) Collier's Hour, 1927-32 (Crowell Publishing Co., NBC Blue); American Magazine Hour and Woman's Home Companion Hour, 1928 (Crowell Publishing Co., NBC Blue). (NBC program executive since 1929, conducting and writing various sustaining programs).
- LA PRADE, MALCOLM.** Writer, narrator. (R) Cook's Travelogue with Malcolm La Prade; Travel Talks by Malcolm La Prade, 1937-39 (Thomas Cook & Son, NBC Red).
- LARGE, DONALD.** Choral director, WJR, Detroit. (R) Local shows for Olson Rug Co., Fels & Co., others.
- LARGE, HOWARD.** Comedian, pianist, CHAB, Moose Jaw.
- \*LARKIN, JOHN.** Actor. (R) Road of Life (P & G, CBS and NBC Red).
- \*LARRIMORE, EARL.** (R) Life Can Be Beautiful, 1938 (P & G, NBC Red).
- \*LARSEN, E. L.** Director. (R) Professor Quiz, 1937-38 (Nash-Kelvinator Corp., CBS). (Associated with Geyer, Cornell & Newell).
- \*LARSEN, HERMAN (Continental Quartet).** Baritone. (R) Contented Hour, 1932-38 (Carnation Milk, NBC Red).
- \*LARSEN, LARRY.** Organist. (R) Midstream, 1939 (P & G, NBC Red).
- \*LARSON, BENNETT.** Director, producer. (R) Eddy Duchin & His Orchestra, 1938-39 (American Tobacco Co., NBC Red). (Associated with Young & Rubicam).
- \*LARSON, BOBBY.** (R) One Man's Family (Standard Brands, Inc., NBC Red).
- LASCELLES, JOHN H.** Announcer, WKZO, Kalamazoo.
- LASKY, JESSE L.** Producer. (R) Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co. for Doublemint Gum, CBS). (F) President of Pickford-Lasky Productions, producing for United Artists. President of Jesse L. Lasky Feature Play Co., 1914-16; vice-president in charge of all production, Paramount Publix Corp., 1916-32; organized Jesse L. Lasky Pro-

## PROFESSIONAL RECORDS—Continued

- ductions, releasing through Fox, in 1932. (V) Produced musical acts in association with Henry R. Davis.
- LASNIER, EDDY.** Singer, CHRC, Quebec.
- LATEAU, HERBERT W. S.** Announcer, actor, KVOO, Tulsa. (R) Also WKY, KOMA, Oklahoma City; KARK, Little Rock. (F) Commercial shorts. (V) Theatre appearances.
- LATHAM, DWIGHT B. ("Red").** Singer, actor. (Member of the *Three Jesters*). (R) *Tastyest Jesters*, 1930-34 (*Tastyest*, NBC Blue); *The Fire-chief's Uncle*, 1933 (Texas Co., NBC Red); *The Molle Show*, 1933-34 (Cummer Products, NBC Red); *Tea Time Tunes*, 1936 (General Baking for Bond Bread, CBS); *Corn Cob Pipe Club*, 1936-37 (Edgeworth Tobacco, NBC Blue); *Gulden Serenaders*, 1938-39 (Charles Gulden, NBC Blue). (LS) Childs Restaurant, WOR, New York; Schaefer Beer, WEA, New York; others. (F) Shorts. (V) *Tastyest Jesters*, 7 years. (PR) RCA Victor.
- LATHAM, JEAN LEE.** Script writer. (R) *Junior Nurse Corps* (Swift & Co., NBC Blue).
- LATHAM, JOE.** Actor (character, comedy). (R) *Myrt & Marge* (Colgate-Palmolive-Peet Co., CBS); *Road of Life* (Procter & Gamble, NBC Red, CBS); *Just Plain Bill & Nancy* (Anacin, NBC Red); *Behind Prison Bars* (Wm. R. Warner Co. for Sloan's Liniment, NBC Blue); *Johnny Presents* (Philip Morris & Co., Ltd., NBC Red); others. (L) *Vagabond King* (with Dennis King); *War Song* (with George Jessel); stock.
- LATIMER, ED.** Actor (straight, character, heavy, dialect). (R) *Alias Jimmy Valentine*, 1938 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); *Kate Smith's Bandwagon*, 1938 (General Foods, CBS); *Gang Busters*, 1938-39 (Colgate-Palmolive-Peet, CBS); *Dick Tracy*, 1939 (Quaker Oats Co., NBC Red); *The Mighty Show*, 1939 (Penick & Ford, Ltd., for My-T-Fine Dessert, CBS); *Lorenzo Jones*, 1939 (Phillips' Milk of Magnesia, NBC Red). (LS) *You, the Unseen Jury*, 1938 (Morris Plan Bank, WEA, New York). (F) Paramount, Warner Bros.
- LATTERMAN, DOROTHY.** See the *Sophisticated Ladies*.
- LATTING, ROBERT H.** Program director, KOME, Tulsa. (R) *March of Time*, 1935 (Time, Inc., CBS); also *WINS*, WOR, New York, for *Street & Smith Publishers*.
- \*LAUB, JUDY.** Actress. (R) *The Goldbergs* (P & G, CBS).
- LAUCK, CHESTER.** See *Lum and Abner*.
- LAUFERTY, LILIAN.** Writer. (R) Originator and creator of *Big Sister*, 1936-38 (Lever Bros. for Rinso, CBS); author of *Your Family and Mine*, 1938-39 (Sealtest, NBC Red). (Author of novel, *The Street of Chains*, and short stories for *Red Book*, *Cosmopolitan*, *Harpers*, *Collier's*, *Liberty*, etc.).
- LAURENCE, EDITH.** Actress, KMPC, Beverly Hills. (R) Also KHJ, Los Angeles. (F) *Hal Roach*, 1925.
- LAUX, J. FRANCIS (France).** Announcer, sportscaster, KMOX, St. Louis. (R) *Baseball, play-by-play*, for Socony-Vacuum, General Mills and Ford Motor. (F) *Shorts*. (V) Theatre appearances.
- \*LAVALLE, GENE.** (R) Shows on WCLE, Cleveland.
- LAVIN, RAY.** Musician (saxophone, violin), WIL, St. Louis. (V) Theatre appearances, 1936-37.
- LAW, GLEN.** News editor and commentator, announcer, continuity writer, KSO-KRNT, Des Moines. (R) Also Iowa Network; WBOW, Terre Haute; local shows for *Look Magazine*; *Phillips Petroleum Co.*; others. (V) Theatre appearances.
- \*LAW, JACK.** Singer. (R) *Hymns of All Churches*, 1936-39 (General Mills, successively CBS, NBC Red and Blue).
- LAWDER, SAM.** Announcer, continuity writer, WLVA, Lynchburg. (R) Also WRTD, Richmond.
- LAWES, LEWIS E.** Lecturer, commentator, actor. (R) *20,000 Years in Sing Sing*, 1932-36 (William R. Warner Co. for Sloan's Liniment, NBC Red); *Behind Prison Bars*, 1937-38 (William R. Warner Co., NBC Blue); *Criminal Case Histories with Warden Lewis E. Lawes*, 1938-39 (William R. Warner Co., NBC Blue). (F) *Shorts*. (Warden of Sing Sing Penitentiary).
- LAWRENCE, BILL.** Producer, director. (R) *Jack Oakie College*, 1937-38 (Camel Cigarettes, CBS); *Dr. Christian*, 1937-38 (Vaseline, CBS); *Wonder Show—Jack Haley*, 1938-39 (Continental Baking, CBS); *I Want a Divorce*, 1939 (S & W Fine Foods, CBS). (F) *Columbia*, as writer. (L) *John B. Rogers Productions*, 1921; stock, 1922-24 (featured player, director). (V) Theatre and hotel appearances as orchestra director and

## PROFESSIONAL RECORDS—Continued

- M.C. (Currently on staff of KNX, Los Angeles).
- LAWRENCE, DAN.** Announcer, KSO-KRNT, Des Moines. (R) Also KOIL, Omaha; local show for Sears Roebuck, 1938-39.
- LAWRENCE, DOROTHY.** Fashion commentator, KBST, Big Spring. (R) Participating program.
- \*LAWRENCE, HARRY.** Script writer. (R) Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).
- LAWRENCE, JERRY.** Announcer, producer. (R) Gabriel Heatter, 1937 (Goodall Co., Mutual); Tom Powers' Life Studies, 1937 (S. C. Johnson & Son for Johnson's Wax, Mutual); Beauty Box Theatre, 1937-38 (Colgate-Palmolive-Peet, CBS); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Moon Beams, 1938 (Gambarelli & Davitto, Mutual); Show of the Week, 1938-39 (participation, Mutual). Formerly special sports announcer, XEBC, Mexico; assistant program director, KGB, San Diego; KHJ, Los Angeles; staff announcer, WABC, New York. (F) Engagements as free lance. (L) Little Theatre productions, 1930-35 (f).
- LAWRENCE, MARTHA.** Singer, WGY, Schenectady. (R) Martha & Hal, 1937-38 (Humphrey's Homeopathic Medicine Co., Mutual); also WEA, WJZ WOR New York; WJSV, Washington; WTAM, Cleveland; currently Martha & Her Play Boys, WGY. (V) Lawrence & Holcom, others.
- LAWRENCE, MARY.** Beauty stylist, WBBC, New York City.
- LAWRENCE, MORT.** Actor, M.C., script writer, producer, WCAU, Philadelphia. (R) Also KYW and WIP, Philadelphia; WOR, New York. (V) Theatre appearances.
- LAWRENCE, ROBERT W.** Actor (character, comedy), Federal Theatre Radio Division. (R) CBS and Mutual sustaining programs. (L) Stock (director), 10 years.
- LAWRENCE, WILLIAM L.** Director, producer. (R) Jack Oakie's College, 1937-38 (R. J. Reynolds, CBS); Dr. Christian, 1938-39 (Chesebrough Mfg. Co., CBS); I Want a Divorce, 1939 (Sussman, Wormser & Co., CBS). (F) Author of 2 comedies for Columbia. (L) Director, 1923-27. (V) Appearances with his own orchestra, 1921-23 and 1927-28. (Currently associated with KNX, Los Angeles).
- \*LAWSON, FRIEND.** Dialogue writer. (R) Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSoDol, NBC Red).
- LAWSON, GEORGE.** See Deep River Boys.
- LAWSON, ZEKE.** Actor. (R) Dick Tracy (Quaker Oats Co. for Puffed Wheat and Rice, NBC Red).
- LAYMAN, ADAM.** Saxophonist, WHAS, Louisville.
- LAYNE, ZELLA.** Actress, singer, KGO-KPO, San Francisco. (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).
- LEACH, RICHARD.** Script writer. (R) NBC sustaining shows including Cleveland Orchestra, 1936-38; Rochester Philharmonic, 1936-38; Metropolitan Opera Guild, 1936-37; Ballet Russe, 1936-37; others. (NBC staff writer).
- LEAF, ANN.** Organist. (R) Ann Leaf at the Organ, 1930 (National Heel Mfg. Assn., CBS); Ann Leaf and Ben Alley, 1932 (Charis Corp., CBS); Fred Allen's Bath Club Revue, 1932-33 (Corn Products Refining Co. for Linit, CBS); Gulf Headliners, 1934 (Gulf Refining Co., CBS); Frank Parker, 1936 (Procter & Gamble for Drene, NBC Red and Blue); Tony Wons and His Scrapbook, 1937 (Vick Chemical Co., CBS); Chrysler Football Parade with Frank G. Menke, 1937 (Chrysler Corp., CBS); Pretty Kitty Kelly, 1938-39 (Continental Baking, CBS); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Lorenzo Jones (Chas. H. Phillips Chemical Co., NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS). (GA) Come On, Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (V) Personal appearances at theatres and Great Lakes Exposition, 1937.
- LEASH, PAUL.** Musician, orchestra leader, WWJ, Detroit. (V) M.C. for several theatres.
- LEBER, ALEX (Knights of Rhythm).** Violinist, WHBF, Rock Island. (V) With Eleanor Randall Players, 2 years.
- LE BRUN SISTERS.** (Carmen, Rosalie and Annett). Vocal trio. (R) Kate Smith's Bandwagon, 1936 (Great Atlantic & Pacific Tea Co., CBS); Arnold Johnson's Feen-A-Mint Program, 1937 (Health Products for Feen-A-Mint, Mutual). (LS) WGR, Buffalo, N. Y. (V) 1934-38.
- LE BRUN, ANNETT.** See Le Brun Sisters.
- LE BRUN, CARMEN.** See Le Brun Sisters.

## PROFESSIONAL RECORDS—Continued

- LE BRUN, HARRY.** News and public events announcer, WHEC, Rochester. (R) Local show for Tidewater Oil.
- LE BRUN, ROSALIE.** See Le Brun Sisters.
- \*LECHNER, FRITZ.** Singer. (R) CBS shows.
- LECKIE, MARY ETHEL.** Singer, WBRC, Birmingham.
- LEDERER, JACK.** Orchestra leader, pianist, musical director, WCAO, Baltimore.
- LEE & THE LADS (Kenneth Adams, Virgil Bingham, Delores Taylor).** Vocal trio, KANS, Wichita.
- LEE, BARBARA.** Dramatic actress. (R) March of Time, 1935 (Time, Inc., CBS); Your Unseen Friend, 1936-37 (Personal Finance Co., CBS); New York on Parade, 1937 (Consolidated Edison Co., WEA); Court of Human Relations, 1937-38 (Macfadden Publications, NBC Red); Our Gal Sunday, 1938 (Anacin, Kolynos Toothpaste, CBS); Gang Busters, 1938 (Colgate-Palmolive-Peet, CBS). (L) Whatever Possessed Her?; Three Sisters, 1933; others.
- \*LEE, BURR.** Actor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).
- LEE, EARL.** Actor (character, character comedy). (R) Eno Crime Clues, 1933 (Eno Effervescent Salts, NBC Blue); Death Valley Days, 1935-38 (Pacific Coast Borax, NBC Blue); Hawthorne House, 1936-39 (Wesson Oil and Snowdrift, NBC Pacific Coast Red); Dr. Kate, 1936-39 (Sperry Flour, NBC Pacific Coast Red); I Want a Divorce, 1937-38 (S & W Fine Foods, NBC Red); Professor Puzzlewit, 1937-39 (Gallenkamp Stores, NBC Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Pacific Coast Red); numerous others, not current, including appearances with Rudy Vallee and Olsen & Johnson. (F) Silent films with D. W. Griffith, Mary Pickford, others; shorts. (L) Made debut as a child; subsequently productions for Charles Frohman, Thomas Dixon, Jr., Morris Gest, Oliver Morosco, Henry Duffy and others; stock (s.f.). (V) Several years as child singer and quick change artist, before 1900.
- LEE, EDDIE.** Singer, musician (accordion, piano, organ), WEEL, Boston. (R) Also WHK, Cleveland; WLW, Cincinnati; WWJ, Detroit. (V) Theatre appearances.
- LEE, JACK.** Producer, WHAM, Rochester. (L) Stock. (V) Lee & Lawrence, 7 years.
- LEE, JAMES.** Announcer, producer, WBZ-WBZA, Boston. (R) Local show for Standard Oil.
- LEE, JOSEPH W.** General Manager, KGFF, Shawnee. (Formerly program director and general manager, KADA, Ada; general manager, KTOK, Oklahoma City; managing director, Oklahoma Network).
- LEE, LINDA.** Singer. (R) Believe It or Not, 1937-38 (General Foods Corp., NBC Red); Believe It or Not, since March 31, 1939 (Nehi, Inc., for Royal Crown Cola, CBS); also NBC sustaining program with Russ Morgan, 1936. (L) Stock. (V) Appearances with Paul Whiteman, 1937.
- LEE, LORETTA.** Singer. (R) Your Hit Parade, 1935-36 (American Tobacco Co., CBS); Fleischmann's Hour, 1937 (Standard Brands, Inc., NBC Red). (GA) RCA Victor and Bond Bread programs. (F) Shorts. (V) Personal appearances, 1936-37.
- LEE, MADALINE.** Actress. (R) Genevieve Blue in Amos 'n' Andy show since Nov. 23, 1937 (Pepsodent Co. to Dec., 1937, Campbell Soup Co. since Jan., 1938; NBC Red up to April, 1939, when it shifted to CBS).
- LEE, ROBERT.** Sports announcer, WTAD, Quincy. (R) Baseball for General Mills, Inc. (V) Theatre appearances.
- \*LEE, ROSA.** Singer. (R) NBC shows.
- LEE, SAM.** See Shaw & Lee.
- LEEFERS, R. C.** Announcer, farm editor, WMT, Cedar Rapids. (L) 25 years. (V) Robert Leefers, Popular Singer of Popular Songs.
- LEGLEITER, LEO.** Announcer, special events commentator, KVGB, Great Bend. (L) Lighting and sound effects director.
- LEHIGH, THOMAS R.** Musical director, announcer, singer, WCSC, Charleston. (R) Also WAVE, WHAS, Louisville; WGRC, New Albany. (Also transcription librarian).
- LEHMANN, JAMES.** Announcer, actor, writer, singer, WGBI, Scranton. (R) Also KOA, Denver; transcriptions. (L).
- LEHMANN, LOTTE.** Soprano. (R) Metropolitan Opera Broadcasts, 1937-38 (NBC Blue). (GA) Ford, General Motors, Kraft-Phenix Cheese, Lucky Strike, Chesterfield and other programs. Also

## PROFESSIONAL RECORDS—Continued

broadcasts of Salzburg Operas. (Member San Francisco, Chicago and Metropolitan Opera companies; star of Salzburg Music Festival for several seasons).

**LEHR, LEW.** Comedian. (R) Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco, CBS). (F) Movietone News "Newsettes"; editor, shorts. (L) Musical comedies. (V) Lehr & Belle, 22 years.

**\*LEIBERT, RICHARD.** Organist. (R) Life & Love of Dr. Susan, 1939 (Lever Bros., CBS).

**LEIBLEE, BEATRICE.** Dramatic actress, WXYZ, Detroit. (R) Also KYW, Philadelphia; WBBM and WGN, Chicago; WDOF, Chattanooga. (L) American Passion Play, 1928; Hired Husbands, 1933.

**LEIGH, LEONARD.** Musical director, KSTP, Minneapolis-St. Paul.

**LEINS, BETTE.** Mistress of ceremonies, WHBF, Rock Island.

**LE KREUNE, PIERRE (Oliver Smith).** Tenor. (R) Paris Night Life, 1931-32 Louis Philippe Cosmetics, NBC Blue); Manhattan Merry-Go-Round, 1936-39 (R. L. Watkins Co. for Dr. Lyon's Tooth Powder, NBC Red). (L) Concert tours in France.

**LELLMAN, JACK H.** Announcer, producer, WXYZ, Detroit. (R) Also Michigan Radio Network; KSTP, WDGY, Minneapolis-St. Paul; WEAU, Eau Claire. (F) Shorts.

**LE MAY, MARY ANN.** Continuity writer, women's programs, WISN, Milwaukee. (L) Little Theatre productions, 1937-39.

**LE MAY, ROY.** Actor, singer. (R) March of Time, 1937-38 (Time, Inc., and Servel, Inc., NBC Blue); Hello Peggy, 1938 (Drackett Co. for Drano, NBC Red). (LS) WEA, WOR, WMCA, New York. (F). (PR).

**L'ENGLE, KATHERINE T.** Commentator, actress, lecturer, author, WJAX, Jacksonville. (R) Various NBC shows; also WOR, New York. (L) 1922-34 with Lucile Watson, Judith Anderson, others.

**\*LENNI, FRANCESCA.** Actress. (R) Your Family & Mine, 1938-39 (Sealtest, Inc., CBS).

**LENNOX, ELIZABETH.** Contralto. (R) Palmolive Hour, 1928-31 (Colgate-Palmolive-Peet, NBC Red); Lucky Strike Dance Orchestra, 1930-31 (American

Tobacco Co. for Lucky Strike Cigarettes, NBC Red); American Album of Familiar Music, 1932-33 and 1938-39 (Bayer's Aspirin, NBC Red); Everett Marshall's Varieties, 1934-35, and Broadway Varieties, 1935-37 (BISoDoI, CBS). (GA) General Motors, Coca-Cola, Radio Corp of America, General Electric, Chevrolet and other programs. (L) Concerts and recitals; appearances with New York Philharmonic Orchestra, New York Orchestra. (PR) Brunswick, RCA Victor, Edison, Columbia.

**LENROW, BERNARD.** Actor, narrator, announcer. (R) Bicycle Party, 1937 (Cycle Trades of America, NBC Red); The O'Neills, 1937 (P & G, NBC Red and Blue); Town Hall Tonight, 1937-38 (Bristol-Myers, NBC Red); Easy Aces, 1937-39 (Anacin, NBC Blue); Kate Smith, 1938 (General Foods, CBS); Phil Baker, 1938 (Gulf Oil, CBS); Valiant Lady, 1938 (General Mills, CBS and NBC Red); Stella Dallas, 1938 (Phillips Chemical Co., NBC Red); Lorenzo Jones, 1938 (Phillips Chemical Co., NBC Red); Famous Jury Trials, 1938 (local sponsors, Mutual); Hobby Lobby, 1938 (Fels Co., NBC Blue); Believe It or Not, 1938-39 (General Foods, NBC Red, 1938; Nehi Inc., CBS, 1939); Pretty Kitty Kelly, 1938-39 (Continental Baking, CBS); The Goldbergs, 1939 (P & G, CBS); True Story, 1939 (Macfadden Publications, NBC Blue); Central City, 1939 (P & G, NBC Red); also Adopted Daughter, 1939 (spot program for J. C. Penny). (L) Ten Million Ghosts, 1936-37; Lorelei, 1938-39.

**LEONARD, ARCHIE.** Continuity writer, actor, M.C., announcer, WNAX, Yankton. (R) Also KRNT, WHO, Des Moines; local shows for Chevrolet Motor Co., others. (L) Lightnin', Stage Door, others.

**\*LEONARD, GENE.** Actor. (R) Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).

**LEONARD, JACK.** Singer. (R) Tommy Dorsey's Orchestra, 1937-39 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue).

**LEONARD, JAMES.** Announcer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue).

**LEONARD, RICHARD.** Production director. (R) Stella Dallas, 1937-39 (Phillips' Milk of Magnesia, NBC Red); Toscanini concerts, 1937-39 (NBC Blue). (Production director, NBC).

## PROFESSIONAL RECORDS—Continued

- LEONARDI, LEON.** Musical director, conductor. (R) Do You Want to Be an Actor?, 1936-37 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Let's Go Hollywood, 1937-38 (Clairol transcriptions); Curtain Calls, 1938 (Ethyl Gasoline, California Radio System); America Marches On, 1939 (coast-to-coast transcriptions); The Grouch Club, 1938-39 (General Mills for Corn Kix, NBC Red). (F) First National, as assistant musical director. (L) Musical director and conductor for A. Hammerstein, Henry W. Savage and the Shuberts, in New York and on tour. (Formerly theatre conductor; also collaborated on vocal arrangements with George Gershwin, Jimmy McHugh, Andre Kostelanetz, Irving Berlin and others, for RKO and Sam Goldwyn).
- LE PERE RAYMOND.** Organist, pianist. WFAA, Dallas. (R) Also Texas Quality Network; local shows for Tums, others.
- LE ROY, HARRY L.** Special events, sports announcer; commentator, narrator, KFVB, Los Angeles. (R) Hour of Opportunity, 1937-38 (Gallenkamp Shoe Co.). (L) Stock. (V) Monologist. 1922-23.
- LE ROY, NEIL.** Dramatic producer, CJRC. Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CKY. Winnipeg; CJGX, Yorkton. (L) John Holden Players, 1936-37.
- LESCOULIE, JACK, JR.** Master of ceremonies. (R) Grouch Club, 1938-39 (General Mills, successively CBS and NBC Red); numerous local shows over Los Angeles stations in past 6 years as announcer. (L) Achilles Had a Heel, Tapestry in Gray, 1935. (V) Kiddie act 1924; Runyon & Lescoulie, 1929.
- LESSER, JERRY.** Actor (character, dialect). (R) Believe It or Not, 1936-38 (General Foods, NBC Red); Life of Mary Sothorn, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Gang Busters, 1937-38 (Colgate-Palmolive-Peet for Palmolive Shaving Cream, CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue). (F) Shorts. (L) Wonder Boy (Jed Harris), This Man's Town (George Jessel), Rendezvous (Arthur Hopkins), Adam Had Two Sons (Vinton Freedley). (V) Stages of Life.
- LESTER, JEANNE.** Dramatic actress. (R) Five Star Final (Ex-Lax, WMCA, New York); also stations in Springfield, Hartford, Bridgeport, New Haven and Waterbury. (L) Stock, Shakespearian repertoire and others, 5 years.
- LESTER, KEN.** Announcer, continuity writer, WHOM, Jersey City. (R) Also WHBI, Newark.
- \*LEVANT, OSCAR.** Quiz program. (R) Information Please, 1938-39 (Canada Dry, NBC Blue). Orchestra director, The American Way, 1938-39; concert and symphonic appearances; composer.
- LeVEC, BETTY JO.** Continuity writer, KCMO, Kansas City.
- LEVENSON, ROGER.** Special events and sports announcer, program director, WCOU, Lewiston. (R) Also Maine Broadcasting System; local shows for Sun Oil Co., others.
- LEVESQUE, MARGUERITE.** Feminine talks, CHGB, Ste Anne de la Pocatiere.
- LEVINE, ALBERT.** Announcer, WCAM, Camden. (R) Sears, Roebuck & Co., 1938; others.
- LEVINE, LEON.** Program manager, America's Town Meeting of the Air, presented by League for Political Education (NBC Blue), 1935 to date.
- LEVITAN, SAM.** Special events director and announcer, continuity editor, interviewer, producer, KDAL, Duluth.
- LEVY, ESTELLE.** Ingenue actress, singer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet, CBS); Kate Smith's programs, 1937-39 (General Foods for Swans Down and Calumet, CBS); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros. for Spry, CBS); Grand Central Station, 1938-39 (Lambert Pharmacal for Listerine, CBS); Big Sister, 1939 (Lever Bros. for Rinso, CBS); also appearances with Orson Welles on Mercury Theatre, Tyone Power on Woodbury's Hollywood Playhouse, Paul Whiteman, Fred Allen, Eddie Cantor, Guy Lombardo and numerous others. (F) Shorts. (L) The Second Hurricane (Orson Welles production), 1937. (V) Theatre appearances.
- LEVY, PARK.** Script writer. (R) Ben Bernie and All the Lads, 1938 (U. S. Time Dealers Mutual Corp., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco, CBS).
- LEWERTH, MARGARET.** Writer, producer. (R) Phil Cook's Morning Almanac, 1937-39 (sustaining, CBS); Chesterfield Program, 1938 (Liggett & Myers Tobacco Co., CBS); Lucky Strike Program, 1938 (American Tobacco Co., CBS); Guy Lombardo and His Orches-

## PROFESSIONAL RECORDS—Continued

- tra, 1938 (Lady Esther Co., CBS); Americans at Work, 1938-39 (sustaining, CBS). (Staff writer and producer, CBS, since 1936.)
- LEWIS, AL.** Writer (comedy). (R) In collaboration with Hank Garson: Walter O'Keefe, summer edition of Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Milton Berle, summer of 1937 (Gillette Safety Razor Co., CBS); Bob Hope, 1937 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1938-39 (Chesterfield Cigarettes, CBS); Melody and Madness, 1938-39 (Old Gold Cigarettes, successively CBS, NBC Blue); material for guest appearances of Douglas & Priscilla, 1937 (Jell-O summer show, NBC Red); Stoopnagle & Budd, Beatrice Howell and Bob Hope, 1937; Colonel Stoopnagle, 1938 (Rudy Vallee program for Standard Brands, NBC Red). (LS) Colonel Stoopnagle, 1938 (Bromo-Seltzer, WOR, New York).
- LEWIS, ALLAN.** Announcer, CJOC, Lethbridge.
- LEWIS, ANN.** Entertainer, WHO, Des Moines. (R) Local shows for Willard Tablets, 1932; Standard Oil, 1933; Shell Gasoline, 1936; Mortons Salt, 1936. (L) Musical comedy, 1922-27. (V) 1927-31.
- LEWIS, BILL.** Singer, CKLW, Detroit. (R) CKLW-Mutual programs as staff singer.
- LEWIS, CHARLES.** Script writer. (R) Contented Hour (Carnation Milk Co., NBC Red).
- LEWIS, EDWARD.** Musician (guitarist), singer (Kidoodlers). (R) Town Hall Tonight, 1938 (Bristol-Myers, NBC Red); Watch the Fun Go By, 1938 (Ford Motors, CBS); Phil Baker, 1938 (Gulf Oil, CBS); series of transcriptions for Dr. Pepper Beverages, 1939. (F) Shorts. (L) Yours Truly, 1927. (V) Single, 1926 and 1938; with the Four Aristocrats, 1927-28. (PR) RCA Victor (Four Aristocrats), Vocalion (Kidoodlers).
- LEWIS, ELLIOTT.** Actor. (R) Silver Theatre, 1937-39 (International Silver for 1947 Rogers Bros. and Wm. Rogers & Son, CBS); Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfields, CBS); Al Jolson, 1938-39 (Lever Bros. for Lifebuoy and Rinso, CBS); Jell-O Program Starring Jack Benny, 1938-39 (General Foods, NBC Red); Knickerbocker Playhouse, 1939 (P & G for Teel and Drene, CBS); Midstream, 1939 (P & G for Teel, NBC Red).
- LEWIS, ERVIN.** News editor and announcer, WLS, Chicago.
- LEWIS, FORREST.** Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Adventures of Dari Dan (Bowey's, Inc., NBC Red); Ma Perkins (Procter & Gamble, CBS); Tom Mix Straight Shooters Program (Ralston Purina Co., NBC Blue).
- \*LEWIS, FRED.** Actor. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS); The Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS).
- LEWIS, FULTON, JR.** Commentator. (R) Fulton Lewis, Jr., 1938-39 (local sponsors, Mutual); chairman, American Forum of the Air, Jan. and Feb., 1939 (Mutual). (Washington correspondent, 1924-37; author of column, Washington Sideshow, 1933-37; lecture tour on national affairs).
- \*LEWIS, HELEN.** Actress. (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).
- LEWIS, MORT.** Writer. (R) Pick and Pat (U. S. Tobacco Co., CBS); also wrote material for Burns & Allen, 1932; Willie & Eugene Howard, 1932; Olsen & Johnson, 1932; Ben Bernie, 1933; Charles Winninger, 1933; Ken Murray, 1933; Ed Wynn, 1934; Kate Smith, 1934; Marx Bros., 1935; Molasses & January, 1935; Ernest Truex, 1935; Pick & Pat, 1937. (F) Educational (Pathe). (L) New Faces, 1936. (V) Skits for Ben Lyons and Bebe Daniels, Ben Blue.
- LEWIS, TED. (Theodore L. Friedman).** Orchestra leader, actor. (R) Valspar Saturday Night Club, 1931 (Valspar Corp., NBC Red); numerous guest appearances. (F) Warner Bros., M-G-M (s, f); shorts. (L) Greenwich Village Follies, 1919-22; Ted Lewis Frolics, 1923; The Passing Show, 1923; Le Maire's Affairs, 1926-27; Artists and Models, 1927-28 (s). (V) Ted Lewis and His Band, since 1911. (PR) Columbia, Decca.
- LEWIS, TOM.** Producer. (R) Jell-O Program Starring Jack Benny (General Foods, NBC Red); Town Hall Tonight (Bristol-Myers for Sal Hepatica, Ipana, NBC Red); Kate Smith's Hour (General Foods for Calumet and Swans Down, CBS); Hobby Lobby (Fels-Naphtha Soap Chips, NBC Blue); We, the People (General Foods for Sanka Coffee, CBS); Silver Theatre (International Silver, CBS); Lum and Abner (General Foods for Postum, CBS); Honolulu Bound (Hawaiian Pineapple Co., CBS); Hollywood Guild (Gulf Oil, CBS); others. (F) Shorts; narrator for commercials. (V) Theatre appearances. (Started radio as

## PROFESSIONAL RECORDS—Continued

- writer, producer, actor and announcer; program manager of Cleveland Division of NBC; currently manager of radio department, Young & Rubicam).
- LEWIS, TOM.** Comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others. (V) Theatre appearances.
- LEWIS, WELCOME.** Contralto, Mistress of Ceremonies, producer. (R) Radiotron Varieties, 1930-31 (RCA Radiotrons, NBC Red); The Big Six of the Air, 1932 (General Motors for Chevrolet Cars, NBC Red); Doc Pearson's Drug Store, 1937 (Block Drug Co. for Omega Oil, NBC Red); Chevrolet transcriptions, 1938; others, all prior to 1937, including programs for Fleischmann's Yeast, Chase & Sanborn Coffee, Coty, Society Brand Clothes, R. Wallace & Sons. (LS) Welcome Lewis Singing Bee, 1938-39 (sustaining, WHN, New York). Member WOR-Mutual staff, 1937. (V) Theatre appearances. (PR) RCA Victor and others.
- LEYDEN, WILLIAM.** Announcer, WCFL, Chicago. (R) Also WGAR, WHK, WCLE, Cleveland. (F) Shorts.
- LEYSSAC, PAUL.** Actor, diseur, lecture recitalist. (R) Series of broadcast and television programs featuring translations of stories of Hans Christian Andersen, 1936-39 (British Broadcasting Corp., 1936-37; NBC, 1938-39). (F) Gaumont-British (f). (L) Eva Le Gallienne's Civic Repertory, 6 years; Cyrano de Bergerac with Walter Hampden, 2 years; London productions, 1936-37 (f). Translator of Hans Christian Andersen stories into French and English.)
- \*LIETCH, CRAIG.** Member of the **Twin Trio**. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).
- \*LILLEY, JOSEPH J.** Choral director. (R) NBC shows.
- LINDER, FRANK W.** Director, script writer. (R) March of Time, 1938-39 (Time, Inc., NBC Blue); Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (Production manager for short-wave station WIXAL, Boston, 1936-37; currently casting director for Batten, Barton, Durstine & Osborn).
- \*LINDLAHR, VICTOR H.** Health program. (R) Victor H. Lindlahr, 1937-38 (Journal of Living, Mutual).
- LINDQUIST, LANSING.** Program director, producer, WSYR, Syracuse. (R) Also Iowa Broadcasting System; WNBX, Springfield.
- LINDSLEY, FREDERICK.** Narrator, announcer, writer. (R) Calling All Cars, 1935-39 (Rio Grande Oil, CBS); also transcriptions. (F) Warner Bros. educational shorts, as narrator; trailers for 20th Century-Fox, M-G-M and others.
- \*LINDSTROM, ED.** Singer. (Member of **Norsemen Quartet**). (R) Cities Service Concerts, 1938 (Cities Service, NBC Red).
- LINEBERGER, EBER.** Announcer, WFBC, Greenville. (R) Local programs for Coca-Cola and others.
- LINK, LOUIS J.** Announcer, WSUN, St. Petersburg. (Also engineer).
- LINKS, WILLIAM C.** Announcer, narrator, commentator, director, producer, Federal Theatre Radio Division. (R) Various local and network shows, including March of Time programs. (Currently Director of School of Radio, Federal Theatre.)
- LINN, KEN.** Announcer, singer, producer. (R) Smilin' Ed McConnell, 1932-33 (Aladdin Lamps, Mutual); Singin' Sam, 1932-33 (Barbasol, Mutual); The Lone Ranger, 1934-36 (Silver Cup Bred, Mutual); others, including transcriptions for Mueller's Macaroni, 1932-33; Coca-Cola, 1936-37. (F) Commercials. (V) Theatre appearances. (PR) Brunswick, Columbia. (Currently associated with KTUL, Tulsa).
- LINN, RAY, JR.** Singer. (R) Hollywood Hotel (Campbell Soup Co., CBS); Thrills (Union Oil Co., NBC Red); Texaco Town (Texas Co., CBS); other network shows for Packard Motor Co., Vick Chemical Co. (F) Shorts. (V) Theatre appearances. (PR) Decca, RCA Victor. (Currently associated with KNX, Los Angeles).
- LINTHICUM, WALTER N.** Announcer, program supervisor, sportscaster, WBAL, Baltimore. (R) Programs for American Tobacco and others.
- LINVILLE, GILBERT.** Singer, WGY, Schenectady. (R) Shows for Socony-Vacuum, others. (L) With Chautauqua Opera Association, 3 years.
- LINWOOD, LUCILLE.** Singer, dramatic actress. (R) Hammerstein Music Hall, 1937 (Kolynos Tooth Paste, CBS); Town Hall Tonight, 1937-38 (Ipana and Sal Hepatica, NBC Red). (LS) Joymakers,



## PROFESSIONAL RECORDS—Continued

- 1937-38 (participating, WNEW, New York.)
- LIPSCOTT, ALAN.** Writer. (R) Material for Willie & Eugene Howard on Manhattan Merry-Go-Round, 1935 (Dr. Lyon's Toothpowder, NBC Red); for Milton Berle on Royal Gelatin Hour, 1936 (Standard Brands, NBC Red); for Bert Lahr on Manhattan Merry-Go-Round, 1937 (Dr. Lyon's Toothpowder, NBC Red); for Tommy Riggs on Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco, CBS). (L) Collaborated on Right This Way, 1937; material for Ed Wynn in Hooray for What, 1937-38.
- LISS, RONALD S.** Actor (dramatic, dialect), singer. (R) Hilltop House (Colgate-Palmolive-Peet, CBS); March of Time (Life Magazine, NBC Blue); We, the People (General Foods for Sanka Coffee, CBS); occasional roles in Cavalcade of America (E. I. duPont de Nemours, CBS); others, including transcriptions. (F) Shorts.
- LITTLE, HERBERT, JR.** Script writer. (R) In collaboration with David Victor: Her Honor, Nancy James, 1938-39 (International Cellucotton Products for Kleenex, CBS).
- LITTLE, JACK.** Announcer, commentator, KGW-KEX, Portland. (R) Standard Symphony, 1939 (Standard Oil Co. of California, NBC Red); football games, 1935-38 (Associated Oil Co.).
- \*LITTLE, LEE.** Announcer. (R) Professor Quiz (Nash-Kelvinator Corp., CBS).
- LITTLE, LOU.** Sportscaster. (R) Lou Little Football Forecast, 1937 (American Chic Co., Mutual). (F) Football coach, Columbia University, (N. Y.).
- LIVESAY, WILLIAM C.** Announcer, writer, KGMB-KHBC, Honolulu-Hilo.
- LIVINGSTONE, CHARLES.** Dramatic director, producer, WXYZ, Detroit. (R) The Lone Ranger and The Green Hornet (various sponsors, Mutual). (F) Shorts. (L) If I Were You, 1932; Bloody Laughter, 1932; Wolves, 1933. (V) Theatre appearances.
- LIVINGSTONE, MARY.** Comedienne, actress. (R) Jack Benny Program (Chevrolet Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount. (V). (Mrs. Jack Benny in private life).
- LJUNGDAHL, FAY.** Actress, singer, script and commercial writer, KGNO, Dodge City.
- LLEWELYN, AL.** Comedian, singer, continuity writer, WHK-WCLE, Cleveland. (R) As Al of Brad & Al, local shows for Kolynos Co., Pertussin, General Foods Corp., Ward Baking Co., others; also guest appearances on CBS, NBC. (V) Theatre appearances. (PR) Brunswick, Edison.
- LLOYD, EDITH.** Script writer. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- LLOYD, JOHN S.** Sports announcer, commentator, writer, WHTT, Hartford. (R) Baseball for Atlantic Refining; others, including transcriptions.
- LLOYD, MARJORIE.** Singer, script reader. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux, CBS); Dr. Christian, 1937 (Chesebrough Mfg. Co. for Vaseline, CBS). (Formerly with KECA, KFAC and KEHE, Los Angeles, as program manager and script writer; currently on staff of KDYL, Salt Lake City).
- LLOYD, RUBY.** Organist, KEHE, Los Angeles. (R) Also transcriptions.
- LLOYD, TED.** Announcer, writer, actor, director, producer, KRKD, Los Angeles. (V) Since 1920.
- LOCHMAN, WALT.** Sportscaster, announcer, actor, KMBC, Kansas City. (R) Baseball games for General Mills 1935-36; Socony-Vacuum, 1937-39; Football for Oldsmobile, 1938; others.
- LOCKART, ZILLA.** Pianist, KUJ, Walla Walla.
- LOCKE, RALPH J.** Actor (comedy, drama, character). (R) Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Blue); Eno Crime Clues, 1935 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Death Valley Days, 1935-36 (Pacific Coast Borax, NBC Blue); Maxwell House Showboat, 1935 (Maxwell House Coffee, NBC Red); Ziegfeld Follies of the Air, 1936 (Colgate-Palmolive-Peet, CBS); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Big Sister, 1938 (Lever Bros. for Rinso, CBS); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, NBC Red, CBS); Your Family and Mine, 1939 (Sealtest, successively NBC Red and CBS); others, not current. Transcriptions for Gruen Watch and Federal Home Loan,

## PROFESSIONAL RECORDS—Continued

- 1938; Tums and Post Bran Flakes, 1939. (F) Shorts. (L) Productions for Charles Frohman, Charles Dillingham, George M. Cohan, the Shuberts, Brock Pemberton, Dwight Wiman, Sam Harris and others. (V) The Cure, Ankles, Five A. M.
- LOCKERBIE, BETH.** Writer, producer, director, actress, CJRC, Winnipeg. (R) Also WEEL, Boston; CFCN, CJCJ, CFAC, Calgary; Canadian Broadcasting Corp. (Formerly in charge of speech and drama department, Mount Royal College).
- LOFBACK, WILLIAM J.** Special events announcer, WHLB, Virginia.
- LOGAN, HORACE L.** Announcer, KWKH-KTBS, Shreveport. (R) Time to Shine, 1938-39 (Griffin Mfg. Co., CBS).
- LOGAN, JAMES H.** Announcer, writer, news editor, actor, program director, WJAS, Pittsburgh. (R) Also WCHV, Charlottesville; WLVA, Lynchburg. (V) Theatre appearances.
- LOGAN, JANET.** Actress. (R) Backstage Wife, 1937 (Dr. Lyon's Tooth Powder, NBC Red); Romance of Helen Trent, 1937 (Affiliated Products, CBS); Betty & Bob, 1937 (General Mills, CBS); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); Uncle Ezra, 1937 (Alka-Seltzer, NBC Red); Public Hero No. 1, 1937 (Falstaff Brewing Co., NBC Red); Woman in White, 1938 (Pillsbury Flour Mills, NBC Red); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Zenith Program, 1938 (Zenith Radio Corp., CBS); Kitty Keene, Inc., 1938-39 (P & G for Dreft, NBC Red). (LS) WBBM, WGN, Chicago. (L) Stock; Dixiana Co., 1935; Glen Wells Players, 1936.
- \*LOGAN, WALTER.** (R) Shows on WTAM, Cleveland.
- LOMAX, STAN.** Sports commentator and announcer. (R) Sports resumes for Tide-water Oil, 1936-39; Ruppert Beer, 1938; Remington Rand, 1938; Brown & Williamson Tobacco Corp., 1938; others (all over WOR, New York); play-by-play Philadelphia Athletics home baseball games, 1938 (Kellogg Co., WFIL, Philadelphia); play-by-play New York Giants football (Dodge Motors, WOR, New York); play-by-play Yale home football games (Atlantic Refining, Mutual). (V) Appearances with Buddy Hassett, 1938.
- \*LOMBARD, CAROLE.** Actress. (R) The Circle, 1939 (Kellogg Co., NBC Red). (F) Paramount, 20th Century Fox, Columbia, MGM, Universal (s,f).
- \*LOMBARDO, CARMEN.** Singer. (R) Guy Lombardo and His Orchestra, 1936-38 (General Baking, CBS); Guy Lombardo and His Orchestra, 1938-39 (Lady Esther, Ltd., CBS).
- LOMBARDO, GUY.** Orchestra leader. (R) Guy Lombardo Orchestra with Burns & Allen, 1929-34 (General Cigar Co., CBS); Lombardo Land, 1934-35 (St. Joseph Aspirin, NBC Red); Lombardo Road, 1935-36 (Standard Oil, CBS); Guy Lombardo and His Orchestra, 1936-38 (General Baking for Bond Bread, CBS); Guy Lombardo and His Orchestra, 1938-39 (Lady Esther, Ltd., CBS); Lady Esther Serenade, 1938-39 (Lady Esther, Ltd., NBC Red). (F) Paramount. (V) Theatre appearances. (PR) RCA Victor.
- \*LOMBARDO, LEIBERT.** Musician, singer. (R) Guy Lombardo and His Orchestra, 1936-38 (General Baking, CBS).
- LONG, DEANE S.** Director, producer, chief announcer, WSAL, Salisbury. (V) Theatre appearances.
- LONG, DICK.** Orchestra leader, WCCO, Minneapolis-St. Paul. (R) Local shows for Phillips Petroleum, Montgomery Ward. (V) Theatre appearances.
- LONG, LUCILLE.** Contralto. (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red).
- LONG, ROBERT C.** Musician, WMT, Cedar Rapids. (V) Theatre appearances. (PR) Decca.
- LONGENECKER, C. ROBERT.** Producer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS); Phil Baker, 1938 (Gulf Gasoline & Oil, CBS); Hollywood in Person, 1937-38 (General Mills for Bisquick, CBS); Screenscoops, 1938 (Old Gold Cigarettes, CBS); Lum and Abner, 1938-39 (General Foods for Postum, CBS); Joe Penner, 1939 (General Foods for Huskies, CBS); Screen Guild, 1939 (Gulf Oil, CBS). (Producer, CBS, Hollywood).
- LONGFELLOW, MAURY.** Vocal and orchestral arranger. (R) The Musical Steelmakers (also called It's Wheeling Steel), 1937-39 (Wheeling Steel, WWVA, Wheeling and WPAY, Portsmouth, 1937; Mutual, 1938-39). (Arranger, at various periods, for Blue Steele, Gray Gordon, Chic Scoggin and numerous dance teams).
- LONGSWORTH, HOWARD (Tommy).** Musician, WOWO-WGL, Ft. Wayne. (R)

## PROFESSIONAL RECORDS—Continued

- Also NBC; KRLD, Dallas; WGY, Schenectady; WTAM, Cleveland. (PR) RCA Victor, Brunswick.
- LOOBY, JERRY.** Singer, M.C., WEAU, Eau Claire. (L) It's the Girl, 1933. (V) Minstrels, 1930; theatre appearances.
- LOOK, DWIGHT.** Actor, singer, KSAL, Salina. (L) Ray Bash Players (s,f).
- LOPEZ, JOSEPH.** Baritone, M.C., announcer, WICC, Bridgeport.
- LORAY, LYNNE.** See Elmira Roessler.
- LORCH, LORNA, CHARLOTTE & ZOE.** Vocalists, WFLA, Tampa. (R) Also WLAK, Lakeland. (V) Theatre appearances.
- LORD, EDWARD J.** Pianist, organist, announcer, director, WLNH, Laconia. (R) Also WBZ, WEEL, WNAC, Boston. (F) Shorts. (V) Theatre appearances.
- \*LORD, PHILIP.** Actor. (R) The Woman in White (Pillsbury Flour Mills, NBC Red); Story of Mary Marlin (P & G, NBC Red and Blue).
- LORD, PHILLIPS H.** Producer, writer. (R) Sunday Evening at Seth Parker's, 1929-33, 1935-36 (sustaining, NBC Red); Uncle Abe & David, 1930-31 (Goodrich Tire & Rubber Co., NBC Red); The Stebbins Boys, 1931-32 (Swift & Co., NBC Red); The Country Doctor, 1932-33 (Lambert Pharmacal Co., NBC Blue); Cruise of Seth Parker, 1933-34 (General Motors, NBC Red); G-Men, 1935 (Chevrolet Motor Car Co., NBC Red); Philip Morris Thrill Program, 1936 (Philip Morris & Co., NBC Red); Phillips Lord Calling on You, 1936 (Wisconsin Alumni Research Foundation, NBC Red); Gang Busters, 1936-39 (Colgate-Palmolive-Peet, CBS); We, the People, 1936-39 (General Foods for Calumet Baking Powder, 1936-37, NBC Blue; for Sanka Coffee, 1937-39, CBS); Seth Parker, 1938-39 (Vick Chemical Co., NBC Red and Blue). (F) RKO, 1929. (V) Known for many years as "Seth Parker." (President, Phillips H. Lord, Inc., program producers).
- \*LORD, MRS. PHILLIPS H.** Actress. (R) Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue and Red).
- LORRAINE, IRENE.** Actress. (R) Romance of Helen Trent (Edna Wallace Hopper and Old English Floor Wax, CBS).
- LORRAINE, KAY.** Singer. (R) Your Hit Parade, 1939 (American Tobacco for Lucky Strike Cigarettes, CBS).
- LOSEY, GEORGE S.** Continuity writer, producer, WLS, Chicago.
- \*LOUGHRANE, BASIL.** Director. (R) Lady Esther Serenade, 1937-38; Guy Lombardo and His Orchestra since Oct. 10, 1938 (Lady Esther, Ltd., CBS and NBC Red); Her Honor, Nancy James, 1938-39 (International Cellucotton Products Co., CBS). (Associated with Lord & Thomas.)
- LOUISIANA LOU.** See Eva Conn.
- LOUISIANA'S BOYFRIEND.** See Cecil Smith.
- LOVE, ANDY.** Singer (Member of "The Tune Twisters," rhythm trio). (R) Ray Noble, 1935 (Coty, Inc., NBC Red); Ray Noble, 1936 (Coca-Cola, CBS); Sealtest Sunday Night Party, 1936 (Sealtest, Inc., NBC Red); Tic-Toc Revue, 1937 (Griffin Mfg. Co., NBC Blue); Summer Jell-O Show, 1937 (General Foods for Jell-O, NBC Red). (GA) Town Hall, Royal Gelatin Hour, Maxwell House Show Boat, Hammerstein Music Hall; others. (F) Shorts with Johnny Green. (L) Between the Devil, 1938 (f). (V) Theatre appearance with Ray Noble and orchestra.
- \*LOVE, EDWIN.** Actor. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).
- \*LOVE, JEAN.** Director. (R) Vanette Fashion Previews, 1939 (Vanette Hosiery Mills, NBC Blue). (Associated with Grant Advertising, Inc.)
- \*LOVE, MARK.** Organist, WGN, Chicago.
- LOVE, MERWYN.** Writer, producer. WKRC, Cincinnati. (R) Also KMBC, Kansas City; KOAM, Pittsburgh; KSD, St. Louis; KWTO, Springfield; WAAF, Chicago; WFAA, Dallas. (L) Stock.
- \*LOVE, SUNDA.** Actress. (R) Stepmother, 1938-39 (Colgate-Palmolive-Peet Co., CBS).
- LOVEALL, ISHMEI (Si).** Musician, WTAD, Quincy. (R) Other local stations; local show for Allis-Chalmers. (V) Theatre appearances.
- LOVEJOY, JOHN T.** Announcer, continuity writer, WOMT, Manitowoc.
- LOVELL, ANNE E.** Actress. (R) Toast to the Town, 1938 (Roma Wine Co., Inc., CBS). Currently with KSFO, San Francisco.
- \*LOVETON, JOHN.** Director. (R) Aunt Jenny's Real Life Stories (Lever Bros.,

## PROFESSIONAL RECORDS—Continued

- (CBS). (Associated with Ruthrauff & Ryan.)
- LOWE, DAVID.** Stage and screen commentator, WNEW, New York. (R) Also WINS, New York.
- \*LOWE, DONALD H.** Announcer. (R) The Wife Saver (Manhattan Soap Co., NBC Red); Lorenzo Jones (Chas. H. Phillips, NBC Red).
- LOWE, NORINE.** Actress, WWNC, Asheville.
- LOWELL, DOROTHY.** Actress (dramatic, ingenue). (R) Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Our Gal Sunday, 1937-39 (Anacin, Kolynos, CBS); others. (F) Shorts. (L) Royalty Preferred, 1934; False Dreams, Farewell, 1935.
- LOWELL, MAURICE.** Producer. (R) Story of Mary Marlin (P & G, NBC Red and Blue); Don Winslow of the Navy (Kellogg Co., NBC Blue); Kaltenmeyer's Kindergarten (Quaker Oats, NBC Red); Vic & Sade (P & G, NBC Red and Blue); Clara, Lu and Em (Super Suds, successively NBC Blue and Red); Lights Out (NBC sustaining); others. (L) Eva Le Gallienne's Civic Repertory Theatre, 1933-34 (f). (Producer for NBC, Chicago, for past 5 years; author of Listen In.)
- \*LOWES, FOREST.** (R) Tom Mix Ralston Straight Shooters (Ralston Purina Co., NBC Blue).
- LOWREY, AL L.** Organist, announcer, KHQ-KGA, Spokane.
- LOWREY, BYRON G.** Announcer, WQAM, Miami. (R) Scattergood Baines, 1939 (Wm. Wrigley, Jr., Co., CBS); local shows for General Mills, Inc.; Coca-Cola Bottling Co., others.
- \*LOWRY, JUDITH.** Actress. (R) Girl Alone (Kellogg Co., NBC Red); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Valiant Lady (General Mills, NBC Red and Blue).
- LOWTHER, GEORGE.** Script writer. (R) Dick Tracy (Quaker Oats Co., NBC Red); Terry and the Pirates (Bowey's, Inc., successively NBC Red and Blue);
- Smilin' Jack (Sweets Co. of America for Tootsie Rolls, Mutual).
- LOYACANO, FRED A.** Guitarist, singer, WSMB, New Orleans. (V) Theatre appearances.
- \*LUBIN, LEW.** Comedian. (Member of the team, Swor & Lubin.) (R) NBC shows.
- LUDDY, BARBARA.** Actress. (R) The First Nighter, 1937-39 (Campana Sales for Italian Balm, NBC Red, 1937-38; CBS, 1938-39); others, previous to June, 1937, as free lance on Pacific Coast. (F) 20th Century-Fox (co-starred); shorts. (L) Management of Henry Duffy and J. C. Williamson (Australia, New Zealand). (V) Single act, 4 years.
- LUDLAM, GEORGE P.** Script writer. (R) Parade of the States, 1931 (General Motors, NBC Red); True Railroad Adventures, 1934 (Lionel Corp., NBC Blue); Conoco Dialogues, 1933 (Continental Oil Co., NBC Red); Vitalis Sport Quiz, 1938 (Bristol-Myers Co. for Vitalis, NBC Red); also various NBC sustaining shows since 1930. (LS) WJZ, New York; WLW, Cincinnati. (Member Chase & Ludlam, program producers.)
- LUDWIG, LYELL.** Announcer, continuity chief, WCLO, Janesville. (R) Also WGBF, Evansville; WLAP, Lexington; WOMI, Owensboro; local shows for Dodge & Plymouth Dealers, Standard Oil Co., Ford Motor Co.
- LUETHI, MARJORIE L.** Continuity writer, WBAP, Ft. Worth. (R) Also NBC, CBS, Texas Quality Network and Texas State Network.
- LUKINS, HARRY.** Announcer, WAVE, Louisville.
- LULU BELLE** (nee Myrtle Cooper; now Mrs. Scott [Skyland Scotty] Wiseman). Hill billy singer. (R) National Barn Dance, since 1933 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS, Chicago. (V).
- LUM AND ABNER.** Actors. (R) Lum (Chester Lauck) and Abner (F. Norris Goff), 1931 (Quaker Oats, NBC Red); 1932-33 (Ford Motor Car Co., NBC Red); 1934-37 (Horlick's Malted Milk Corp., NBC Blue); since March, 1938 (General Foods for Postum, CBS). (V) Theatre appearances.
- LUND, ERIC F.** Commercial and special events announcer, WLVA, Lynchburg. (R) Also WMBG and WPHR, Richmond; WGH, Newport News. (Also sales and promotion work).

## PROFESSIONAL RECORDS—Continued

- LUND, P. C.** Script writer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue); Uncle Ezra (Miles Laboratories, Inc., NBC Red).
- LUND, VICTOR H.** Announcer, WTAR, Norfolk. (R) Also WIRE, Indianapolis; WIS, Columbia; local shows for General Mills, Procter & Gamble, others.
- \*LUNG, CHARLEY.** (R) Grouch Club, 1938-39 (General Mills, CBS).
- \*LUSSIER, DANE.** Script writer. (R) It Happened in Hollywood, 1939 (George Hormel & Co., CBS).
- LUSTRE, WARREN.** Boy soprano, WOAI, San Antonio.
- LUTHER, PAUL.** Announcer. (R) Romance of Helen Trent, since March, 1936 (Old English Wax, Edna Wallace Hopper, CBS); Modern Cinderella, June to Dec., 1936 (General Mills, CBS); Inside Story, 1939 (Ralston Purina Co., NBC Blue). (LS) WBBM, Chicago.
- LUTSKY, C. ISRAEL.** Counselor (Jewish Philosopher), WHOM, Jersey City. (R) Local show for Carnation Milk Co.
- LUTZ, CHARLES V.** News commentator, announcer, WKRC, Cincinnati. (R) Also WHKC, Columbus; local shows for Canada Dry, Standard Oil, others.
- LYMAN, ABE.** Orchestra leader. (R) Lucky Strike Hour, 1932 (American Tobacco Co., NBC Red); Phillips' Dental Magnesia Program, later Rambling Through the Night Clubs of New York, 1931-32; Hot from Hollywood, 1932-33; The Big Hollywood Show, 1933-34; Accordiana, later Melodiana, 1934-37; Waltz Time, 1933-39 (all Charles H. Phillips Chemical Co., CBS); Your Hit Parade, 1937 (American Tobacco Co., NBC Red). (F) 20th Century-Fox (f); shorts. (L) Good News, 1927. (V) Abe Lyman and His Band, since 1921. (PR).
- \*LYMAN, JOHN.** Producer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).
- LYMAN, PETER.** Announcer, actor, producer, WTCN, Minneapolis-St. Paul. (R) Also Iowa Network. (L) Stock. (V) Theatre appearances.
- LYNAM, LUCILLE.** Singer, WOW, Omaha.
- LYNCH, EDWARD M.** Actor (dramatic, light comedy), writer, WBAX, Wilkes-Barre. (R) Also KGW, Portland; WSYR and WFBL, Syracuse; WIBX, Utica. (F) Warner Bros., First National, Paramount; shorts. (L) Stock (s). (V) Lynch & Dale, 1917-18; Conway & Lynch, 1920-24.
- LYNCH, FRANK.** Sports announcer, CKOC, Hamilton.
- LYNN, EDWARD.** Script writer. (R) Hollywood in Person (General Mills, CBS).
- \*LYNN, ROBERT.** (R) The Mighty Show, 1938-39 (Penick & Ford, for My-T-Fine Dessert, CBS).
- LYON, CHARLES.** Announcer. (R) Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Ma Perkins (Procter & Gamble, CBS); Margot of Castlewood (Quaker Oats Co., NBC Blue); Uncle Ezra (Miles Laboratories for Alka-Seltzer, NBC Red).
- \*LYON, MARGUERITE.** Script writer. (R) Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co., NBC Red); Ballard's Oven Ready Biscuit Time, 1938-39 (Ballard & Ballard, NBC Red and Blue); Smilin' E4 McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue).
- LYON, RUSS.** Chief announcer, news commentator, WJIM, Lansing. (R) Newscasts for Sears, Roebuck; others.
- \*LYON, RUTH.** Singer. (R) NBC shows.
- LYONS, JAMES M.** Sound effects, KSFO, San Francisco. (R) In charge of sound effects for NBC, 1934-38; CBS, 1938-39.
- LYONS, ROGER A.** Announcer. (R) Rhyming Minstrel, 1938 (Bosco Milk Drink, Mutual); Ed Fitzgerald—Informal Chatter, 1939 (Thomas Leeming & Co., Mutual). (LS) Gumpert's Desserts, 1936; White Owl Cigars, 1936; Trommer's Beer, 1936; Procter & Gamble, 1937; Bathasweet Corp., 1938-39; others, all over WOR, N. Y. (Staff announcer, WOR).
- LYONS, RUTH.** Program director, pianist, organist, WKRC, Cincinnati. (L) 1928-29. (V) Theatre appearances.
- \*LYTELL, BERT.** (R) Bert Lytell in Golden Theatre Group, February-March, 1939 (Lewis-Howe Co., NBC Blue). (F) Columbia. (L) Stock and various Broadway shows.
- \*LYTELL, WILFRED.** Actor. (R) Court of Human Relations (Vadsco Sales Corp., Mutual).

# Mc

**McALLISTER, DARYL D.** Program manager, actor, writer, announcer, producer, WKY, Oklahoma City. (Also traffic supervisor).

**McALLISTER, DeALVA.** Singer (Rhythmets Trio), KBST, Big Spring.

**McALLISTER, H. J. ("Mac").** Chief announcer, KVI, Tacoma.

**McALLISTER, JOHNNY.** Producer, singer, character actor, WBT, Charlotte. (R) Local shows since 1934; also worked on television for CBS. (V) Theatres and night clubs.

**McAVITY, THOMAS.** Producer. (R) Passing Parade with John Nesbitt, 1938 (Union Oil, NBC Red); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); Candid Lady, 1938-39 (Pepsodent Co., NBC Red); others. (Associated with Lord & Thomas, Hollywood).

**McBRIDE, MARY MARGARET** (also known in radio as **Martha Deane**). Commentator. (R) Mary Margaret McBride, 1937-39 (General Foods Corp., CBS). (LS) Martha Deane Program, 1935-38 (group of sponsors, WOR, New York).

**McBRIDE, WM. G.** Announcer, special events commentator, actor, singer. WDBO, Orlando. (V) Theatre appearances.

**\*McCABE, LEO.** (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co., NBC Red).

**McCALL, GEORGE.** Hollywood commentator. (R) Hollywood Screenings, 1937-38 (P. Lorillard Co. for Old Gold Cigarettes, CBS).

**\*McCALLION, JIMMY.** Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Billy & Betty (General Mills, NBC Red).

**McCAMBRIDGE, MERCEDES.** Actress. (R) Story of Mary Marlin, 1937-39 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1937-39 (Quaker Oats, NBC Red); Guiding Light, 1937-39 (Procter & Gamble, NBC Red); Your Health, 1937-39 (sustaining, NBC Blue); Fibber McGee & Co., 1937-39 (S. C. Johnson & Son, NBC Red); Don Winslow, 1938-39 (Kellogg Co., NBC Blue).

**McCAMMON, BESS.** Dramatic character actress. (R) Life of Mary Sothorn

(Lehn & Fink for Hinds Honey & Almond Cream, Mutual); True Detective Mysteries (Macfadden Publications, CBS); Ma Perkins (P & G for Oxydol, NBC Red, CBS); others, including programs for Nature's Remedy, Nestle's, Horlick's Malted Milk.

**McCANN, JAMES.** Announcer, newscaster, actor, WIBG, Glenside. (R) Also WLIT, WTEL, Philadelphia.

**\*McCARTHY, CLEM.** Sports announcer. (R) Numerous fights, races and other events, via networks and local stations. (F) Newsreels.

**McCARTHY, JACK.** Announcer, actor. WXYZ, Detroit. (R) Also Michigan Radio Network; transcriptions. (F) Shorts. (L) 1934.

**McCARTHY, JAMES J.** Announcer, WBRE, Wilkes-Barre. (R) Local shows for Studebaker Corp., and others; transcriptions. (V) Theatre appearances.

**McCARTY, ELGIN.** Violinist, KWJB, Globe.

**McCARTY, JACK.** Announcer. (R) NBC shows.

**McCAW, ROBERT S.** Announcer, sportscaster, KRSC, Seattle. (R) Football commentator, 1933-34 (Tidewater Associated Oil Co., NBC and CBS); also KECA, KFAC, KFI, KFVD, KHJ, KNX. KRKD, Los Angeles.

**McCLAIN, JIMMY.** Program director, script writer, actor, announcer, KABC, San Antonio. (R) Also WFAA, Dallas: WOAI, San Antonio; Texas Quality Network.

**McCLAIN, PAULA.** Actress. (R) Bachelor's Children (Cudahy Packing Co., CBS).

**McCLEARY, GWEN.** Continuity writer, actress, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co. (F) Commercials.

**McCLENDON, JAMES.** Organist, pianist, announcer, program director, WSTP, Salisbury.

**\*McCLURE, W. FRANK.** Director. (R) Let's Go Back to the Bible, 1938-39 (Moody Bible Institute, Mutual). (Associated with Critchfield & Co.).

**McCOLL, DUNCAN.** See Men of the West.

## PROFESSIONAL RECORDS—Continued

- McCOMB, KATE.** Dramatic actress. (R) The Gibson Family, 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935-39 (Procter & Gamble for Ivory Soap, NBC Red and CBS); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); March of Time, 1935-39 (various sponsors, including Time, Inc., Servel, Inc., CBS, NBC Blue); Snow Village Sketches, 1936-37 (Loose-Wiles Biscuit Co., NBC Red); Guy Lombardo and His Orch., 1936-38 (General Baking Co. for Bond Bread, CBS); The Goldbergs, 1937-38 (Procter & Gamble, NBC Red, and CBS); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue); Big Town, 1938 (Lever Bros. Co. for Rinso, CBS); others. (L) Stock; After Tomorrow, 1931 (with Donald Meek); Riddle Me This, 1932 (with Frank Craven); No Questions Asked, 1934 (with Ross Alexander, Spring Byington); others.
- McCONNELL, ART.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).
- McCONNELL, CARL P. (Doc & Carl).** Banjoist, singer, WHAS, Louisville. (R) Also WHAM, Rochester. (V) Theatre appearances.
- McCONNELL, SMILING ED.** M.C., singer, script writer. (R) Sunday Afternoon With Smiling Ed McConnell, 1936-39 (Acme White Lead & Color Works, NBC Blue); Ballard's Oven Ready Biscuit Program, 1938-39 (Ballard & Ballard Co., NBC Red and Blue).
- McCORD, WILLIAM J.** Announcer. (R) Football games, 1936, 1937-38 (Associated Oil Co., CBS); Basketball games, 1936-37 (Associated Oil, CBS); Sperry Male Chorus Parade, 1937 (Sperry Flour Mills, CBS); others. (V) Pioneers, 1936; Rio Grande Riders, 1937; Dude Ranch Boys, 1938 (as M.C.). Staff announcer, KFPY, Spokane.
- \*McCORMACK, JAMES.** Singer. (R) James McCormack & Milton Kaye's Orchestra, 1938 (Slide Fasteners, Mutual).
- McCORMACK, MALCOLM L.** Announcer, singer, entertainer, WBZ, Boston. (R) Mac & Moore, since 1936, for various sponsors including Planters Peanuts, Packard Paint and Soapene.
- \*McCORMACK, MYRON.** Actor. (R) Central City, 1938-39 (P & G, NBC Red).
- McCORMICK, FRANKLYN.** Announcer, narrator, actor, poetic reader. (R) Poetic Melodies, Nov., 1936-Mar., 1938 (Wrigley Chewing Gum, CBS); Jack Armstrong (General Mills, NBC Red). (L) Seventh Heaven, 1928; The Nut Farm, 1929 (s); dramatic stock, 8 years. (V) Theatre appearances.
- McCORMICK, JOHN.** Announcer, WBBM, Chicago. (R) The Zenith Radio Foundation, 1937 (Zenith Radio Corp., CBS); Lady Esther Serenade, 1938 (Lady Esther, Ltd., CBS and NBC Red); local shows. (V) Theatre appearances. (PR) RCA Victor.
- McCORMICK, STEPHEN J.** Announcer, WOL, Washington. (F) Shorts.
- \*McCOY, DOUGLAS.** Script writer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).
- McCOY, MALCOLM R.** Actor, WXYZ, Detroit. (R) Lone Ranger and Green Hornet (local sponsors, Mutual and Michigan Radio Network). (L) Stock.
- McCOY, ROBERT L.** Bass singer, arranger, pianist. (R) Horace Heidt & His Brigadiers, 1936-38 (Stewart-Warner Corp., CBS, 1936-37, NBC Blue, 1938). (F) Shorts. (L) Desert Song, Hit the Deck (West Coast productions, f). (V) Theatre appearances.
- \*McCRAE, MARGARET.** (R) Joe E. Brown, 1938-39 (General Foods Corp., CBS).
- McCULLOUGH, ANNETTE.** Singer, WGY, Schenectady.
- McCULLOUGH, BILL.** Announcer, vocalist, WJR, Detroit. (R) Local shows for Axton Fisher Tobacco Co., others. (F) Shorts. (L) 1932-33.
- \*McCUNE, CATHERINE.** Actress. (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).
- McCUNE, DOROTHY.** Women's news commentator, director of women's features. KVOO, Tulsa. (Also traffic manager).
- McCUNE, VANCE.** Comedian (blackface). (R) Aunt Jemima's Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue).
- McCURDY, EDWARD.** Singer, WKY, Oklahoma City. (R) NBC sustaining show. (L) 1939.
- McDANIEL, CLAY.** Producer, announcer, KYOS, Merced.
- McDONAGH, RICHARD.** Writer. (R) NBC sustaining shows including The Silver



## PROFESSIONAL RECORDS—Continued

Flute (NBC Red) and Amanda Snow (NBC Red); numerous special events programs.

**McDONALD, ARCH.** Baseball broadcaster, sports commentator. (R) 1938: Baseball games for General Mills; Sports Review for Tydol; Magic Carpet for Continental Baking; Arch McDonald Grab Bag and Arch McDonald Moon Dial (both participating); 1939: baseball games for Procter & Gamble, General Mills, Socony-Vacuum; sports review for B. F. Goodrich and Oldsmobile. (L) (f). (V) Theatre appearances. (Director of sports broadcasts, WABC, New York).

**McDONALD, ED.** Actor. (R) Mr. Keen Tracer of Lost Persons (BiSoDol, Kolyos, NBC (Blue); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).

**McDONALD, FLORETTA.** Actress, announcer. (R) Woman's Page of the Air, 1938 (Tea Garden Products Co., CBS Pacific Coast); Party Bureau, 1938 (Caswell Coffee, CBS Pacific Coast).

**McDONALD, FRANCES.** Conductor of "Marriage Clinic" program, Yankee and Mutual Networks. (Newspaper and magazine feature writer).

**McDONALD, L. ARTHUR.** Announcer, CFCY, Charlottetown. (R) Also Canadian Broadcasting Corp.; commentator during visit of King George VI and Queen Elizabeth.

**McDONNELL, CRAIG.** Actor, singer. (R) Raising Junior, 1930 (Wheatena, NBC Blue); Bobby Benson, 1932-36 (Hecker Products, CBS); March of Time, 1933-38 (Time, Inc., Servel, Inc., and others, NBC Blue and CBS); Paul Whiteman's Orchestra, 1935 (Kraft-Phenix Cheese Corp., NBC Red); News of Youth, 1935-36 (Continental Baking, CBS); Kreuger's Musical Toast, 1936 (Kreuger Brewing, CBS); Fleischmann Hour, 1936 (Standard Brands, NBC Red); Kate Smith's Bandwagon, 1936 (Great Atlantic & Pacific Tea, CBS); Cafe of the Red Dagger, 1936 (Axton-Fisher Tobacco for Spud Cigarettes, Mutual); Gang Busters, 1936-39 (Colgate-Palmolive-Peet, CBS); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); Renfrew of the Mounted, 1937 (Continental Baking CBS); Pretty Kitty Kelly, 1937-39 (Continental Baking, CBS); Kay Kyser's College of Musical Knowledge, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Red); The O'Neills, 1938 (P & G for Ivory Soap and Flakes, NBC Red);

Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Valiant Lady (General Mills, NBC Red and Blue); Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); numerous others, since 1927.

**McDONNELL, JOSEPH G.** Announcer, newscaster, KSOO-KELO, Sioux Falls. (R) Local shows for John Morrell & Co., others.

**McELROY, JACK.** Announcer, singer, writer, KTUL, Tulsa. (R) Also WMBH, Joplin; KGGF, Coffeyville; KANS, Wichita.

**McELROY, RALPH J.** Announcer, WMT, Cedar Rapids. (R) Transcriptions. (V).

**McENERY, DAVE.** See Red River Dave.

**McENIRY, MATTHEW.** Announcer, KLZ, Denver. (V) Theatre appearances.

**McEWEN, GERALD.** Guitarist, WMC, Memphis.

**McEWEN, LEONARD.** Orchestra leader, WMC, Memphis.

**McFARLAND, LESTER.** (Mac & Bob). Vocalist, musician, KMA Shenandoah. (R) NBC Alka-Seltzer show, 1932-34; local shows on WCAU, Philadelphia; WHAM, Rochester; WLS, Chicago, including Peruna and United Drug Co. programs. (V) 1927-35. (PR) Brunswick.

**\*McGARRETT, GEORGE.** Director. (R) Kay Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red). (Associated with Lord & Thomas).

**McGHEE, EUGENE S.** Musician, WNOX, Knoxville. (V) Granpappy Gang.

**McGILL, E. R.** Writer. (R) Scripts for: 45 Minutes in Hollywood (Borden Co., CBS); Packard Presents Lawrence Tibbett (Packard Motor Car Co., NBC Blue); Bambi (General Foods, NBC Blue); March of Time (Time, Inc., NBC Blue); Cavalcade of America (E. I. du Pont de Nemours, CBS); Magic Voice (Procter & Gamble, NBC Blue); True Story Court of Human Relations (Macfadden Publications, Inc., NBC Red); Young Widder Brown (Cal-Aspirin and Haley's M-O, NBC Red); others.

**McGILL, JERRY.** Script writer. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); Backstage Wife, 1938-39 (Dr. Lyon's Toothpowder, NBC Red).



## PROFESSIONAL RECORDS—Continued

- McGLOTHLIN, JOHN B.** Announcer, actor, WCMI, Ashland. (GA) Hobby Lobby, Dec. 21, 1938 (Fels & Co., NBC Blue). (R) Local shows and transcriptions.
- McGOVERN, JOHN.** Actor. (R) Sherlock Holmes (Household Finance Corp., NBC Red); Death Valley Days (Pacific Coast Borax Co., NBC Blue); Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets, BiSoDol, and A. S. Boyle Co.'s Old English Floor Wax, NBC Red); others. (L).
- McGRATH, CLAYTON.** (Knights of Note). Singer, musician, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.
- McGREGOR, ART.** Actor, script writer, CKY, Winnipeg. (R) Network and local programs with Frank Deaville, as Woodhouse and Hawkins.
- McGREGOR, HORACE.** Announcer, singer, WMSD, Sheffield. (V) Theatre appearances.
- \*McGREGOR, JEAN.** Actress. (R) Today's Children (Pillsbury Flour Mills Co., NBC Red).
- McGUICKIN, FRANCIS H.** Musician, KOIL, Omaha. (V) 1931; Cliff Edwards, 1938.
- McHENRY, MURPHY.** Continuity writer. (R) Hollywood Screenscoops, 1937-38 (P. Lorillard Co., CBS). (Has also done editorial work for *Screen Play Magazine*, *Movie Classic Magazine*, *Los Angeles Record*, *VARIETY*, others).
- McHUGH, MARY.** Singer, script reader. (R) Lanny Grey Rhythm School (sustaining, NBC Blue). (PR) Brunswick, American Record Corp.
- McILVAIN, SID W.** Singer, guitarist, WWVA, Wheeling. (R) Also KFNF, Shenandoah; WAAW, Omaha. (V) 3 Anderson Brothers.
- McINERY, MATHEW.** Commercial and sports announcer, KLZ, Denver.
- McINTIRE, DICK.** Hawaiian musician, KRKD, Los Angeles. (PR) Decca.
- McINTOSH, EZRA.** Program director, WWNC, Asheville. (R) Also Rex Cole program, NBC, 1933; local programs for Standard Oil, others.
- McINTYRE, WILLIAM HAROLD.** Announcer, KYOS, Merced. (R) Also KFRC, San Francisco. (V) Curtis & Allan, Hal Curtis Magical Mysteries.
- McKAY, CAROLYN.** (R) Guiding Light, 1937-39 (P & G, NBC Red).
- McKAY, MARGARET.** Script writer. (R) Hollywood in Person (General Mills, CBS).
- McKAY, STUART.** Announcer, CJCA, Edmonton.
- McKEE, BOB.** Announcer, newscaster, actor, WCAE, Pittsburgh.
- McKENZIE, EDMOND T.** Production manager, announcer, WJBK, Detroit. (V) Theatre appearances.
- McKENZIE, JOHN.** Singer, WJR, Detroit. (R) Local shows for Olson Rug Co., others.
- McKINLEY, BARRY.** Baritone. (R) Time to Shine, 1936-37 (Griffin Mfg. Co., NBC Blue); Romantic Rhythms, 1937 (Chevrolet Motor Co., CBS); also Procter & Gamble program, 1935-36; Philip Morris program, 1936. (F) Shorts.
- \*McKINLEY, MARY.** Actress. (R) Story of Mary Marlin (P & G, NBC Red & Blue).
- McKINNEY, ALENE C.** Musician, KFOR, Lincoln. (V) 1926-30. (Also music librarian).
- McKINZIE, OTIS.** Announcer, newscaster, KNOW, Austin. (R) Also M.C. on Texas State Network.
- McKNIGHT, CECIL.** Announcer, CKTB, St. Catharines.
- McKNIGHT, WES.** Sports commentator, chief announcer, CFRB, Toronto.
- \*McLEAN, JOHN.** Producer, director. (R) Manhattan Mother, 1939 (P & G, CBS). (Associated with Pedlar & Ryan).
- McLEAN, MACK.** See Six Hits and a Miss.
- McLEAN, ROBERT.** Announcer, CHAB, Moose Jaw.
- McLEOD, KEITH** (Armchair Quartet). Director of quartet. (R) Elgin Program, 1930 (Elgin Watch Co., NBC Blue); Kirkman Interlude, 1930 (Kirkman & Son, NBC Red); also programs for Hygrade-Sylvania, 52 weeks; Stromberg-Carlson, 52 weeks; Father John's Medicine, 26 weeks; currently NBC Red sustaining program. (GA) Campbell Soup and McKesson & Robbins programs.
- McMAHEN, CHARLES A.** Program director, announcer, actor, WCSC, Charles-

## PROFESSIONAL RECORDS—Continued

- ton. (R) Also WNOX, Knoxville; WSPA, Spartanburg; local shows for Standard Oil Co., others. (V) Various shows.
- \*McMAHON, FRANK.** Producer. (R) Pick & Pat in Pipe Smoking Time (U. S. Tobacco Co., CBS); Model Minstrels (U. S. Tobacco Co., CBS).
- \*McMANUS, LYNNE.** Script writer. (R) Baker's Broadcast (Standard Brands, Inc., NBC Blue).
- McMARTIN, COLE.** Actor, announcer, producer. (R) Maxwell House Show Boat, 1936-37 (General Foods Corp., NBC Red); Palmolive Beauty Box Theatre, 1937 (Colgate-Palmolive-Peet Co., CBS); Big Sister, 1938 (Lever Bros., CBS); The Goldbergs, 1938 (Procter & Gamble, CBS). (GA) For Men Only (Bristol-Myers Co., NBC Red); others. (L) Stock. (Currently associated with WNAX, Yankton).
- McMEINS, WILLIAM K.** See *Prairie Pioneers*.
- McMICHAEL, GEORGE.** Musician, WMPs, Memphis. (V) Hotel and club appearances with dance bands.
- McMICHAEL, JUDD, TED & JOE.** Merry Macs, precision song stylists. (R) Kruschen Salts Program, 1933 (E. Griffith Hughes Co., CBS); Climalene Co., 1933-34 (Climalene Co., NBC Red); Fitch Program, 1933-34 (F. W. Fitch Co., 1933, CBS; 1934, NBC Red); You Shall Have Music, 1935-36 (Standard Oil of Indiana, CBS); Jack Hylton and His Continental Revue, 1936 (Real Silk Hosiery Mills, NBC Blue); Maxwell House Showboat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Town Hall Tonight, 1937-39 (Bristol-Myers Co. for Sal Hepatica and Ipana Tooth Paste, NBC Red); Benny Goodman's Swing School (R. J. Reynolds for Camel Cigarettes, CBS); Al Jolson Program, 1938 (Lever Bros. for Rinso and Lifebuoy Soap, CBS); For Men Only, 1938-39 (Bristol-Myers Co. for Vitalis, NBC Red). (F) Shorts. (V) Various circuits, theatre appearances, 1931-39. (PR) Brunswick, RCA Victor, Decca.
- McMORROW, WM. F.** Writer. (R) Shell Chateau, 1937 (Shell Oil Corp., NBC Red); Our Gal Sunday, 1937-38 (Anacin, Kolynos Toothpaste, CBS); also NBC Blue sustaining show, Batter Up, 1932. (LS) Way Down East, 1938 (sustaining, WOR, New York).
- McMURRAY, E. H., JR.** Announcer, reader, WHBQ, Memphis.
- McNAMEE, GRAHAM.** Announcer (commercials, sports). (R) Ed Wynn, Texaco Fire Chief (The Texas Co., CBS); The Royal Gelatin Hour (Standard Brands, Inc., NBC Red); The Time of Your Life (Gruen Watch Co., NBC Red); Royal Crown Revue (Royal Crown Cola, NBC Blue); others, including World Series baseball games, etc. Formerly singer over WEAf, New York (1923). (F) Universal, Paramount; narrator for Universal shorts.
- McNAUGHT, LEE.** Musician, KHQ-KGA, Spokane. (V) Theatre appearances.
- McNAUGHTON, HARRY ("Bottle").** Comedian. (R) Phil Baker shows since 1933 (Armour & Co., 1933-35, NBC Blue; Gulf Refining Co., 1935-38, CBS; Hawaiian Pineapple Co., 1939, CBS). (F) Pathe, Warner Bros. and Columbia shorts (s, f). (L) Two Ziegfeld Follies, four Winter Garden Revues, three George M. Cohan shows, and productions by the Shuberts, Earl Carroll, Marc Klaw, the Selwyns and others (s, f). (V) Harry McNaughton & Andrew Tombes, 1927-28; theatre appearances with Phil Baker.
- McNEIGHT, BOB.** Pianist, WMBR, Jacksonville. (R) Also WJAX, Jacksonville; local show for Crazy Water Crystals, others. (L) Stock. (V) Accompanist to Lillian Herlein, 1925.
- McNEILL, DON.** Master of Ceremonies. (R) Pontiac Program, 1934 (Pontiac Motors, NBC Red); Climalene Carnival, 1935 (Climalene Co., NBC Red); Tea Time at Morrell's, 1937 (John Morrell & Co. for Red Heart Dog Food, NBC Red); others, including programs for Edelweiss, Fitch Shampoo, Coca-Cola. (V) Theatre appearances.
- McNEW, BILLY.** Entertainer, WNOX, Knoxville. (V) Tap dancer.
- \*McNULTY, DOROTHY.** Actress. (R) 30 Minutes in Hollywood, 1937-38 (local sponsors, Mutual).
- \*McPHAIL, DOUGLAS.** (R) Good News of 1939 (General Foods Corp., NBC Red).
- McPHAIL, LINDSAY.** Musical director. (R) Dr. Allan Roy Dafeo, 1936-38 (Lehn & Fink for Lysol, CBS and Canadian networks). (Composer of radio music; theatre director).
- McQUAIN, WANDA.** Singer (*Rhythmettes* Trio), KBST, Big Spring.
- McRANEY, ROBERT L.** Producer, organ-

## PROFESSIONAL RECORDS—Continued

ist, announcer. (R) Sports announcer for Kellogg Co. broadcasts over NBC, Alabama State and Alabama Mutual networks. (V) The Paramount Pair, 1930-31; featured organist at various theatres; personal appearances. Currently with WSGN, Birmingham.

**McSPEDDEN, ELLA.** Actress. (R) I Want a Divorce, 1937 (Sussman Wormser & Co., NBC Red); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); other local and Pacific Coast shows, not

current. Staff artist, KSFO, San Francisco.

**McTIGUE, HARRY.** Sports announcer, WHAM, Rochester. (R) Local shows for Socony-Vacuum, General Mills.

**McWILLIAMS, JIM.** Actor, producer. (R) Jim McWilliams' Question Bee, 1936-39 (George Washington Coffee Refining Co., NBC Red and Blue); Colgate Ask-It Basket, 1938-39 (Colgate-Palmolive-Peet, CBS). (V) For some 20 years.

## M

**MAC & BOB.** See Lester McFarland, Robert A. Gardner.

**MacALISTER, CHARLES.** Actor. (R) Death Valley Days, 1932-37 (Pacific Coast Borax, NBC Blue); Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales, NBC Red); Prof. Puzzlewit, 1937-39 (Gallenkamp Stores, NBC Red); Dr. Kate, 1939 (Sperry Flour Co., NBC Red). (L) Stock. (Currently associated with KGO-KPO, San Francisco).

**MacARTHUR, PETER.** Producer, WHO, Des Moines. (R) Also WOC, Davenport. (L) Engagement in New York and on tour; understudy to Sir Harry Lauder.

**MACBETH, ALEX.** Sports announcer, WLAW, Lawrence. (Also assistant commercial manager).

**\*MAC BRYDE, JACK.** Actor. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); Central City, 1938-39 (P & G for Oxydol, successively NBC Blue and Red).

**MacCRACKEN, CHESTER.** Director. (R) Gang Busters (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); Boake Carter (General Foods, CBS); others. (On staff of Benton & Bowles, Inc.).

**MacCREADY, H. B.** Announcer, WEW, St. Louis. (R) Also KMOX, St. Louis: shows for Chrysler Motor Co., Socony-Vacuum Co., General Mills, Inc. (L) 1935-38.

**MacDONALD, ARCH J.** Announcer, producer, continuity writer, WBZ-WBZA, Boston. (R) Local shows including Peter Paul program, Esso Reporter, RCA.

**MacDONALD, EDWIN.** Actor. (R) Death

Valley Days, 1934 (Pacific Coast Borax Co., NBC Blue); Phantom Pilot, 1937 (Langendorf Bakeries, Mutual-Don Lee); My Secret Ambition, 1937-38 (Durkee Famous Foods, Inc., CBS). (LS) KYA, San Francisco. (L) Henry Duffy, 1926: Bless You Sister (with Alice Brady, 1927); stock. (V) Marian Murray Sketch, 1927. Now with KSFO, San Francisco.

**\*MacDONALD, JEAN.** Actress. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red & Blue).

**MacDONALD, JEANETTE.** Soprano. Vick's Open House, 1937-38 (Vick Chemical Co. for VapoRub and Va-tro-nol, CBS). (GA) Lux Radio Theatre, 1936 (Lever Bros. for Lux, CBS); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red). (F) Paramount, Fox, M-G-M (s). (L) Productions by the Shuberts, Ned Weyburn, Henry Savage (f); concert tour, 1939. (PR) RCA Victor.

**MacDONALD, WILLIAM E.** Announcer, KFNF, Shenandoah. (R) Participating program (Olson Rug Co., and others). Speedliners, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.

**MacDONNELL, DAN.** Actor, announcer. poetic reader, WLAW, Lawrence. (V) Theatre appearances. (PR) RCA Victor.

**MacDOUGALL, RANALD R.** Script writer. (R) Material for Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue). (LS) Material for Sweetheart Theatre, 1938 (Manhattan Soap Co., WEA, New York). One-minute material for Doan's Kidney Pills, Imperial Tobacco, Hinds Honey & Almond Cream, Massachusetts Savings Bank Life Insurance and others; 15-minute drama-

## PROFESSIONAL RECORDS—Continued

- tic material for Johnson Candy Co., American Legion, American Bankers Association and others.
- \*MacFAYDEN, HARRY.** Producer. (R) Quite By Accident, Oct.-Dec., 1938 (Lamont Corliss & Co., NBC Red).
- MacGREGOR, EVELYN.** See The Madrigal Singers.
- MacGREGOR, KENNETH.** Producer. (R) Maxwell House Showboat, 1934-36 (General Foods, NBC Red); Palmolive Beauty Box Theatre, 1934-36 (Colgate-Palmolive-Peet, NBC Red and CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Jack Haley-Wonder Show, 1938-39 (Continental Baking, CBS); Joe Penner, 1938-39 (General Foods, CBS); others, not current. (Radio columnist, 1926-27; announcer, WBZA, Boston, 1927-28; program director, WBZ Springfield, 1928-29; production staff of NBC, 1929-34; currently program producer for Benton & Bowles, Inc.).
- MacHUGH, EDWARD.** Gospel singer. (R) The Gospel Singer, 1936-39 (Procter & Gamble, NBC Blue and Red, 1936-39; CBS, 1938); has been in radio since 1927. (V) Theatre appearances. (PR) RCA Victor.
- \*MACK, DICK.** Script writer. (R) Chase & Sanborn Program (Standard Brands, Inc., NBC Red).
- MACK, FLOYD.** Educational director, announcer, writer, producer. (R) Life of Mary Sothern, 1936 (Lehn & Fink for Hinds Honey & Almond Cream, Mutual); Famous Jury Trials, 1936 (Mennen Co., Mutual); Johnson Family, 1936 (Pebeco Tooth Paste, Mutual); Alka-Seltzer News, 1937-38 (Miles Laboratories for Alka-Seltzer, Mutual-Don Lee). (LS) All out of NBC, Wash., D. C.: Esso News, 1936-37 (Esso Gasoline); Singing Violins, 1936-37 (Consolidated Terminal Corp.); Man on the Street, 1936-37 (Chevrolet Motors); Mack's Stumpus Boys, 1937 (Rock Creek Ginger Ale); others. (Currently Director of Education for Mutual-Don Lee Network).
- MACK, GILBERT.** Actor, dialectician. (R) Gang Busters, 1937 (Colgate-Palmolive-Peet Co., CBS); Terry and the Pirates, 1938 (Boweyes, Inc., NBC Red); Kate Smith's Bandwagon, 1938 (General Foods Corp., CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (LS) WEA, WMCA, WOR, New York. (F) Shorts (Biograph). (V) Songster Boys, Gobs of Joy, Collegians, 1930-35. Currently with WHN, New York.
- MACK, NILA.** Writer and director of children's programs. (R) Currently, March of Games (sustaining, CBS); Columbia Workshop, 1938, as director; previously, as an actress, appeared in the Magic Voice, 1932-33 (Ex-Lax, CBS) and others. (F) M-G-M. (L) Most recent appearance was in Eva the Fifth, for John Golden, 1928; previously in Hedda Gabler, Doll's House and others. (V) Circuit engagements; 18 months with Nazimova in War Brides. (PR) Brunswick.
- MACK, WAYNE.** Announcer, producer, actor, dramatic director, WGAR, Cleveland. (L) As musician toured Europe with concert band, 1927; Little Theatre work as director and actor.
- MACKENZIE, NORRIS.** Announcer, newscaster, continuity writer, CJCA, Edmonton.
- MACKAY, GEORGE H.** Announcer, WCOL, Columbus. (L) Dramatic stock. (V) Great London Ghost Show.
- MacLAUGHLIN, DON.** Actor. (R) Famous Actors' Guild Presents "Second Husband", 1937-38 (Bayer Aspirin, CBS); Stella Dallas, 1937-38 (Chas. H. Phillips, NBC Red); Believe It or Not, 1938 (General Foods, NBC Red); Cavalcade of America, 1938 (E. I. du Pont de Nemours, CBS); Dangerous Road, 1938-39 (Sperry Flour Co., NBC Red); also transcriptions. (F) Shorts. (L) Stock. (Currently associated with KGO-KPO, San Francisco).
- MacLEAN, JOHN.** Orchestra director. WMT, Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.
- MACLEAN, SCOT.** Comedian, musician, singer, orchestra leader. (R) 4 years on NBC networks with Grace Justus as Grace & Scotty. (V) 10 years as Maclean & Grace; 5 Years as Jock Maclean, single act; hotel engagement with his Royal Scots, Scotch swing orchestra. (PR) Brunswick, Perfect, Vocalion, Melotone.
- MacLEOD, ROBERT W.** Production director, announcer, continuity writer, KFYZ, Bismarck. (R) Also KVOZ, Denver.
- MacMURRAY, TED.** Production director. (R) Vic and Sade, 1937-39 (P & G for Crisco, NBC Red and Blue, CBS). Supervisor of production, WBBM, Chicago, 1936-38. (F) Commercial and slide films.
- MACPHERSON, FREDERICK.** Special events, sports, news announcer, KRE,

## PROFESSIONAL RECORDS—Continued

- Berkeley. (R) Also KJBS, San Francisco; KPMC, Bakersfield.
- MACPHERSON, JOHN.** Culinary commentator. (R) The Mystery Chef, 1929-38 (Davis Baking Powder, 1929-34, alternately NBC Red and Blue; Regional Advertisers, 1935-38, NBC Red and transcriptions).
- MACRAE, ROSS.** Violinist, CKCK, Regina. (R) Also Canadian Broadcasting Corp.
- \*MACY, JERRY.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).
- MAD RUSSIAN, THE.** See Bert Gordon.
- MADDOX, RALPH.** Producer, actor, announcer, WJDX, Jackson. (R) Uncle Ezra, 1938 (Miles Laboratories, NBC Red). (L) 1927-30. (V) Uncle Si & His Harmony Boys.
- MADRIGAL SINGERS, THE.** Lee Jones, director; Elizabeth Fackiner, soprano; Annamary Diekey, soprano; Evelyn MacGregor, contralto; Charles Harrison, tenor; Earle Styres, bass; Yella Pessl, harpsichordist. (R) The Madrigal Singers, since 1937 (sustaining, NBC Red & Blue). (PR) Victor Red Seal.
- MAGEE, LIBBIE V.** Women's programs, WMT, Cedar Rapids. (R) Also Iowa Broadcasting System; transcriptions.
- MAGNANTE, CHARLES.** Accordionist. (R) Manhattan Merry-Go-Round, 1934-38 (Dr. Lyon's Tooth Powder, NBC Red); Hammerstein Music Hall, 1935-38 (Anac-in, CBS); Waltz Time, 1935-38 (Phillips' Milk of Magnesia, NBC Red); Capitol Family, 1935-38 (NBC, CBS).
- MAHANEY, FRANCIS, JR.** (Texas Rangers). Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances.
- MAHANEY, ROBERT A., JR.** Announcer, newscaster, WIBX, Utica. (R) Local shows for Socony-Vacuum; others. (F) McLarty Motion Pictures, Inc. (V) Theatre appearances.
- \*MAHER, WALLY.** (R) Candid Lady, 1938-39 (Pepsodent Co., NBC Red).
- MAHIN, HUME DERR.** Script writer. (R) Jack & Loretta (Kirkman & Son, CBS).
- MAHONEY, GEORGE.** Entertainer, WNAC-WAAB, Boston. (V) George and Juanita, 1936-39.
- MAHONEY, WILKIE C.** Gag writer. (R) Ben Bernie and All the Lads, 1935-37 (American Can Co., NBC Blue); The Perfect Fool, 1936-37 (Axton-Fisher Tobacco Co., NBC Blue); Your Hollywood Parade, 1938 (American Tobacco Co., NBC Red); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., NBC Blue). Currently under contract to Bob Hope for comedy material.
- MAHR, HERMAN C. (Curley).** Pianist, vocal arranger. (R) Beneath the Surface, 1936-37 (Hudson Coal, NBC Red); Universal Rhythm, 1937 (Ford Motor Co., NBC Blue, CBS); Pick and Pat in Pipe Smoking Time, 1938 (U. S. Tobacco). (All programs mentioned with Landt Trio). (F) Shorts. (PR) Vocalion and Brunswick, with own vocal group, the Skyliners.
- \*MAHR, JESSIE.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- MALAY, JOHN D.** Announcer, special events and sports commentator, WLAW, Lawrence. (L) 1936. (V) M.C., local theatres and clubs.
- MALERICH, JACK.** Orchestra leader, arranger, WCCO, Minneapolis-St. Paul. (R) Swing With the Strings, 1936-37 (George Hormel & Co., CBS); local shows for Pure Oil Co., others. (V) Theatre appearances.
- MALEY, BOB.** Continuity writer, WLW-WSAI, Cincinnati. (R) Vick's Open House, 1938 (Vick Chemical Co., CBS); Smoke Dreams, 1938 (H. Fendrich, Inc., NBC Red); others for Pinex, Oshkosh Overall Co.
- MALLOW, JOHN L.** Announcer, KFPY, Spokane.
- MALONE, FLORENCE.** Actress. (R) Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Singing Lady Music Plays (Kellogg Co., Mutual).
- MALONE, JOEL.** Writer, KNX, Los Angeles.
- MALONE, KASPER D.** Musician, M.C., WIBW, Topeka. (R) Local show for Olson Rug Co., others. (PR) Columbia.
- MALONE, PICK.** (Works with Pat Padgett as "Pick and Pat"). Comedian. (R) Maxwell House Show Boat (General Foods Corp., NBC Red, as Molasses & January); Pick and Pat, 1935 to Feb.,

## PROFESSIONAL RECORDS—Continued

- 1939 (U. S. Tobacco Co., CBS). Several guest appearances. (F) Republic: Paramount shorts. (V).
- MALONE, TED.** (F. Alden Russell). Commentator (poetry and books). (R) Between the Bookends, 1936-39 (Lehn & Fink for Hinds Honey & Almond Cream, 1936-37, CBS; sustaining, 1938-39, NBC Blue). (PR) RCA Victor. (Poetry editor, *Pictorial Review*).
- MALOUIN, ROY.** Announcer, comedian, M.C., CKAC, Montreal. (R) Programs for Procter & Gamble, Quaker Oats and others. (F) Shorts. (L) 1933-35. (V).
- MANECCHIA, ACHILLE I.** Italian announcer, WOV, New York. (L) Director, Royal Theatre of Rome, Teatri Colon of Buenos Aires, Nacional Teatre of S. Paul, Brazil.
- \*MANHATTAN CHORUS.** (R) Waltz Time (Charles H. Phillips Chemical Co., NBC Red).
- MANLEY, WILLIAM FORD.** Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); Soconyland Sketches, 1928 (Socony-Vacuum Co., NBC Red); General Motors Hour, 1928 (General Motors Corp., NBC Red); Gus and Looie, 1929 (Schroeder Valve Co., NBC Red); Mr. and Mrs., 1929 (Graybar Electric Co., CBS); Sandy and Lil, 1930 (Eskimo Pie Co., CBS); Stebbins Boys, 1931 (Swift & Co., NBC Red); Vivian and Her Life Saver, 1935 (Life Savers, Inc., CBS); Nine to Five, 1936 (L. C. Smith Co., NBC Red). All these programs were written in collaboration with Henry F. Carlton. Also various sustaining network shows.
- MANN, HERB, JR.** Program director, head of commercial continuity department. WRJN, Racine.
- MANN, JERRY.** Comedian. (R) Lum and Abner, 1934 (Ford Motor Car Co., NBC Red); Radio City Party, 1934 (Radio Corp. of America, NBC Blue); BiSoDol Varieties, 1934 (BiSoDol, CBS); Manhattan Merry-Go-Round, 1935 (Dr. Lyon's Tooth Powder, NBC Red); Hammerstein Music Hall, 1936-38 (Anacin, Kolynos Toothpaste, CBS). (F) Shorts. (V) Juvenile Frolics, 1920, Kiddies Kabaret; single act, to date.
- MANN, ROBERT J.** Continuity and commercial writer. (R) For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); commercials on The Wife Saver discs.
- MANN, WALTER.** Singer, WLAW, Lawrence.
- MANNERS, BUDDY.** Singer, WHN, New York. (V) Embassy Boys, Reggie Boyd Unit, Irene Vermillion Girls' Band.
- MANNERS, LUCILLE.** Singer. (R) Cities Service Concert, since Feb., 1937 (Cities Service Co., NBC Red). (GA) Palmolive, Magic Key of RCA, Firestone and other programs. (L) Concerts, recitals.
- MANNERS, ZEKE.** Novelty band leader, WHN, N. Y. (R) Also WMCA, N. Y.
- MANNING, JOHN F.** Announcer, WBZ-WBZA, Boston. (R) Local shows for RCA Victor.
- MANNING, KNOX.** News commentator, announcer. (R) Knox Manning—Commentator, 1937-39 (Euclid Candy Co. of California, CBS); Univex News, 1938 (Univex, CBS); also numerous Yankee Network and Don Lee Network shows, 1932-37. (R) RKO, Universal; also shorts. (L) Stock. (V) Theatre appearances. (Currently with CBS Pacific Coast Division).
- MANNING, TOM.** Sports announcer. WTAM, Cleveland. (R) Notre Dame football games, 1935-36 (Kellogg Co.); Ohio State football games, 1937-38 (Kellogg Co., '37; Atlantic Refining, '38); others. (NBC announcer for World Series, 1932-34, '36-38; all major league All-Star games; National Open Golf Championships, 1932, '34-38; National Amateur Golf, 1934-35, '37-38; Western Open Golf since 1932; Ross-Garcia, Armstrong-Chavez, Walker-Risko and other fights; numerous special events).
- MANSEAU, LUCIENNE.** Singer, comedienne, CHRC, Quebec.
- MANTLE, CHARLES, JR.** Musician WKRC, Cincinnati. (V) 1938-39.
- MANVILLE, BUTLER.** Actor. (R) Arnold Grimm's Daughter 1937-38 (General Mills, Inc., CBS); Backstage Wife, 1938-39 (R. L. Watkins Co. for Dr. Lyon's Toothpowder. NBC Red).
- MAPLE CITY FOUR** (Al Rice, Fritz Meissner, Art Janes, Pat Petterson). Quartet. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (F) Currently under contract to Republic Pictures (f). (V) 10 years.
- MAPLES, NELSON.** Orchestra leader, KQV, Pittsburgh. (V) S. S. Leviathan Band Act. (PR) RCA Victor.
- MARAS, GEORGE J.** See Prairie Pioneers.

## PROFESSIONAL RECORDS—Continued

- MARBLE, HARRY W.** Announcer, WCAU, Philadelphia. (L) Repertory and stock.
- MARCIN, MAX.** Writer, director. (R) Creator of *The Perfect Crime*, dramatic sketch incorporated in Johnny Presents, 1938-39 (Philip Morris & Co., Ltd., NBC Red and CBS). (F) Paramount, M-G-M. (L) *Cheating Cheaters*, *House of Glass*, *Silence*, *Three Live Ghosts*; others.
- MARCOU, YVETTE.** Character actress, singer, pianist, CHRC, Quebec.
- MARGET, MANNY.** Sports announcer, KVOX, Moorhead. (R) Baseball and hockey for Wheaties over Kansas City station; also local programs out of Fargo. (V) Theatre appearances.
- MARIANA, NICK.** Sports announcer, continuity, actor, KGVO, Missoula.
- MARIANI, HUGO.** Musical director. (R) Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Bicycle Party (Cycle Trades of America, NBC Red); Empire Builders (Great Northern Railway, NBC Blue); other programs for Wm. Wrigley, Jr., Co., General Motors Corp., American Tobacco Co., Campbell Soup Co., etc. (F) Shorts. (V) Hotel engagements.
- MARK, CARL.** Special events announcer, WHK-WCLE, Cleveland. (R) Also WBNX, WEVD, WHN, WMCA, New York. (GA) True or False, 1938 (J. B. Williams Co., NBC Blue). (F) Shorts.
- MARK, JACK.** Script writer, interviewer, WLTH, New York City.
- MARKEY, RAYMOND D.** Sportscaster, WTHT, Hartford. (R) Baseball for Atlantic Refining Co., others. (L) Stock.
- MARKO, ROBERT.** Writer. (R) Jack Pearl, 1935 (Brown & Williamson Tobacco for Raleigh, CBS); Phil Baker, 1935-36 (Gulf Oil, CBS); Eddie Cantor, Texaco Town, 1936 (Texaco Co., CBS); Tuesday Night Party, with Dick Powell (formerly Al Jolson Show), 1937-39 (Lever Bros., CBS). (F) Shorts. (Author of *Mirth Control*, a farce comedy, and *Such Goings On*, a revue).
- MARKS, GARNETT A.** Announcer, actor, news and sports commentator, singer. (R) General Electric Hour, 1931 (General Electric Co., NBC Red); Gang Busters, 1938 (Colgate-Palmolive-Peet Co., CBS). (LS) KMOX, St. Louis; WENR, Chicago; WMCA and WOR, N. Y. (F) Warner Bros., Vitaphone, First National, 1929-30. (L) St. Louis Municipal Opera Co. (V) Personal appearances.
- MARKWARD, BILL.** Sports announcer, WCAM, Camden. (Reporter, Philadelphia *Daily News*).
- \*MARLOWE, RAYMOND.** Singer. (R) Standard School Broadcast (Standard Oil of California, NBC Blue).
- MARR, ELEN.** Singer, actress, WCAU, Philadelphia. (R) Local shows for Household Finance Corp., Tastyest, Inc., others. (L) *Three Cornered Moon*, others. (V) Benson & Marr.
- MARROCCO, W. THOMAS.** Violinist, WHEC, Rochester.
- MARSH, AUDREY.** Actress, singer. (R) Maxwell House Showboat, 1932 (General Foods, NBC Red); also programs for Life Savers, Necco Candy, D'Orsay Perfume, Pebecco Toothpaste, Ybry Perfume, Jeddo-Highland Coal, Harvester Cigars, Schaefer Beer and many others, including transcriptions. (L) *Abie's Irish Rose*, *After Dark*. (PR) Brunswick.
- MARSH, DIXIE.** Pianist, singer, actress, M.C. (R) Shell Happy Time, 1928-33 (Shell Union Oil Corp., NBC Red); Gilmore Circus, 1934 (Gilmore Oil Co., NBC Red); Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales, NBC Red); Professor Puzzlewit, 1938 (Gallenkamp Stores, NBC Red); Pacific Coast shows. (V) 1922-28 as part of harmony team. (Currently associated with KGO-KPO, San Francisco).
- MARSH, ESTELLE G.** Commentator (women's club activities), WAAB-WNAC, Boston. (L) Little Theatre productions, as coach and director.
- MARSH, JOHN A.** Organist. CKOC, Hamilton.
- MARSHALL, CHARLES H.** Guitarist, singer. (R) Peaceful Valley Folk, 1934 (Crazy Water Co., NBC Red); Death Valley Days, 1934-37 (Pacific Coast Borax Co., NBC Blue); Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Woman's Magazine of the Air, March to May 1939 (Sperry Flour Co., NBC Red).
- MARSHALL, DON J.** Announcer, KFIZ, Fond du Lac. (L) (f). (V) Theatre and night club M.C.
- MARSHALL, HELEN.** Singer. (R) Sig-mund Romberg's Studio Party, 1934-35 (Swift & Co., NBC Red); Fireside Recitals, 1936-37 (American Radiator Co., NBC Red); substitute artist on Saturday Night Serenade, 1937 (Pet Milk Sales Corp., CBS); others, in 1934. (L) Columbia Theatre Associates, concert recitals.

## PROFESSIONAL RECORDS—Continued

- \*MARSHALL, HERBERT.** Actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS); also guest appearances on various network programs. (L) Brewster's Millions, Aren't We All, Grumpy and others. (F) British Lion-Gainsborough, Gaumont-British, M-G-M. United Artists, RKO, Paramount and others (s).
- \*MARSHALL, JUDY.** (R) Lanny Grey's Rhythm School of the Air (NBC Blue).
- MARSHALL, NORMAN.** News commentator and editor, announcer, M.C., CKTB, St. Catharines.
- MARSHALL, RAY (Joseph Savalli).** Announcer (English and Italian programs), assistant program director, WHOM, Jersey City. (R) Also WBNX, WFAA, New York.
- \*MARSHALL'S MAVERICKS, CHARLEY.** (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red).
- \*MARSTON, ADELAIDE.** Script writer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS).
- MARTA, JOHN A.** Announcer, WJMS, Ironwood. (V) Theatre appearances.
- MARTHA & HAL.** See Martha Lawrence and Hal Bogg.
- MARTHA & HER PLAY BOYS.** Musicians, singer (Martha Lawrence), WGY, Schenectady. See Martha Lawrence.
- MARTIN, CHARLES.** Writer, director, producer. (R) Then & Now, 1936 (Sears, Roebuck, CBS); Thrill of the Week, 1936-38 (Philip Morris & Co., Ltd., NBC Red); Front Page News, 1936-38 (Philip Morris & Co., Ltd., CBS); Johnny Presents (Philip Morris & Co., Ltd., CBS, NBC Red); March of Time (Time, Inc., NBC Blue). (F) Writer, director, producer for Universal. (Currently with the radio department, Biow Advertising Agency).
- MARTIN, EMIL B.** Musician, WFAA, Dallas. (V) Band, 1920-24.
- MARTIN, ESSIE.** Entertainer, WLS, Chicago.
- MARTIN, FRED S.** Accordionist, arranger, singer, WFAA, Dallas. (R) Also Texas Quality & Dixie Networks. (V) Cass County Kids, 3 years. (PR) Brunswick.
- MARTIN, GEORGE R. ("Colorado Pete")** Entertainer, KMBC, Kansas City.
- MARTIN, HARRY.** Musician (Sunny Boys novelty group), CJRC, Winnipeg. (R) Also CKY, Winnipeg.
- MARTIN, HARRY B.** Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).
- MARTIN, J. T. W.** Writer, director. (R) Beatrice Fairfax, 1937-38 (Hecker Products, Mutual); Julia Blake, 1938 (Armstrong Cork Co., transcriptions); School for Wives, 1938 (Corning Glass Works, transcriptions); The Mighty Show, 1938 (Penick & Ford for My-T-Fine Desserts, CBS). (Co-author, How to Write for Radio, Practical Radio Writing; currently associated with BBD&O).
- MARTIN, JAMES.** Baritone, WDRC, Hartford.
- MARTIN, JANE.** Writer, director, producer. (R) Let's Play Games, 1937-38 (Vapex; WOR, New York City; WAAB, Boston; WGN, Chicago). (L) Civic Repertory Theatre with Eva Le Gallienne, one year (f).
- \*MARTIN, MORA.** Actress. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).
- MARTIN, PAUL.** Orchestra leader, KGO-KPO, San Francisco. (R) Musician in many orchestras, including Meredith Willson's. (V) Theatre appearances. (PR) RCA Victor.
- MARTIN, TATTEE ("Three Vamps").** Singer, WIOD, Miami.
- MARTIN, THOMAS E.** Announcer, script writer, producer, newscaster, WGY, Schenectady. (R) Also WSYR, Syracuse; WIBX, Utica.
- MARTIN, TONY.** Singer, actor. (R) Burns & Allen, 1937-39 (General Foods for Grape Nuts, NBC Red 1937-38; Liggett & Myers Tobacco for Chesterfields, 1938-39, CBS). (F) 20th Century-Fox (f): RKO short. (V) Theatre appearances, 1939.
- MARTIN, WILLIAM L.** Actor, KSO-KRNT, Des Moines.
- MARTINEAU, LAUREAT ("Bob").** Program director, announcer, WHTT, Hartford. (R) Also transcriptions. (M.C. for radio programs from local theatre for orchestras of Ben Bernie, Jimmy and Tommy Dorsey, Larry Clinton, Benny Goodman, Glen Gray, others).
- \*MARTINEK, LT. COMM. FRANK.** Script writer. (R) Don Winslow of the Navy 1938-39 (Kellogg Co., NBC Red & Blue). (In collaboration with Al Barker).



## PROFESSIONAL RECORDS—Continued

- MARTINI, ROLAND.** Script writer, producer. (R) Ry-Krisp Presents Marion Talley (Ralston Purina Co., NBC Red); Saturday Night Serenade (Pet Milk Sales Co., CBS). (Executive of Gardner Advertising Co.).
- MARTONE, JOHNNY.** Orchestra leader, WADC, Akron. (R) CBS, 1938. (V) Theatre appearances.
- \*MARUCCION, VIRGINIO.** Conductor. (R) Smoke Dreams, 1938-39 (La Fendrich Cigars, NBC Blue); also WLW, Cincinnati.
- MARVIN, ROBERT C.** Also commercial manager, WICA, Ashtabula. (V) Stars in the Making, 1937-38.
- MARX, CHICO.** Comedian. (R) Five Star Theatre, 1932-33 (Standard Oil of New Jersey, NBC Blue); Marx Brothers, 1934 (American Oil, CBS); The Circle 1939 (Kellogg Co. for Corn Flakes, NBC Red). (GA) Pepsodent Program Starring Bob Hope, 1938 (Pepsodent Co., NBC Red). (F) With brothers: M-G-M, Paramount, RKO (s). (L) With brothers: Coconuts, 1926; Animal Crackers, 1928 (s). (V) First act, with brothers, mother and aunt, known as the Six Musical Mascots; later as the Four Nightingales; finally, for 15 years, as The Marx Brothers.
- MARX, GROUCHO.** Comedian. (R) Five Star Theatre, 1932-33 (Standard Oil of New Jersey, NBC Blue); Marx Brothers, 1934 (American Oil, CBS); The Circle, 1939 (Kellogg Co. for Corn Flakes, NBC Red). (GA) Hollywood Hotel, 1937, '38 (Campbell Soup, CBS); Pepsodent Program Starring Bob Hope, 1938 (Pepsodent Co., NBC Red); others. (F) With brothers: M-G-M, Paramount, RKO (s). (L) With brothers: Coconuts, 1926; Animal Crackers, 1928 (s). (V) First act, with brothers, mother and aunt, known as the Six Musical Mascots; later as the Four Nightingales; finally for 15 years, as The Marx Brothers.
- MARY LOU.** Singer, WDAY, Fargo. (R) Programs with Johnny Rogers.
- MASLIN, ALICE G. (Nancy Booth Craig).** Commentator, writer, director. (R) Woman of Tomorrow (Lamont Corliss for Danya Hand Cream, 1938-39, Chas. B. Knox Gelatine Co., 1939, Beauty Products Corp. for Lactol, 1939, WJZ, New York); others, not current, including network programs for Woman's Home Companion, transcriptions. (Former concert pianist; program director of KMOX, St. Louis, for 7 years).
- MASON, BILL.** Musician, KFEQ, St. Joseph. (V) Theatre appearances.
- MASON, DOROTHY LEE.** Singer, fashion commentator, WHBF, Rock Island. (R) Also WHBF, Rock Island. (V).
- \*MASON, JERRY.** Actor. (R) Valiant Lady, 1938-39 (General Mills, NBC Red & Blue).
- MASON, LIN.** Announcer, singer, writer, WKRC, Cincinnati. (R) Also WALR, Zanesville; WCOL and WBNS, Columbus.
- \*MASON, MARY.** Actress. (R) Life and Love of Dr. Susan (Lever Bros., CBS); Lux Radio Theatre (Lever Bros., CBS). (F) 20th Century-Fox, RKO. (L) The Primrose Path, Schoolhouse on the Lot, Brother Rat, Call It A Day.
- MASON, MARY.** Director WRC Home Forum, WRC-WMAL, Washington. (R) Also director WNAC (Boston) Women's Club, 1925-28; assistant, Ida Bailey Allen's Homemaker's Club, 1928 (CBS); director women's programs, 1929 (WBZ, Boston); food editor, Women's Radio Review, 1930-32 (CBS); others, all commercial participating programs. (F) Commercial films. (L) Lyric stock co., one year; concert series.
- MASON, PAUL.** Announcer, KANS, Wichita.
- MASON, SULLY.** Singer, saxophonist. (R) Elgin Football Revue, 1935-36 (Elgin National Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willys Motors, Mutual); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strikes, NBC Red). (V) Kay Kyser's Orchestra. (PR) Brunswick.
- MASON, SYDNEY.** Actor, announcer. (R) Home, Sweet Home, 1934-35 (Procter & Gamble, NBC Blue and Red); Roses & Drums, 1934 (Union Central Life Insurance Co., CBS); The Gibson Family, 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935 (Procter & Gamble, NBC Red); Famous Jury Trials, 1936-37 (Mennen Co., Mutual); True Detective Mysteries, 1936 (Macfadden Publications, Inc., Mutual); Johnny Presents, 1936-37 (Philip Morris & Co., Ltd., NBC Red, CBS). (LS) KECA, KFVD, KFAC, KFI, Los Angeles; WEAF, WJZ, WMCA, WOR, New York; WXYZ, Detroit; WLW, Cincinnati. (F) Paramount, Biograph; Warner Bros. shorts. (L) Ebb Tide; A Lady Detained; others. (V) Theatre appearances. Currently with WWJ, Detroit.

## PROFESSIONAL RECORDS—Continued

- \*MASTERMAN, E. D.** Script writer. (R) Dog Heroes (Modern Food Process Co., NBC Blue).
- MASTERS, FRANKIE.** Orchestra leader, M.C., singer. (R) It Can Be Done, 1937-39 (Household Finance Co., NBC Blue, 1937-38; CBS, 1938-39). (F) Universal; shorts. (V) Theatre master of ceremonies, 5 years; night club appearances.
- MASTROIANNI, IONI M.** Arranger, WMAS, Springfield. (V) Theatre appearances; associated with the orchestras of Barney Rapp, Henry Busse, Vincent Lopez, Reggie Childs. (PR) RCA Victor.
- \*MASTRON, CARMAN.** Guitarist. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association of America, NBC Blue).
- MATHIEU, RENE.** Singer, actor, CBV, Quebec. (R) Also CHLN, Three Rivers; CHRC, Quebec; CKAC, Montreal; and Canadian Broadcasting Corp.; transcriptions.
- MATSON, DOROTHY (Judy).** Singer, KNX, Los Angeles. (R) Programs for Union Oil and others, since 1937.
- MATTFELD, JULIUS.** Organist. (R) From the Organ Loft, 1938-39 (CBS sustaining). Director music library, CBS; author of numerous books, compilations and articles on music; concert organist.
- MATTHEWS, JAMES F.** Announcer, KGO-KPO, San Francisco. (R) Good Morning Tonite, 1938 (Alber Bros. Milling Co., NBC Red); Martha Meade, 1938-39 (Sperry Flour Co., NBC Red).
- MATTHEWS, JOE B.** Announcer, actor, program director, WCMI, Ashland. (R) Also KGGM, Albuquerque; KGNC, Amarillo; local shows for Rio Grande Oil Co., Dr. Pepper and others. (L) 1935-36.
- MATTHEWS, RONNIE.** Organist, pianist, CJOR, Vancouver. (V) Coast circuits, 10 years.
- MATTSON, HOWARD T. (Froggie).** Musician, singer, WTAD, Quincy. (R) Also WMBD, Peoria; electrical transcriptions. (F) Rodeo short. (V) Froggie.
- MAUPIN, REX.** Orchestra leader. (R) Public Hero No. 1, 1937-38 (Falstaff Brewing, NBC Blue); Crossroads, 1938 (Monroe Chemical, NBC regional); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue); was also guest conductor on the Pontiac Varsity Show (NBC Blue) when it originated in Chicago. (Member of NBC, Chicago, staff).
- MAUS, HAROLD.** Musician, singer (The Novelty Aces). (R) Vocal Varities, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati: Melody Grove. 1937 (Bromo-Quinine); Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) WLS road shows, 1934-37; Blue Ridge Mountaineers, 1935; WLW road shows, 1938. (PR) Bluebird.
- \*MAXWELL, LLOYD.** Director. (R) Bachelor's Children (Cudahy Packing for Old Dutch, CBS). (Associated with Roche, Williams & Cunyngham).
- MAXWELL, RICHARD.** Singer, philosopher. (R) Garden of Memories, 1937-38 (Restland Memorial Association, Mutual).
- MAXWELL, SHERMAN J.** Sports commentator, WLTH, New York City. (Author of Thrills and Spills in Sport).
- MAXWELL, TED.** Playwright, actor, producer, M.C. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); Hawthorne House (Wesson Oil & Snow-drift Sales Co., Inc., NBC Red); My Secret Ambition (Durkee Famous Foods, CBS). (LS) KPO-KGO, San Francisco. (L) Stock. (V) Ted Maxwell and Virginia Chester.
- MAXWELL, THOMAS.** Announcer, WGST, Atlanta.
- MAY FOSTER.** News editor, special events announcer, WOW, Omaha.
- MAY, HERBERT H.** Announcer, producer, KNX, Los Angeles. (R) Programs for Goodyear Rubber, Folger Coffee, Lipton Tea, and others, since 1937. (V) Theatre appearances.
- MAY, RODERICK (Texas Rangers).** Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances.
- MAYAL, HERSCHELL.** Actor. (R) Lone Ranger (Weber Baking Co. and Gordon Bakeries, Mutual).
- MAYBERRY, LINN.** Comedienne, KGO-KPO, San Francisco. (V) 1927-39.

## PROFESSIONAL RECORDS—Continued

- MAYHEW, F. E.** ("Tiny"). Producer, KASA, Elk City. (R) Also WLAG (now WCCO). Minneapolis; WBBZ, Ponca City; KGHF, Pueblo. (F) Shorts. (V) Theatre appearances. (Also station manager).
- MAYNARD, LE VERNE** ("Pat"). Musician (piano, organ, accordion). WOC, Davenport. (V) Theatre appearances.
- MAYO, BESS.** Organist, KTAR, Phoenix.
- \*MAYO, WALDO.** (R) Major Bowes Capi-tol Family (CBS).
- MAYPOLE, ROY A. JR.** Actor, producer, writer. (R) Jack Armstrong (General Mills, NBC Red); First Nighter (Campana Sales Co., successively NBC Red & CBS); Betty & Bob (General Mills, Inc.; CBS); other commercial and sustaining shows including Order of Adventurers. NBC Blue, 1939. (F) Shorts. (L) Love's Passport, The Fan, others.
- MEACHAM, MALCOLM R.** Actor. (R) Hall of Fame, 1935 (Lehn & Fink Products Co., NBC Red); Hollywood Hotel, 1935-36 (Campbell Soup Co., CBS); Lux Radio Theatre, 1936 (Lever Bros. Co., CBS); Ma Perkins, 1938 (Procter & Gamble, NBC Red); Kitty Keene, Inc. (Procter & Gamble, CBS); Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Story of Mary Marlin, 1938 (Procter & Gamble, NBC Red and Blue); Betty & Bob, 1938 (General Mills, CBS); Road of Life, 1938-39 (P & G, CBS).
- MEAD, ED.** Script writer. (R) Spots for Maxwell House Showboat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); some scripts for On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); script editor, Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS) and Kate Smith-Noon-day Chats, 1938-39 (General Foods for Diamond Crystal Salts, CBS). (Associated with Benton & Bowles, New York).
- MEADE, EVERARD.** Producer. (R) Assistant producer, Jell-O Program Starring Jack Benny, 1936 (General Foods, NBC Red); producer, Burns and Allen, 1937-38 (General Foods for Grape Nuts, NBC Red); producer, Tuesday Night Party (Al Jolson Show up to March 21, 1939) (Lever Bros. for Lifebuoy and Rinso, CBS). (Associated with Ruthrauff & Ryan, Hollywood).
- MEAKIN, JACK.** Orchestra director, composer, arranger. (R) Little Buster's Circus Parade, 1930 (Little Buster Popcorn, NBC Pacific Red); Slices of Life, 1935 (Kraft-Phenix Cheese Corp., NBC Pacific Red); Carefree Carnival 1936 (Signal Oil Co., NBC Pacific Red); Remar Rumpus, 1938 (Remar Baking Co., CBS Pacific); Quite By Accident, Oct. to Dec., 1938 (Nestle's Hot Chocolate, NBC Red). (PR) Brunswick. (Formerly NBC, then CBS, musical director in San Francisco. Composer of 6 piano solos and 4 popular songs; has composed, scored and directed 26 musical productions for the Bohemian Club, San Francisco).
- MEARS, MARTHA.** Singer, actress. (R) Phil Baker, Armour Program, 1935-36 (Armour Co., NBC Blue); Colgate House Party, 1936 (Colgate-Palmolive-Peet, NBC Red); General Foods Kitchen Party, 1936 (General Foods Corp; NBC Red); It Happened in Hollywood, 1939 (Geo. A. Hormel & Co., CBS). (V) Theatre appearances.
- MEDBURY, JOHN P.** Writer. (R) Burns & Allen, 1937-39 (General Foods Corp., NBC Red, 1937-38; Liggett & Myers Tobacco Co., CBS, 1938-39). (F) Shorts (Columbia); also dialogue for Paramount. (Newspaper humorist).
- MEDOFF, SAM.** Arranger, composer, musical director. WARD, New York City. (L) 1938. (V) 1923-31.
- MEEDER, WILLIAM H.** Organist. (R) Clara, Lu & Em, 1936 (Colgate-Palmolive-Peet, NBC Blue); Home Sweet Home, 1936-37 (P & G for Chipso, NBC Red and Blue); Edward MacHugh, the Gospel Singer, 1936-39 (P & G for Ivory Soap, NBC Blue and Red, 1936-39; CBS, 1938); Pepper Young's Family, 1936-38 (P & G for Camay Soap, NBC Red and Blue); Road of Life, 1937-38 (P & G for Chipso, NBC Red). (V) Theatre appearances.
- MEEK, JIMMIE.** Bass violinist, guitarist, singer. KGNC, Amarillo. (R) The Plowboys, 1933 (General Mills); Sons of the West, 1939 (Zenith Radio Corp.); others. (V) 3 Jacks, 1933-36. (PR) Decca.
- MEEKER, WALTER.** Musician, WMT, Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.
- MEIER, ICEL A.** Sports announcer. (R) Handles sports and utility announcing for Universal Radio Productions; also football games over stations in Akron.
- MEIGHAN, JAMES.** Actor. (R) Court of Human Relations (Vadco Sales Corp., Mutual); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Singing Lady Music Plays (Kellogg Co., Mutual); David Harum (B. T. Babbitt Co., NBC Red);

## PROFESSIONAL RECORDS—Continued

- Alias Jimmy Valentine (R. L. Watkins Co., NBC Blue); Just Plain Bill (Anacin, Kolyons, NBC Red).
- MEISEL, GRAHAM J.** News commentator. (R) Also WTNJ, Trenton; WIP, Philadelphia. (Formerly newspaper editor and publisher).
- MEISER, EDITH.** Writer, actress. (R) Scripts for Sherlock Holmes; The New Penny (with Helen Hayes), 1935-36; The Amateur Gentleman (Leslie Howard), 1935; sketches for Roland Young, Lionel Barrymore, Miriam Hopkins; The Life and Love of Dr. Susan, 1939 (Lever Bros. for Lux, CBS). (L) Stock; Three Garrick Gaieties; others. (V) 1927-28. (Partner, Edith Meiser & Thomas H. McKnight, radio productions).
- MEISSNER, FRITZ.** See Maple City Four.
- \*MELCHIOR, ELAINE.** Actress. (R) Pretty Kitty Kelly (Continental Baking Co., CBS).
- MELCHIOR, LAURITZ.** Operatic tenor. (R) Frequent guest appearances on Ford, General Motors, Chase Bank Lucky Strike and RCA programs; network opera broadcasts from the Metropolitan, New York, San Francisco and Chicago. Made first transatlantic broadcast from Marconi experimental station in England, 1917. (Leading heroic tenor, Metropolitan Opera, San Francisco Opera, Covent Garden, Chicago Grand Opera and Paris Grand Opera companies. Has sung more performances of Tristan, Siegfried and Tannhauser than any other artist, dead or living. Honorary president, Richard Wagner Society. Singer to the Royal Danish Court).
- MELLS, BYRON.** Vocalist, KSFO, San Francisco. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1938 (Durkee's Famous Foods, Inc., CBS).
- MELODY MAIDS (Dorothy Lee Wolf, La Veta Anderson, Judy Magrine).** Rhythm trio, KLZ, Denver. (R) Also KOA, Denver; WHB, Kansas City. (V).
- MELODY MEN (Franklin Barger, Dewey Gordon, Raymond Baber, Clarence Helstrom).** Quartet, KLZ, Denver.
- MELTON, JAMES.** Singer. (R) Seiberling Singers, 1928-31 (Seiberling Rubber Co., NBC Blue); Ward's Family Theatre, 1934 (Ward Baking Co., CBS); Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc., NBC Red); Palmolive Beauty Box Theatre, 1937 (Colgate-Palmolive-Peet Co., CBS); The Songshop, substituted for Kitty Carlisle two months in 1938 (Coca-Cola Co., CBS); others. (F) Warner Bros. (s,f). Concerts; records.
- MEN ABOUT TOWN TRIO (Scrappy (Harold) Lambert, Jack Parker, Phil Ducey).** Singers. (R) Believe It or Not (General Foods Corp., NBC Red); Manhattan Merry-Go-Round (R. L. Watkins Co., NBC Red); Believe It or Not, 1939 (Nehi, Inc., CBS).
- MEN OF THE WEST (Don Davies, Harry Morton, Duncan McColl, Guy Hockett).** Quartet, KOA, Denver. (R) Also NBC sustaining. (V).
- MENARD, GEORGE.** Announcer, producer, singer, WLS, Chicago. (R) Also WROK, Rockford. (F) Shorts.
- MENDELSON, M. M.** Script writer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- \*MENJOU, ADOLPHE.** Actor, M. C. (R) Texaco Star Theatre, Oct. 5-Nov. 2, 1938 (Texas Co., CBS). (F) Paramount, M-G-M, Columbia, 20th Century-Fox, Universal, Warner Bros. and others (s, f). Two years on the stage and in vaudeville.
- MENKEN, HELEN.** Actress. (R) Famous Actors' Guild Presents Second Husband, 1937-39 (Bayer Co., CBS). (L) Seventh Heaven; Queen Elizabeth, The Old Maid; others. (V).
- MENSER, C. L.** Producer. (R) Inside Story, 1938-39 (Ralston Purina, NBC Blue). (Formerly production manager, NBC Central Division.)
- \*MERCER, JOHN.** Singer, composer. (R) Benny Goodman's Orchestra, 1939 (R. J. Reynolds Tobacco Co., CBS).
- MERCER, RUBY.** Singer. (R) Packard Hour, 1937 (Packard Motor Cars, NBC Red). (GA) 1935-36: Palmolive Beauty Box Theatre, Maxwell House Showboat, Hammerstein Music Hall of the Air. (LS) Guest on Around New York, 1938 (Consolidated Edison, WEA, N. Y.). (L) Forbidden Melody, 1936. (V) Theatre appearances. (Currently associated with WQXR, N. Y.).
- \*MEREDITH, JAY.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- MEREDITH, JUNE.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).
- MEREDITH, LEE C.** Announcer, pianist, singer, WOMI, Owensboro.

## PROFESSIONAL RECORDS—Continued

- \*MERESCO, JOE.** Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).
- MERKER, MARY.** Singer. (R) As member of the Moonbeams Trio: Moonbeams, 1938 (Gambarelli & Davitto, Mutual); Saturday Night Serenade (Pet Milk Co., CBS); American Album of Familiar Music (Bayer Co., NBC Red); others. (GA) Maxwell House Show Boat, Cities Service Concert, Seth Parker, others. (L) Concert work.
- \*MERKUR, HARRY.** Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).
- \*MEROLA, GAETANO.** Conductor. (R) Standard Symphony (Standard Oil of California, NBC Red).
- MERRIAM, DWIGHT J.** Producer, program director, continuity writer, KROC, Rochester. (L) Stock. (V) 1932.
- MERRIDEW, REGINALD P.** Chief announcer, M.C., singer, pianist, WKOK, Sunbury. (R) Programs for Planter's Peanuts, Motorola Radio and others, since 1937.
- \*MERRIFIELD, DON.** Actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue).
- MERRIFIELD, JOHN F.** Writer, producer, announcer, actor, WLW-WSAI, Cincinnati.
- MERRILL, LOUIS.** Actor. (R) Park Avenue Penner, 1936-37 (R. B. Davis Co. for Cocomalt, CBS); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux Toilet Soap, CBS); Al Jolson, 1936-37 (Lever Bros. for Lifebuoy Soap, CBS); Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Good News of 1938, 1937 (General Foods for Maxwell House Coffee, NBC Red); Welch Presents Irene Rich, 1937 (Welch Grape Juice, NBC Blue); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Thrills, 1937-38 (Union Oil, NBC Red); Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); others.
- MERRILL, STEPHEN F.** Tenor. (R) Smoke Dreams, 1936-39 (H. Fendrich, Inc., for La Fendrich and Charles Denby Cigars, NBC Blue); Vocal Varieties, 1937-39 (Lewis-Howe Co. for Tums, NBC Red); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Four Stars Tonight, 1938-39 (Four-Way Cold Tablets, regional network); others, including transcriptions and local shows on WLW, Cincinnati. (V) Appearances as member of Horace Heidt's Brigadiers, 1934-36. (Currently with WLW, Cincinnati).
- MERRY MACS.** See Helen Carroll and Judd, Ted and Joe McMichael.
- MERRYMAN, ROBERT V.** Announcer, producer, WWSW, Pittsburgh. (V) Theatre appearances.
- MERTZ, THERON C.** Musician. (R) Burns & Allen (Campbell Soup Co., CBS). (F) Shorts (Warner Bros.). (L) Parisiana, 1928. (V) Wesley Barry & Band, 1926-28. Staff musician, KSFO, San Francisco.
- MESSMER, DOTTY.** See Music Maids.
- METCALF, JOHN B.** Hymn evangelist, WAAB-WNAC, Boston. (L) Operas. (V) Theatre appearances.
- METZ, STUART B.** Announcer. (R) Betty Moore Triangle Club, 1937 (Benjamin Moore Paint Co., NBC Red); Jell-O Summer Show, 1937 (General Foods for Jell-O, NBC Red); Pepper Young's Family, 1937-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); Road of Life, 1937-39 (Procter & Gamble for Chipso, NBC Red, 1937-39; CBS, 1938).
- \*METZGER, ROS.** Director. (R) Girl Alone (Quaker Oats, NBC Red). (Associated with Ruthrauff & Ryan).
- MEVES, JACK R.** Commentator, announcer, singer, pianist, KRSC, Seattle.
- MEYER, MARGARET H.** Women's programs, WOMT, Manitowoc.
- MEYER, RAM** (also known as **Gene Loomis, Eric Goodwin**). Actor, announcer, singer, WMBR, Jacksonville. (R) Also WABC, WEAF, WOR, New York; WJAX, Jacksonville. (P) Paramount, M-G-M, others; also shorts. (L) Productions for George White, J. J. Shubert, George M. Cohan, David Belasco, Earl Carroll, Flo Ziegfeld, others. (V) Quote Four, Bryant & Stewart. (PR) RCA Victor, Edison, Brunswick.
- MEYER, RUTH.** Singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.
- MEZGER, WILLIAM.** Announcer, WJBK, Detroit.
- MICHAEL, JAY.** Dramatic actor. (R) Lone Ranger (Bond Bread, Mutual and Michigan Radio networks); Green Hornet (Detroit Creamery, Mutual and Mich-

## PROFESSIONAL RECORDS—Continued

- igan Radio networks); Here's Your Party (Bell Telephone, Michigan Radio Network). (F) Commercials. (L) The Drunkard, 22 weeks; stock, 5 years (s). (V) Musical act.
- MICHAEL, RAYMOND E.** Announcer, WRC-WMAL, Washington. (R) Horace Heidt & His Brigadiers, 1938 (Stewart-Warner Corp., NBC Blue); Vick's Open House, 1938 (Vick Chemical Co., CBS); also WLW, Cincinnati; WMMN, Fairmont. (V) Theatre appearances.
- \*MICHAELIS, ADRIAN F.** Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).
- MICHAELS, BUD.** Actor. (R) Lone Ranger (Gordon Bakeries and Weber Baking Co., Mutual).
- MICHAELS, RAY (Milt Herth Trio).** Musician. (R) With Larry Clinton's Orchestra (Radio Corporation of America, NBC Blue); Isham Jones' Orchestra (Mar-Oil Shampoo, CBS); Carl Hoff's Orchestra (R. H. Macy, WOR, New York). (L) (f). (V) Milt Herth Trio; appearances with Kay Kyser's Orchestra. (PR) RCA Victor, Bluebird, Vocalion, Brunswick, Decca.
- MICHAUD, GABRIELLE.** Pianist, CHGB, Ste Anne de la Pocatiere.
- MIDDLETON, BOB.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).
- MIDLAND MINSTRELS.** (Charles Pryor, Kenneth White, Eddie Johnson, Bill Gall, Willie Ganz). Musicians, KMBC, Kansas City. (V) Theatre appearances.
- \*MILBURN, GEORGE.** Script writer. (R) Scattergood Baines, 1937-39 (Wm. Wrigley, Jr., Co., CBS).
- MILDER, NATE.** Announcer, sports, WALR, Zanesville. (R) News for Texaco Gasoline; others.
- MILES, MRS. ALICE LOWE.** Interviewer. (R) Husbands and Wives, 1936-37 (Lamont Corliss & Co., NBC Blue); Life and Love of Dr. Susan, 1939 (Lever Bros., CBS). (LS) WOR, New York. (Worked as team with Sedley Brown, 1936-37).
- \*MILFORD, TEDDY.** (R) Shows on WBZ, Boston.
- MILLER, ALBERT G.** Writer, director. (R) Frank Hawks, 1936 (Gruen Watch Co., Mutual); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); Walter O'Keefe, 1937 (Bristol-Myers Co., NBC Red); Pontiac Varsity Show, 1937 (Pontiac Motor Co., NBC Red); Bank Show, 1937 (Group of American Banks, CBS); Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, Inc., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco Co., CBS). (LS) WOR, WJZ, New York. (L) Author of "The Sellout," 1933. (Has written for *Saturday Evening Post*, *Life*, *Judge* and *Conning Tower*. Former radio writer and director for N. W. Ayer and Son, Inc.).
- MILLER, ALICE DUER.** Writer. (R) Live & Learn, 1939 (sustaining, Mutual). (F) Adaptations and original stories for D. W. Griffith, United Artists, Paramount, M-G-M and others. (L) Charm School, Spring Board, Roberta (story). Author of numerous short stories.
- MILLER, CHARLES D. (Chuck).** Chief announcer, KFAB, Lincoln. (R) Also KOIL, Omaha; programs for Consolidated Drug, Goodrich Tires, Olson Rug, and others. (L) Stock (f). (V) Theatre appearances.
- MILLER, CLARENCE.** Entertainer, KRLD, Los Angeles. (R) Watch the Fun Go By (Ford Motor Co., CBS); programs on Texas Quality Network.
- MILLER, FRANCES.** Popular singer, WGST, Atlanta.
- MILLER, FREDDIE.** Singer, pianist, M.C., WSYR, Syracuse. (R) Also NBC, New England Network and WXYZ, Detroit. (F) Paramount, Warner Bros. (V) 1918-30. (PR) Edison.
- MILLER, IRVING.** Actor. (R) The Wife Saver (Manhattan Soap Co., NBC Red).
- MILLER, JACK.** Orchestra leader. (R) Kate Smith & Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith's A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS); Kate Smith's Hour, 1938-39 (General Foods Corp., CBS).
- MILLER, JOHNNY.** Commercial and sports announcer, singer, WSJS, Winston-Salem. (R) Baseball for Kellogg Co., Atlantic Refining Co., others. (V) Theatre appearances.
- MILLER, L. A. (Jiggs).** Announcer, character actor, continuity writer, program director, KFAB, Lincoln. (R) Also KFEQ, St. Joseph.

## PROFESSIONAL RECORDS—Continued

- MILLER, LE ROY.** Announcer, KYW, Philadelphia. (R) Musical Clock, 1938-39 (RCA Victor); others. (V) Theatre and club M.C.
- MILLER, LINCOLN W.** Announcer, KGMB-KHBC, Honolulu-Hilo.
- MILLER, MARY LOU.** Singer, WBNS, Columbus.
- MILLER, MAX.** Musician, WIND, Gary.
- MILLER, SEYMOUR H.** Announcer, WHK-WCLE, Cleveland. (R) Also WIBX, Utica; WMBO, Auburn.
- MILLER, VICTOR.** Pianist, conductor, composer, WSyr, Syracuse. (R) Also WFBL, Syracuse. (L) Conductor various symphony orchestras. (V) Theatre musical director.
- MILLER, VIRGINIA B.** Commentator, women's program, WICC, Bridgeport.
- MILLER, WAYNE W.** Editor and writer (newscasts). (R) Co-writer, 1932-34, and editor and writer, 1937-39: The Richfield Reporter (Richfield Oil Corp., NBC Pacific Coast Red); also writes commercials for Calling All Cars (Rio Grande Oil Corp., CBS Pacific Coast). (Radio columnist, Los Angeles *Examiner*, 1930-32; publicity director of KHJ, Los Angeles, 1936-37).
- \***MILLER, WILLIAM.** (Continental Quartet). Singer. (R) Carnation Contented program (Carnation Milk Co., NBC Red).
- MILLER, WM. H. ("Little Bill").** Writer, KVOO, Tulsa. (GA) KMOX, St. Louis; KOA, Denver; WAAF, WGN, Chicago; others. (F) Paramount, 1937.
- MILLET, ART.** Announcer. (R) Packard Presents Lawrence Tibbett, 1934-35 (Packard Motors, NBC Blue); Lux Radio Theatre, 1935 (Lever Bros., CBS); True Story Hour, 1935 (Macfadden Publication, NBC Red); Rhythm at Eight, 1935 (Lehn & Fink for Lysol, CBS); Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Football Roundup with Eddie Dooley, 1936 (Royal Typewriters, CBS); Nash Speedshow, 1936-37 (Nash Motors, CBS); Quality Twins, East and Dumke, 1936-37 (Knox Gelatine, CBS); Hammerstein Music Hall, 1937-38 (Kolyonos Toothpaste, CBS); Second Husband, 1937-39 (Bayer Aspirin, CBS); Waltz Time, 1937-38 (Phillips' Milk of Magnesia, NBC Red); Popeye, the Sailor, 1938 (Joe Lowe Corp. for Popsicles, CBS); The Goldbergs, 1938-39 (P & G for Oxydol, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); others, including network programs for Hecker Products, Lifebuoy Soap, Old English Floor Wax, Angelus Rouge, Mar-O-Oil Shampoo; transcriptions for Danderine, 1936-37, and J. C. Penney, 1938-39.
- MILLS, BILLY.** Musical director, composer, arranger, pianist. (R) Myrt & Marge, 1934-36 (Wm. Wrigley, Jr., Co., CBS); Heidelberg Students, 1934 (Blatz Brewing Co., CBS); The First Christmas, 1935 (Sears Roebuck & Co., CBS); Flying Red Horse Tavern, 1936 (Socony-Vacuum Oil, CBS); Poetic Melodies, 1936-37 (Wm. Wrigley, Jr., Co., CBS); Gold Medal Hour, 1936-37 (General Mills, CBS); Attorney-at-Law, July and Aug., 1938 (S. C. Johnson & Son, NBC Red); Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, Inc., NBC Red).
- MILLS, FELIX.** Orchestra leader, composer, arranger. (R) Silver Theatre, 1937-39 (International Silver Co., CBS); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red). Pacific Coast programs for Gilmore Oil and Bullocks Department Store, 1937. Composed and directed music for numerous transcribed shows, including Chandu the Magician, Count of Monte Cristo, Strange As It Seems, Tarzan, Charlie Chan, etc.
- MILLS, FRANK.** Chief announcer, KGKO's (Fort Worth) Dallas Studios. (F) Shorts. (V) Theatre appearances.
- MILLS, HUGH (Uncle Mel).** Children's programs, CHNS, Halifax. (R) Also transcriptions on CJCB, Sydney; CFCY, Charlottetown.
- MILLS, MARGARET.** (Augusta M. Jarman). Woman's commentator, WCHV, Charlottesville. (R) Also Virginia Broadcasting System.
- MILLS, MARJORIE.** Commentator. (R) Featuring Marjorie Mills, 1937 (Maine Development Commission, Mutual); The Girl from Maine, 1938 to Jan. 1939 (Maine Development Commission, Mutual); past 14 years as conductor of women's programs, locally and on New England networks, sponsored cooperatively by food concerns. (Also editor of women's pages on Boston *Herald Traveler*).
- \***MILLS, NOEL.** Actor. (R) When a Girl Marries, 1939 (Prudential Insurance Co., CBS).
- MILLS, RUTH.** Women's programs, WFIL, Philadelphia. (R) Also WGAR, Cleveland.
- MILT HERTH TRIO.** See Milt Herth, Frank Froeba, Ray Michaels.

## PROFESSIONAL RECORDS—Continued

- MILTON, ANN.** Actress, script writer, women's newscaster, singer, KMBC, Kansas City. (R) Also WHB, Kansas City. (L) 1932.
- \*MILTON, JOHN.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- MINIUM, JAMES W.** Producer, announcer, WALR, Zanesville. (R) Also NBC Blue programs with Maurice Spitalny orchestra, KDKA, Pittsburgh.
- MINOR, VERN.** Singer, announcer, KVGB, Great Bend. (Also business and commercial manager).
- MISENER, RICHARD.** Program director, pianist, organist, commentator, CKMO, Vancouver.
- MITCHELL, ALBERT.** Master of ceremonies. (R) The Answer Man (Provident Loan Society of New York, WOR, N. Y.); numerous others since 1923; former band leader and announcer for Paul Whiteman. (V) Single act, 1907-19. (PR) Bluebird.
- MITCHELL, BERNARD ("Bun").** Program director, announcer, CKTB, St. Catharines.
- MITCHELL, BILL.** See the Buckaroos.
- MITCHELL, DOLLY.** Juvenile singer. (R) Little Miss Chiclet with Adrian Rollini Trio (Adams Chiclet Co., WJZ, N. Y.); soloist, 1937-39, over WICC, Bridgeport.
- MITCHELL, EDWARD.** Musician, WHO, Des Moines. (R) Local shows including the Oshkosh Overall Co. program.
- MITCHELL, ERNEST.** Cellist, WHO, Des Moines. (R) Also KSO, Des Moines; local shows including Budweiser Beer Program, 1935. (L) 1918-22.
- MITCHELL, EVERETT G.** Announcer. (R) Junior Nurse Corps, 1936-37 (Swift & Co., NBC Blue); Firestone Voice of the Farm, 1938-39 (Firestone Tire & Rubber, transcriptions); NBC Farm and Home Hour (past 8½ years); numerous others, including local shows. (Chief announcer, NBC Central division, Chicago).
- MITCHELL, FRANKLIN C.** Announcer, singer, WJR, Detroit. (R) Local shows for Dodge Motors, Penn Tobacco; others. (F) Commentator and narrator for National League Football Picture; shorts.
- MITCHELL, HOLLIS.** Actor, WMBR, Jacksonville. (L) Mulatto, Boy Meets Girl, Brother Rat, others.
- \*MITCHELL, IRVING.** Producer, director. (R) The Mighty Show, 1938-39 (Penick & Ford, CBS). Associated with Batten, Barton, Durstine & Osborn).
- MITCHELL, JACK O.** Production manager, KTSA, San Antonio. (L) Doing Our Bit, 1918. (V) Jack Mitchell & Eileen Dove, Hokum Ala Class, 1919-31.
- MITCHELL, JOHN T., JR.** See the Buckaroos.
- MITCHELL, JOHNNY.** Organist, pianist, WCAE, Pittsburgh. (V) Theatre appearances.
- MITCHELL, PEARL PICKENS.** See the Buckaroos.
- MITCHELL, RALPH.** Musician (saxophone, clarinet), WNAX, Yankton. (V) Theatre appearances.
- MITCHELL, ROBERT B.** Choral director (Robert Mitchell and His St. Brendan's Boys), pianist, organist, arranger. (R) Guest appearances, with his St. Brendan's Boys: Thirty Minutes in Hollywood, 1937 (locally sponsored, Mutual); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Dr. Christian, 1938 (Chesebrough Mfg. Co. for Vaseline products, CBS); Al Pearce & His Gang, 1938, '39 (General Foods Corp. for Grape Nuts, NBC Red). (LS) Organist, Mid Morning Matinee, 1938-39 (Sears, Roebuck & Co., KHJ, Los Angeles). (F) Paramount, Warner Bros., RKO (f). (V) Theatre appearances, 1937, '38. (PR) Decca. (Formerly staff organist and pianist, KMTR and KEHE, Los Angeles).
- MITCHELL, RUSSELL, JR.** See the Pioneer Quartet.
- MITLER, BESSIE.** Pianist, organist, WRJN, Racine. (V) As pianist for orchestras and vaudeville acts.
- MOBLEY, ERNEST, JR.** Program director, announcer, sportscaster, KICA, Clovis. (R) Also Mutual and Texas State Networks; KFXR, Oklahoma City; KLUF, Galveston; KHBG, Okmulgee; KRLH, Midland.
- MOCK, BILL, JR.** Special events director, KGW-KEX, Portland.
- MODERNAIRES, THE.** See Bill Conway, Harold Dickinson, Chuck Goldstein, Ralph Brewster.
- MODERNETTES, THE.** Vocal trio, KANS, Wichita.
- MOFFATT, MURRAY.** Announcer, actor, KNOW, Austin.



## PROFESSIONAL RECORDS—Continued

- MOFFETT, CLYDE E.** Musician, singer. WLS, Chicago. (R) Uncle Ezra, 1935 (Miles Laboratories, Inc., NBC Red); also WGN, Chicago; shows for Olson Rug Co., Crazy Water Crystals, others. (F) Shorts. (V) Four of Us.
- MOHN, MONTGOMERY.** Dramatic actor. (R) Hawthorne House, 1936-39 (Wesson Oil and Snowdrift, NBC Red); Dr. Kate, 1936-39 (Sperry Flour, NBC Red); I Want a Divorce, 1937-39 (Sussman, Wormser & Co., NBC Red); also NBC Pacific Coast shows for Occidental Life Insurance Co., 1936-38, and Peters Shoe Co., 1937-39. (L) Taming of the Shrew and Within the Gates, 1935 (f). (V) The Drunkard, 1934-35.
- MOLARSKY, OSMOND.** Script writer. (R) Various scripts for Cavalcade of America, 1935-38 (E. I. du Pont, CBS).
- MOLTZNER, MASON B.** Writer, actor. (R) Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); Woman's Magazine of the Air, 1936 (Acme Beer, NBC Red). (L) Currently staff member of KGW-KEX, Portland.
- MONAGHAN, GEORGE W.** Announcer, script writer, WTHH, Hartford.
- \*MONKS, JAMES.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).
- MONROE, CHARLIE.** Hillbilly musician, WPTF, Raleigh. (R) Also WDBJ, Roanoke. (V) Charlie Monroe & His Radio Show. (PR) Bluebird.
- MONROE, LUCY.** Soprano. (R) Good-rich program, 1935; Lavender & Old Lace, 1935-36 (Sterling Products, CBS); Hammerstein Music Hall, 1936-37 (Anacin and Kolynos, successively NBC Blue, CBS); American Album of Familiar Music, 1936-37 (Bayer Aspirin, NBC Red). (GA) American Bank Program, Philadelphia Orchestra, Ben Bernie, Lanny Ross and Chevrolet programs. (L) Concerts, Metropolitan, St. Louis and Rochester Opera companies, 1938-1939.
- MONROE, PAUL.** Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- MONROE, ROBERT.** Script writer, WLW-WSAI, Cincinnati. (R) Front Page Parade (Richman Clothes, Mutual). (L) Stock (director, producer, actor).
- MONTANA, PATSY.** Singer, WLS, Chicago. (R) Also NBC and CBS, 1932-33. (F) Shorts. (V) Patsy Montana, Cowgirl Singer and Yodeler, 1932-38. (PR) Columbia.
- \*MONTANA, SLIM.** (R) CBS shows.
- MONTELL, DOUG.** Sports announcer. (R) Under contract to Lord & Thomas for Associated Oil Co. football broadcasts. (LS) KROW, KLX, Oakland; KQW, San Jose; KYA, KJBS, KFRC, KSFO, San Francisco.
- MONTEUX, PIERRE.** Symphony conductor. (R) Standard Symphony, seasonally for past 4 years (Standard Oil of California, NBC Pacific Coast Red). (L) Metropolitan Opera, 1917-19. (PR) RCA Victor. (Currently conductor of San Francisco Symphony Orchestra).
- MONTGOMERY, MARSHAL.** Ventriiloquist. (R) Commercials on WBRE, Wilkes-Barre, and WOR, New York; currently Horse & Buggy Days (sustaining, WJZ, New York). (GA) For Men Only (Bristol-Myers for Vitalis, NBC Red). (F) Shorts. (L) (V) 1905-39; appearances in the U. S., England, Russia, France, Germany and Belgium.
- MOODY, DOLLY & PAT** ("Montana Sweethearts"). Hillbilly singers with guitar, WDZ, Tuscola. (V) WDZ road shows.
- MOODY, ROBERT.** See the Songsmiths and the Songshop Quartet.
- MOON, NORMAN.** Singer, WHO, Des Moines. (F) Shorts (Paramount, 20th Century-Fox). (V) 2 years with George Shelton; appearances with various orchestras including Shep Fields'.
- MOONBEAMS TRIO.** See Rhoda Arnold, Veronica Wiggins, Mary Merker.
- MOONEYHAM, MARY H.** Pianist, WOPI, Bristol.
- MOORE, BETTY.** Talks on interior decorating. (R) Benjamin Moore Triangle Club, since 1929 (1939 series on NBC Red, Benjamin Moore Paints).
- MOORE, DUNCAN.** News and special events announcer, WJR, Detroit. (R) Local show for Olson Rug Co.
- MOORE, GRACE.** Singer, actress. (R) The Nash Speed Show, 1936-37 (Nash-Kelvinator Corp., CBS); Chesterfield Presents, 1938 (Liggett & Myers Tobacco Co., CBS). (GA) Appeared on programs of Lever Bros. Co., General Motors, Ford Motor Co., Vick Chemical Co., others. (F) Columbia (s). (L) Music Box Re-

## PROFESSIONAL RECORDS—Continued

- vue; musical comedies. Member of Metropolitan and Chicago operas. Has appeared in concerts and operas throughout U. S. and Europe. Recordings.
- MOORE, HAL.** Announcer, news commentator, WNEW, New York. (R) Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets and A. S. Boyle Co., CBS); Pick and Pat, 1934-37 (United States Tobacco Co., CBS); Homemakers' Exchange (National Ice Advertising Co., NBC Red). (F) Paramount Newsreels.
- MOORE, JACK.** Announcer, KPLT, Paris. (R) Also Texas State Network; local shows for Coca-Cola Bottling Co., Gruen Watch, others.
- MOORE, JAMES.** Program director, singer, WLVA, Lynchburg. (R) Also CBS, Dixie Network and WBT, Charlotte. (L) Concert tours, 1928-30, 1932-33. (V) Single act, 1927-28. (Also assistant manager).
- MOORE, JAMES F.** Announcer, KRE, Berkeley.
- MOORE, JOHN.** Actor, singer. (R) The O'Neills, 1936-37 (Procter & Gamble, NBC Red and Blue); Hilltop House, 1937-39 (Colgate-Palmolive-Peet, CBS); Our Gal Sunday, 1937-38 (Anacin and Koly-nos Toothpaste, CBS). (F) J. C. Williamson Corp., Australian producers (s). (L) 1933-35; The Great Waltz (Austrian production), Music in the Air, The Merry Malones (s). (V).
- MOORE, RAY A.** Musician, WKRC, Cincinnati. (R) Also WLW, Cincinnati. (V) 1936-39. (PR) Victor.
- MOORE, SAM P.** Announcer, script writer, producer, M.C. (R) Shell Happy Time, 1930-33 (Shell Union Oil, NBC Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); Dangerous Road, 1939 (Sperry Flour Co., NBC Red); Pacific Coast shows, transcription. (L) 1919-20. (V) 1922-29; personal appearances. (PR) RCA Victor, Columbia, others. (Currently associated with KGO-KPO, San Francisco.)
- MOORE, CAPT. W. G.** Sports caster, actor, script writer, WHB, Kansas City. (R) Also WDAF, Kansas City.
- \*MOORE, WILFRED G.** Script writer. (R) Howie Wing, 1938-39 (Kellogg Co., CBS).
- MOORE, WILLIAM.** Producer, announcer, M. C., KNX, Los Angeles. (F) M-G-M, 20th Century-Fox, Republic, Grand National, Universal (f); M-G-M shorts. (L) The Virginian; Gallows Glorious, 1935; Petrified Forest; Three Men on a Horse; others (f). (V) Theatre appearances.
- MOOREHEAD, AGNES.** Dramatic actress. (R) Big Sister (Lever Bros. Co., CBS); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); There Was a Woman (Glass Container Association of America, NBC Blue); Terry and the Pirates (Bowey's, Inc., NBC Red); The Monday Night Show (The Brewers' Radio Show Association, CBS); Ben Bernie & All the Lads (U. S. Tire Dealers, CBS); The Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); March of Time (Servel, Inc., and Time, Inc., NBC Blue); Spy Secrets (Cummer Products for Energine, NBC Red); others. (L) Scarlet Pages; Candlelight; Soldier & Woman; Marco's Millions.
- MORE, FRANCIS.** Master of ceremonies, WWVA, Wheeling. (R) Also NBC and CBS shows; programs for Olson Rug Co., Crazy Water Crystals, Pinex Co., Brown & Williamson Tobacco Co., others. (L) Stock. (V) Theatre appearances. (PR) Decca, RCA Victor, Brunswick, Columbia.
- MORELAND, EARL.** Announcer, WMC, Memphis.
- MORELL, BILLY.** Actor, WWJ, Detroit. (F) Commercials. (L) 1938. (V) Theatre appearances. (PR) RCA Victor.
- MORELL, DOUGLAS L.** Actor, comedian, WMBR, Jacksonville.
- MORFIT, GARRY.** Actor, M.C., KWK, St. Louis. (R) Also WBAL, Baltimore; Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red). (V) 1938.
- \*MORGAN, BREWSTER.** Producer, script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS).
- MORGAN, DALE F.** Announcer, KSO-KRNT, Des Moines.
- MORGAN, FRANK.** Actor, comedian. (R) Good News, 1937-39 (General Foods Corp., NBC Red). (F) Paramount, M-G-M, Fox, Universal, United Artists (s,f). (L). (V) Skits.
- MORGAN, GENE.** Actor. (R) Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet for Super Suds, CBS). (F) Commercial shorts. (L) Stock, 3 years (f).

## PROFESSIONAL RECORDS—Continued

- MORGAN, HAROLD.** Orchestra leader, WHO, Des Moines. (V) Floor show engagements, 1935-37.
- \***MORGAN, HENRY.** Announcer. (R) Dorothy Gordon-The Children's Corner, 1938-39 (Wheatena, Mutual); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual); also WOR, New York.
- MORGAN, JACK R.** Pianist, arranger, composer, WMPs, Memphis. (R) Also WHBQ, Memphis. Also arranger and director for numerous orchestras and vaudeville acts.
- MORGAN, JAMES C.** Program director, KSFO, San Francisco. (Supervised all CBS production from San Francisco, 1937); Party Bureau, 1937-38 (George W. Caswell Co., CBS); Toast to the Town, 1937-38 (Roma Wine, CBS); others. (L) San Juan Pageant, 1936-37; Golden Gate Bridge Fiesta Pageant, 1937 (director).
- MORGAN, JANE.** Actress. (R) Silver Theatre (International Silver Co., CBS); Scattergood Baines (William Wrigley, Jr., Co., CBS); Dr. Christian (Chesebrough Mfg. Co., CBS); Lux Radio Theatre and Big Town (Lever Bros., CBS); also shows with Al Jolson, Eddie Cantor and Hedda Hopper; transcriptions. (L) Stock. (V) Personal appearances including one with Barbara Stanwyck. (PR) RCA Victor. (Currently associated with KNX, Los Angeles).
- MORGAN, JOHN CARL.** Announcer, WTAR, Norfolk.
- MORGAN, RUSS.** Orchestra leader. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, CBS); Johnny Presents, 1937-39 (Philip Morris & Co., CBS). (F) Paramount and Warner Bros. shorts. (V) Theatre, night club and hotel appearances, since 1935. (PR) Brunswick.
- MORIN, BEATRICE.** Pianist, organist, WOAI, San Antonio.
- MORISSET, LOUIS.** News analyst, script writer, actor, CKAC, Montreal. (R) Script for Grande Soeur, French version of Big Sister (Lever Bros., Canadian network); others. (V) Theatre appearances.
- MORNING, GLENN.** Pianist, WHO, Des Moines.
- MORNING, SHARI.** Character comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others. (V) Theatre appearances.
- \***MORRELL, NORMAN.** Director. (R) Sophie Tucker & Her Show, 1938-39 (American Tobacco Co., CBS). (Associated with Lord & Thomas).
- \***MORRIS, C. D.** Script writer. (R) Betty & Bob (General Mills, Inc., NBC Red & Blue); Central City (P & G, NBC Red).
- MORRIS, COLTON G.** Announcer, WBZ-WBZA, Boston. (R) Esso News Reporter, 1938-39 (Esso Marketers); also WMEX and WORL, Boston.
- MORRIS, DON.** Announcer, actor, WMBC, Detroit. (R) Also CKLW, WJR, Detroit.
- MORRIS, FRED (Happy).** Bass violinist, M.C., WHAS, Louisville. (R) Also WBT, Charlotte; local show for Crazy Water Crystals, others. (F) Republic. (V) Snowball & Sunshine, Tennessee Ramblers. (PR) RCA Bluebird.
- MORRIS, WILLIE.** Soprano. (R) Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Red); Vince Program with John Charles Thomas, 1935-36 (William R. Warner & Co., NBC Blue); Your Hit Parade, 1936 (Lucky Strike Cigarettes, NBC Red); Maxwell House Showboat, 1936-37 (General Foods, NBC Red); Fireside Recitals 1936-37 (American Radiator Co., NBC Red); International Silver's 1947 Girl 1936-37 (International Silver Co., NBC Red); Flying Red Horse Tavern, 1937 (Socony-Vacuum, CBS); Chevirole' transcriptions, 1937-38; Alfred Wallenstein's Impressions, 1939 (sustaining, Mutual). (GA) General Foods, 1934; Consolidated Gas, 1937.
- MORRISON, BRET.** Announcer, singer, actor. (R) First Nighter (Campana Sales Co., NBC Red, CBS); Vanity Fair Campana Sales Co., NBC Blue); Romance of Helen Trent (Edna Wallace Hopper, Old English Wax, CBS); Attorney at Law, 1938 (S. C. Johnson & Son, NBC Blue); Win Your Lady, summer show, 1938 (Jergens-Woodbury Sales, NBC Blue); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).
- MORRISON, HERBERT.** Announcer. WCAE, Pittsburgh. (R) Also WLS, Chicago; WOR, New York.
- MORRISON, ROSS.** Musician, WMT, Cedar Rapids.
- MORRISON, WILBUR H.** Announcer, news editor, WGY, Schenectady. (R) Also WOKO, Albany.
- MORROW, BILL.** Script writer. (R) Jell-O Program Starring Jack Benny, 1936-39 (General Foods Corp., NBC Red). (F)

## PROFESSIONAL RECORDS—Continued

- Paramount. (Writes in co-operation with Ed Beloin).
- \*MORROW, KENNETH.** Singer. (R) Hymns of All Churches, 1938-39 (General Mills, Inc., NBC Red and Blue).
- MORSE, ANTHONY J.** Actor (straight, Spanish and French dialect). (R) Phantom Pilot, 1937 (Langendorf Bakeries, Mutual); Toast to the Town, 1938 (Roma Wine, CBS). (Currently associated with KSFO, San Francisco.)
- MORSE, CARLTON E.** Script writer. (R) One Man's Family, 1935-39 (Standard Brands, Inc., for Tender Leaf Tea, NBC Red; previous sponsors, 1932-35, include Wesson Oil & Snowdrift, Penn Tobacco and Royal Gelatin); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red); also programs for Associated Oil and RCA, 1931-32, Pacific Coast network.
- MORSE, EDWIN H.** Director. (R) Voice of America, 1933 (Underwood Elliott Fisher, CBS); Arnold Grimm's Daughter, 1937-39 (General Mills, successively CBS and NBC Red and Blue); Jack Armstrong, 1937-39 (General Mills, NBC Red); others. (F) Shorts. (L) Assistant to Guthrie McClintic, 11 years; also stage manager and assistant director for Winthrop Ames, Lewis & Gordon, William A. Brady, Sam Harris and others. (V). (Has also written for and acted in numerous programs; was dramatic director for CBS, one season; currently associated with Blackett - Sample - Hummert, Inc., Chicago).
- MORSE, OTTO.** Character actor, musician (director, *Otto & the Novelodeons*). (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); also programs on KMOX, St. Louis, 1932-33. (V) Theatre appearances.
- \*MORTLAND, ANN.** Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).
- MORTON, HARRY.** See Men of the West.
- \*MORTON, RAY.** (R) Hobby Lobby, 1938 (summer show, General Foods, NBC Red).
- MORTON, SAM D.** Trumpeter, singer, KHQ-KGA, Spokane. (V) Theatres, hotels, with bands.
- MOSES, JOHN B.** Announcer, WHBC, Columbus.
- MOSIER, WALLACE (Ed Mason).** Script writer, announcer, WLW-WSAI, Cincinnati.
- \*MOSS, ARNOLD.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue).
- MOSS, FRANK.** Script writer. (R) Van-ity Fair (Campana Sales Co., NBC Blue).
- MOSS, RUTH.** Announcer, script writer, WAAB-WNAC, Boston. (L) New England Players; Theatre Guild; stock; others (s, f). (V) Theatre appearances.
- MOYLAN, NEAL L.** Announcer, actor, producer, WFBL, Syracuse. (R) Also WGBI, Scranton; local show for Socony-Vacuum, others.
- MOYLE, PAUL.** News and sports commentator, WFTC, Kinston.
- MOYLES, JACK.** Announcer, actor, producer. (R) Sperry Male Chorus Parade, 1936-37 (Sperry Flour Co., CBS); Night Editor, 1936-39 (Cardinet Candy Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS); Dairy Maid, 1938-39 (Tillamook Creamery Association, CBS); other local and Pacific Coast shows as staff member of KSFO, San Francisco.
- MUELLER, AL.** Musician, WKRC, Cincinnati. (V) 1937-39. (PR) RCA Victor Bluebird.
- MUELLER, BOB.** Trumpet player, KGNC, Amarillo. (L) Earl Carroll's Vanities, Jumbo; others. (V) Theatre appearances.
- MUELLER, MARVIN E.** Announcer, actor. (R) Slack Furniture Programs, 1932-35 (Slack Furniture Co., Inter-City Network); Magic Kitchen, 1935-37 (participating program); Phillips Poly Follies, 1936-39 (Phillips Petroleum, CBS). (LS) Numerous programs since 1932, including programs for Missouri Pacific Railroad, 1932-33; St. Louis Dairy, 1933-34; Kellogg Co., 1935-36; Standard Oil of Indiana, 1934; Lehn & Fink, 1935-36; Central Shoe Co., 1936; Pontiac Motor Co., 1936; L. Cohen Co., 1936-38; Penn Tobacco, 1936-38; Union Electric Co., 1936-38; General Grocer Co., 1937-38; also transcriptions, 1936-37. (F) Shorts. (V) Master of Ceremonies, 1936. (Currently assistant chief announcer, KMOX, St. Louis).
- MUGFORD, JAMES D.** Program director, WSPA, Spartanburg. (A) Local shows, transcriptions. (L) Productions by Sir Frank Benson's Shakespearean Repertory Co., Cyril Maude, Sir Fred Terry and others.

## PROFESSIONAL RECORDS—Continued

- MULHOLLAND, ROSCOE, JR.** Announcer, M.C., actor, newscaster, WKRC, Cincinnati. (R) Manhattan Mother, 1939 (Procter & Gamble, CBS). (L) 1938-39. (V) Theatre appearances.
- MULLEN, JACK.** Director, writer. (R) As writer: *Roses and Drums*, 1933-34 (Union Central Life Insurance, CBS); *Kraft Music Hall*, 1933-34 (Kraft-Phenix Cheese, NBC Red); *Thurston, the Magician*, 1933 (Swift & Co., NBC Blue); *Palmolive Operettas*, 1934-35 (Colgate-Palmolive-Peet, NBC Red); *Town Hall Tonight*, 1934-35 (Bristol-Myers, NBC Red); *Clara, Lu & Em*, 1934-35 (Colgate-Palmolive-Peet, NBC Red); *House of Glass*, 1935 (Colgate-Palmolive-Peet, NBC Blue); *The Goldbergs*, 1936 (Colgate-Palmolive-Peet, CBS); *Come On, Let's Sing*, 1936 (Colgate-Palmolive-Peet, CBS). As director: *Goose Creek Parson*, 1936 (Colgate-Palmolive-Peet, CBS); *Your Adventure with Floyd Gibbons*, 1937 (Colgate-Palmolive-Peet, CBS); *Myrt and Marge*, 1937-39 (Colgate-Palmolive-Peet, CBS); *On Broadway*, 1938 (General Foods, NBC Blue); *Colgate Ask-It-Basket*, 1938-39 (Colgate-Palmolive-Peet, CBS). (Currently associated with Benton & Bowles; previously with J. Walter Thompson).
- MULLIGAN, HAROLD E.** Sportscaster, news commentator, KITE, Kansas City.
- MULLINAX, EDWIN.** Announcer, sportscaster, WHMA, Anniston. (R) Also WJBY, Gadsden; WMFO, Decatur; local programs for Sinclair Refining, others.
- MULLINER, BETTY** (Enna Jettick Seven). Singer. (R) *Stepping Along*, 1939 (Enna Jettick Shoes, WABC, New York).
- MUNDAY, TALBOT.** Script writer. (R) *Jack Armstrong* (General Mills, Inc., NBC Red).
- MUNN, FRANK.** Singer. (R) *American Album of Familiar Music*, 1931-39 (Bayer Aspirin, NBC Red); *Waltz Time*, 1933-39 (Chas. H. Phillips Chemical Co., NBC Red); others. Once (1929) used name of Paul Oliver.
- MUNROE, PAUL C.** Producer, director, writer. (R) *Gang Busters*, 1935-37 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); *Kate Smith*, 1937 (Great Atlantic & Pacific Tea Co. and General Foods, CBS); *Your Hollywood Parade*, 1938 (American Tobacco for Lucky Strikes, NBC Red); *Grand Central Station*, 1939 (Lambert Pharmacal for Listerine, CBS). (Radio director, Lambert & Feasley, Inc.).
- MURPHEY, EDWARD.** Program producer, KWKH-KTBS, Shreveport. (R) Also KFWB, Los Angeles.
- MURPHY, ED.** Announcer, M.C., WROK, Rockford.
- MURPHY, GEORGE.** Actor, singer, M.C. (R) *Hollywood Guild*, 1939 (Gulf Oil, CBS). (GA) *Hollywood Hotel* (Campbell Soup, CBS); *Good News* (General Foods for Maxwell House Coffee, NBC Red). (F) *M-G-M*, Columbia, 20th Century-Fox, Universal, Paramount (s,f); shorts. (L) *Good News*, *Anything Goes*, *Hold Everything*, *Of Thee I Sing*, *Roberta*, *Shoot the Works* (s,f). (V) Hotel and club appearances.
- MURPHY, GERTRUDE.** Writer. (R) *Professor Puzzlewit*, 1937-39 (Gallenkamp Stores Co., NBC Red).
- \*MURPHY, NAN.** Dialogue writer. (R) *Young Widder Brown*, 1938 (Charles H. Phillips Chemical Co. for Cal-Aspirin and Haley's M-O, NBC Red).
- MURPHY, PAT.** Actor. (R) *Girl Alone*, 1935-36-37 (Kellogg Co., NBC Red); *First Nighter*, 1935-36-37 (Campana Sales Co., NBC Red); *Zenith Radio Foundation*, 1937 (Zenith Radio Corp., NBC Blue); *Public Hero No. 1*, 1937 (Falstaff Brewing Corp., NBC Red); *It Can Be Done*, 1937 (Household Finance, NBC Blue); *Attorney-at-Law*, 1938 (S. C. Johnson & Son, NBC Blue); *Dan Harding's Wife*, 1938 (National Biscuit Co., NBC Red); *The Woman in White*, 1938-39 (Pillsbury Flour Mills, NBC Red).
- MURPHY, PETER.** Actor, FTRD. (R) Shows on *Inter-City Broadcasting System*; WABC, WHN, WOR, New York. (V) *The Irish Minstrel*, 10 years.
- MURPHY, WILLIAM B.** Program director, announcer, KBND, Bend. (R) Also KAST, Astoria; WALR, Zanesville; WSAL, Salisbury.
- MURRAY, BANKS A., JR.** Producer, actor, director, WRC-WMAL, Washington. (F) *Shorts*. (L) *The Five Kings*. (Also writes column for the *Washington Herald*).
- MURRAY, BILL.** Actor. (R) *Follow the Moon* (Lehn & Fink for Pebeco Toothpaste, CBS).
- MURRAY, FEG.** Hollywood commentator. (R) *Seein' Stars*, 1937-38 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue). (F) *National Screen Service trailer*, 1934. (Seein' Stars cartoons for King Features).

## PROFESSIONAL RECORDS—Continued

- MURRAY, J. HAROLD.** Singer, actor, WTC, Hartford. (R) Also guest, Rudy Vallee, Paul Whiteman, Ted Hammerstein, and Sigmund Romberg programs. (F) Fox Film Corp. (s); Warner Bros., Mentone, Universal and RKO shorts. (L) Productions by Arthur Hammerstein (Tumble Inn, Sometime, etc.); the Shuberts (Passing Show of 1921; Make It Snappy, Vogues of 1925, etc.); John Cort (China Rose); Schwab & Mandel (Captain Jinks, etc.); James Elliott (Castles in the Air); Florenz Ziegfeld (Rio Rita); Sam Harris (Face the Music); Eddie Dowling (Thumbs Up!); 1918-35 (s.f.). (V) Single act; Donovan & Murray, 1916-35.
- MURRAY, JAMES.** Sports announcer. WCAE. Pittsburgh. (R) Football for Atlantic Refining, 1937-38; others.
- MURRAY, KEN.** Comedian, M.C. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Lifebuoy Soap, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co. for Campbell's Tomato Juice, CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Texaco Star Theatre, since Jan., 1939 (Texas Co., CBS). (F) RKO. Paramount, Warner Bros., Universal (f); shorts. (L) Louder Please, 1933; Earl Carroll's Vanities, 1934; Earl Carroll's Sketchbook, 1935 (s). (V) Debut, 1925; Ken Murray Units; theatre appearances. (Also daily newspaper column, McNaught Syndicate, 1935-38). (PR) RCA Victor (Ken Murray and Oswald).
- MURRAY, LYN.** Orchestra and choir leader, arranger. (R) Chrysler Show of the Air, 1935 (Chrysler Corp., CBS); Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Sunday Night Party, 1936-37 (Sealtast, NBC Red); Rippling Rhythm Revue, 1937 (John H. Woodbury, NBC Blue); Watch the Fun Go By, 1938 (Ford Motor Co., CBS); Heinz Magazine of the Air, 1938 (H. J. Heinz, CBS); Raymond Paige, 99 Men and a Girl, since Feb. 22, 1939 (U. S. Rubber Co., CBS); director of
- Town Hall Singers. Town Hall Tonight (Bristol-Myers, NBC Red). (V).
- MURRAY, MAE.** Actress, commentator, writer, WMCA, New York. (R) Grandstand and Bandstand (General Mills, 1937); Mae Murray (Larvex Corp., 1938); Sam Brown Club (Elbee Furriers, 1938); Danceograph (sustaining, 1938). (F) M-G-M (s). (L) Ziegfeld Follies. (V) Personal appearances.
- MURRAY, TOM.** Announcer, newscaster, WHAM, Rochester. (R) Local show for Socony-Vacuum, others. (L) Show.
- MUSCHANY, ELMER G.** Musician (saxophone, clarinet, flute, oboe), WIL, St. Louis. (R) NBC for American Tobacco Co., 1932, others. (V) Paul Ash band, 1935.
- MUSCO, TONY.** Musician. WNOX, Knoxville. (V) Theatre appearances.
- MUSIC MAIDS** (Denny Wilson, June Clifford, Dotty Messmer, Alice Sizer, Virginia Erwin). Vocal quintet. (R) Kraft Music Hall, 1939 (Kraft-Phenix Cheese Corp., NBC Red). (F) Universal (f). (PR) Decca.
- MUSSELMAN, HELEN.** Actress (dramatic). (R) One Man's Family, 1937-39 (Standard Brands for Tender Leaf Tea, NBC Red). (LS) Dr. Kate (Sperry Flour).
- MYERS, J. CLARENCE.** Newscaster and editor, KYA, San Francisco. (Also publicity director).
- \*MYERS, JOANNE.** (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).
- MYERS, JOE.** Spot sports announcer, news commentator, KFEL, Denver. (R) Also KOA, Denver; local shows for Brown & Williamson Tobacco Co.
- MYRT & MARGE** (Donna Damerel, Myrtle Vail). Actresses. (R) Myrt & Marge, 1931-36 (William Wrigley, Jr., Co., CBS); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS). (F) Universal. (V) Personal appearance tours; Myrt & Marge, 1934-35.
- MYSTERY CHEF.** See John Macpherson.

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- NABORS, TED.** Announcer, M.C., KTRH, Houston. (R) Local shows since 1932. (V) Theatre appearances.
- \*NADEAU, RAOUL.** Singer, WOR, N. Y.
- \*NAECKEL, E. G.** Producer. (R) Fitch Bandwagon, 1938-39 (F. W. Fitch, NBC Red); Interesting Neighbors (F. W. Fitch, NBC Red). (Associated with L. W. Ramsey).

## PROFESSIONAL RECORDS—Continued

- NAGEL, CONRAD.** Actor, M. C. (R) The Silver Theatre, 1938-39 (International Silver Co., CBS); Passing Parade, July to Oct., 1938 (Union Oil Co., NBC Red); Seventy-Six Review with Conrad Nagel, 1938 (Union Oil Co., NBC Red). (F) M-G-M, Warner Bros., United Artists, RKO, Grand National (s.f.). (L) Stock.
- NAGLER, AL.** Sports announcer, WJBK, Detroit. (R) Also Michigan Radio Network; WXYZ, Detroit. (F) Newsreels.
- NAGY, CHARLES.** Musical director, WLAC, Nashville.
- \*NAHER, JOHN.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successively CBS, NBC Red and Blue).
- NALEPA, FRANK C.** Bass, Millmen Quartet. (R) Musical Steelmakers, 1937-38 (Wheeling Steel Corp., Mutual).
- NALLEY, VELVA.** Singer, WXYZ, Detroit. (R) Also KFVB, Los Angeles. (V) California Sophisticates of Song.
- NAPPO, CARMEN (Knights of Rhythm).** Accordionist, arranger, WHBF, Rock Island. (L) 1934-35. (V) Billy, Carmen & Arlene, 1933; others.
- NASH, BARNES H.** Program director, production manager, announcer, singer, pianist, WJLS, Beckley.
- \*NASH, CLARENCE.** Actor. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- NASH, JOEY.** Tenor (ballads). (R) Sparton Triolians, 1933-35 (Sparton Radios, successively NBC Red and Blue); Studebaker Champions, 1934-36 (Studebaker Motors, NBC Red, 1934-35; CBS, 1934-36); Pure Oil Presents (Pure Oil, NBC Blue); Radio City Party, 1935 (Radio Corporation of America, NBC Red); For Men Only (Bristol-Myers for Vitalis, WLW Line); transcriptions, P & G for Camay Soap; soloist on transcriptions with D'Artega, Emil Coleman, Freddie Rich, Ben Selvin and Ray Sinatra. (F) Shorts. (V) Theatre appearances. (PR) Victor, Vocalion, Brunswick.
- NEAL, KAY.** Singer, mistress of ceremonies, WHO, Des Moines. (R) Local shows including Virginia Dare House Party (Virginia Dare Extract Co.).
- NEAL, LEE.** Announcer, KANS, Wichita.
- NEAL, PAUL E.** Musician, WBNS, Columbus.
- NEBLETT, JOHN F.** Sports and special events commentator, WBNS, Columbus. (R) Baseball for General Mills and Socony-Vacuum; football for Kellogg Co. and Atlantic Refining; others, including shows on KWK, St. Louis.
- NEEDHAM, LEO.** Character juvenile. (R) Lowney Sweethearts, 1928 (Lowney Chocolates, NBC Blue); Gold Spot Pals, 1928 (Grafton & Knight, NBC Blue); Empire Builders, 1929; The Goldbergs, 1930-38 (Pepsodent, Super Suds, P & G and others, NBC Red, Blue and CBS at various periods); Junior Literary Guild, 1932 (Junior Literary Guild, CBS); Cousin Maude & Bill, 1933 (Quaker Oats, NBC Blue); Wheatena, 1935 (Wheatena, NBC Blue); Big Sister, 1933 (Lever Bros. for Rinso, CBS); David Harum, 1938 (B. T. Babbitt for Bab-O, NBC Red); Dog Heroes, 1938-39 (Modern Food Process for Thrivo Dog Food, NBC Blue); others, in past 11 years. (F) Paramount (f); shorts. (L) Autumn Violins, 1929; Experience Unnecessary, 1931-32; Man Bites Dog, 1933; Growing Pains, 1933 (f). (PR) Decca, Columbia, RCA Victor.
- NEESE, ERLU.** Tenor, WBIG, Greensboro. Winner of Feen-A-Mint National Amateur Hour (CBS), 1936. (V) Theatre appearances.
- NEFF, AILEEN.** Script writer. (R) Jenny Peabody (F & F Laboratories, Inc., CBS).
- NEFF, ERNEST D.** Announcer, WJAS, Pittsburgh. (R) Music You Love, 1936 (Pittsburgh Plate Glass Co., CBS); also KQV, Pittsburgh.
- NEFF, MARTEN.** Organist, WOPI, Bristol.
- NEIL, GLADYS LEE.** Pianist, organist, WKRC, Cincinnati. (R) Also Acme Paint program with Smilin' Ed McConnell, NBC, 1931-32; Mutual; WLW, Cincinnati. (V) Stanley Lester & DeMarr, 1929-32; theatre appearances.
- NELSON, HERBERT.** Actor (leads, characters, dialect). (R) Zenith Foundation, 1937 (Zenith Radio Corp., NBC Red); Guiding Light, 1937 (Procter & Gamble for White Naphtha Soap, NBC Red); Uncle Ezra, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Red); Romance of Helen Trent, 1938 (Edna Wallace Hopper Cosmetics, CBS); Attorney-at-Law, 1938 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red). (F) Shorts. (L) The Drunkard, 1936 (f).
- NELSON, HOWARD M.** Announcer, WDAY, Fargo.

## PROFESSIONAL RECORDS—Continued

- NELSON, KATHLEEN.** Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (V) Tour with Horace Heidt.
- NELSON, MARIE.** Character actress. (R) Romance of Helen Trent, 1932-38 (Edna Wallace Hopper, others, CBS); Bachelor's Children, 1935-39 (Old Dutch Cleanser, CBS, 1936-39, Mutual, 1935-38); Lucky Girl, 1936-38 (Minit Rub, Mutual); Manhattan Mother, 1939 (P & G, CBS). (L) Stock, 1904-29. (V) Act with husband, Rodney Ranous.
- NELSON, OZZIE.** Orchestra leader. (R) Baker's Broadcast with Joe Penner, 1933-35 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Baker's Broadcast with Robert Ripley, 1935-37 (Fleischmann's Yeast, NBC Blue); Seein' Stars, 1937-38 (Fleischmann's Yeast, NBC Blue). (V) Numerous theatre, hotel and night club appearances. (PR) Brunswick and Decca.
- NELSON, RALPH V.** Sports and special events announcer, KCKN, Kansas City. (F) Commercial films, 1929-31.
- NELSON, SALLY.** Singer. (R) Romantic Rhythms (Chevrolet Motors, CBS).
- NELSON, THOMAS N.** Announcer, KSLM, Salem.
- NESBITT, JOHN.** Narrator, commentator. (R) The Passing Parade, 1936-39 (Duart Sales Co., NBC Red, 1936-37; Mutual, Sept. to Dec., 1937; Union Oil Co., 1938, NBC Pacific Coast Red; Gulf Oil Corp., 1938-39, CBS); House of Melody, 1936-37 (Bank of America, NBC Pacific Coast Blue). (F) M-G-M: producing and commenting series of shorts. (L) Pacific Coast dramatic stock companies, as actor and director, 1931-33.
- \*NETTINGA, PAUL.** Singer. (R) Hymns of All Churches, 1938-39 (General Mills, NBC Red & Blue).
- NEUBAUER, OTTO.** Pianist, WDRC, Hartford. (V) Hotel appearances with own orchestra, The Diplomats.
- \*NEW ENGLAND SINGERS, THE.** Directed by Dr. James Houghton. (R) Getting the Most Out of Life (Standard Brands, Inc., NBC Blue).
- \*NEWBURGER, ELIZABETH.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- NEWBURY, WALDO S.** Musical director, organist, pianist, WBRY, Waterbury. 14 years theatrical work.
- NEWHOUSE, JOHN R.** Announcer. WESG, Elmira. (R) Also WFMD, Frederick, as poetry reader.
- NEWKIRK, ALFRED B.** Announcer, continuity, singer, WICA, Ashtabula. (Manager, director and bass soloist, Monarch Quartette).
- NEWMAN, ROBERT.** Writer. (R) The Air Adventures of Capt. Frank Hawk, 1938 (General Foods Corp., transcriptions); several scripts for Rudy Vallee Show, 1936-37 (Standard Brands, Inc., NBC Red), and Lucky Strike Hit Parade, 1938 (American Tobacco Co., NBC Blue). (LS) The Dreamer, 1936 (WPA show, WOR, New York).
- NEWTON, ERNEST.** Singer. (R) Hollywood Hotel (Campbell Soup Co., CBS); Texaco Star Theatre (Texas Co., CBS); Texaco Town (Texas Co., CBS); Camel Caravan (R. J. Reynolds Tobacco Co., CBS); others, on NBC. (F) Shorts. (V) Theatre appearances. (PR) Decca. (Currently associated with KNX, Los Angeles).
- NEWTON, GERTRUDE.** Soprano, CKY, Winnipeg. (R) Also stations in Copenhagen, Oslo, Stockholm and London. (L) Concert and oratorio work in Great Britain; soloist, Winnipeg Symphony Orchestra.
- NEWTON, THEODORE.** Character juvenile. (R) Aunt Jenny's Real Life Stories, 1938 (Lever Bros. for Spry, CBS); Big Sister, 1938 (Lever Bros. for Rinso, CBS); Bob & Mary, 1939 (Macfadden Publications for True Story, NBC Blue); John's Other Wife, 1939 (BiSoDol, NBC Red). (F) Warner Bros., RKO, 20th Century-Fox, Columbia (f). (L) Elmer the Great, 1928; The Animal Kingdom, 1932; Dead End, 1935-36; American Landscape, 1938; others.
- NICHOL, CECIL.** Actor, M.C., commercial and sports announcer, commentator, CFCF, Montreal. (R) Red Ledger, 1937-38 (Standard Brands, Canadian Broadcasting Corp.); Hockey Broadcasts, 1937-39 (Imperial Oil Co., Canadian Broadcasting Corp.); others, including shows on CKAC, Montreal. (F) Shorts. (L) Stock and Montreal Repertory Theatre, 1933-39 (s,f).
- NICHOLS, JOE.** Musician (bass, guitar, violin), WSUN, St. Petersburg. (V) Theatre appearances.



## PROFESSIONAL RECORDS—Continued

- NICHOLS, NICK.** Children's program director, WJBK, Detroit. (V) Theatre appearances.
- \*NICHOLS, RICHARD.** Director. (R) Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue & Red). (Associated with Morse International, Inc.).
- NICHOLSON, LEO.** Sports and special events announcer, CJOR, Vancouver. (R) Sports for Shell Oil and others.
- NICK DE POPOLUS.** See Bill Thompson.
- NICKSON, GEORGE.** Singer. (R) Woman's Magazine of the Air, March-May, 1939 (Sperry Flour Co., NBC Red). (V) Theatre appearances.
- NIDAY, KATHLEEN.** Actress (leads, characters). (R) Road of Life, 1938 (Procter & Gamble for Chipso, NBC Red and CBS); Hilltop House, 1938-39 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS). (L) With George M. Cohan, 2 years; Gambling; The Tavern (revival); productions by Dwight Wiman and others.
- NIESEN, CLAIRE.** Dramatic actress. (R) Roles, in 1938-39, on: Her Honor, Nancy James (International Cellucotton for Kleenex, CBS); We, the People (Sanka Coffee, CBS); March of Time (Time, Inc., NBC Blue); Gang Busters (Colgate-Palmolive-Peet, CBS); Kate Smith's Hour (General Foods, CBS); Myrt & Marge (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Second Husband (Bayer Aspirin, CBS); others, including transcriptions, television programs. (F) Shorts. (L) Arrest That Woman, 1935; Empress of Destiny, 1938; The Big Blow, 1938. (V).
- \*NIESEN, GERTRUDE.** Singer. (R) Good News of 1939 (General Foods Corp., NBC Red). (F) Short (Paramount). (V).
- NIGRO, ANNE.** Pianist, WMEX, Boston.
- NILES, KEN.** Announcer, producer. (R) Hollywood Hotel, 1934-38 (Campbell Soup Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Dick Powell, 1935 (Old Golds, CBS); Burns & Allen, 1937 (Campbell Soup Co., CBS); Gateway to Hollywood, 1939 (William Wrigley, Jr., Co., CBS); others. (F) Warner Bros.; shorts. (L) Henry Duffy, 1928-29. (V) Theatre appearances.
- NILES, WENDALL.** Announcer. (R) Hollywood Screenscops, 1937-38 (P. Lorillard, CBS); Chase & Sanborn Program (Standard Brands, Inc., NBC Red).
- NILSSEN, SIGURD.** Singer. (R) Fireside Recitals, 1934-38 (American Radiator Co., NBC Blue). (Also operatic, concert work).
- NIMMONS, RALPH W.** Program director, WFAA, Dallas; Texas Quality Network. (V) Theatre appearances.
- NISSEN, EULALAH.** Announcer, KSAL, Salina.
- NIXON, GEORGE.** Singer, KPO-KGO San Francisco.
- \*NOA, JULIAN.** Actor. (R) Follow the Moon, 1937-38 (Lehn & Fink, CBS); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); This Day is Ours, 1938-39 (P & G, CBS).
- NOBBS, GEORGE.** Producer, director, script supervisor and editor. (R) Emily Post, 1937-38 (Florida Citrus Commission, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); The Shadow, 1937-38 (Blue Coal Mutual); Just Plain Bill, 1938-39 (Anacin Kolynos, NBC Red); Stella Dallas, 1938-39 (Phillips' Milk of Magnesia and Face Creams, NBC Red); Orphans of Divorce 1939 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); Second Husband, 1939 (Bayer Aspirin, CBS); others including transcriptions. (V) Theatre appearances as M.C. for winners of WHN Amateur Hour.
- NOBLE, CARL.** Pianist, arranger, WLBC, Muncie. (R) Also WGN, WBBM, Chicago. (V) Noble & Donnelly, others.
- NOBLE, GAREY.** Guitarist, banjoist, arranger, KVOO, Tulsa. (PR) Brunswick.
- NOBLE, RAY.** Orchestra leader. (R) Ray Noble's Orchestra, 1935 (Coty Cosmetics, NBC Red); Ray Noble's Dance Orchestra, 1936 (Coca-Cola, CBS); Burns & Allen, 1937-39 (General Foods for Grape Nuts, NBC Red, 1937-38; Liggett & Myers Tobacco for Chesterfields, CBS, 1938-39). (F) Paramount, RKO (f). (V) Theatre appearances, 1936-37. (PR) Victor and Brunswick.
- NOBLES, CHARLES A.** Announcer. (R) Ben Bernie and All the Lads, 1936 (American Can Co., NBC Blue); Esso News, 1935-37 (Standard Oil of N. J., WJZ. (Staff announcer, NBC).
- NOBLETTE, IRENE.** Comedienne, singer. (R) Jell-O Summer Show (General Foods, NBC Blue, Red); Carefree Carnival (Crazy Water Crystals, NBC Blue); Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue

## PROFESSIONAL RECORDS—Continued

- (Royal Crown Cola, NBC Blue). (GA) Fleischmann Hour, Aug. 5, 1937 (Standard Brands, Inc., NBC Red); Jell-O Summer Show, Sept. 12, 1937, and Sept. 26, 1937 (General Foods Corp., NBC Red). (L) Musical comedies, dramas. (F) Shorts. (V) Ryan & Noblette, H'Ya Boys.
- NOEL, HATTIE.** Comedienne, singer. (R) Eddie Cantor's Camel Caravan periodically in 1938 and '39 (R. J. Reynolds Tobacco Co., CBS). (F) Shorts. (L) 1933-34. (V) Theatre, club and circuit engagements, 1908-39. (Also dancer).
- NOLL, HERMAN E.** Sports announcer, WKOK, Sunbury. (R) Football games for Read and Derrick, Inc., and Atlantic Refining.
- NOLTE, LOIS MAE.** Singer. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (V) Tour with Horace Heidt.
- NOONAN, HELEN H.** Commentator on women's programs, WLOK, Lima.
- NOREM, DOROTHY.** Singer, WHO, Des Moines.
- NOREM, HAROLD.** Singer, WHO, Des Moines.
- NOREM, MERLE (Eddie).** Singer, harmonica player, WHO, Des Moines.
- NORMAN, IRENE.** Soprano, CHRC, Quebec.
- \*NORMAN, JEAN.** Singer. (R) Member of Kay Thompson Rhythm Singers: Tune-Up Time (Ethyl Gasoline Corp. CBS); Twin Trio: Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).
- NORMAN, NEIL.** Sports announcer, program director, WIL, St. Louis. (L) Buddies, 1921-22; dramatic stock, 1922-31 The Noose, 1927 (f).
- NORMAN, PATRICIA.** Singer. (R) Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Fireside Recitals, 1937 (Koppers Coke, NBC regional). (GA) Watch the Fun Go By, 1938 (Ford Motor Co., CBS). (F) Shorts. (V) Single act; featured with Eddy Duchin at various hotels.
- \*NORMAN, WALLACE K.** Scriptwriter (R) Little Orphan Annie (Wander Co. NBC Red).
- NORRIS, BO.** Musical director, orchestra leader, WSOC, Charlotte. (R) Also WBT, Charlotte; WRDW, Augusta; WWNC, Asheville. (V) 1919-33.
- \*NORRIS, BOBBY.** (R) Shows on WAAB, Boston.
- NORRIS, PAUL W.** Organist, WSOC, Charlotte. (R) Also WENR, Chicago; WSUI, Iowa City. (V).
- NORSEMEN QUARTET.** See Hal Gordon, Adrian Revere, Ed Lindstrom, Kenneth Schon.
- NORTHROP, FREDERICK.** Bass violinist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.
- NORTON, HENRY M.** Continuity writer, KIRO, Seattle.
- NORTON, LEE.** Singer, WKY, Oklahoma City. (F) Short. (PR) Brunswick, Columbia, RCA Victor. (V) Theatre appearances.
- NORWORTH, JACK.** Writer. (R) Melody Master (General Electric, NBC Red); Heinz Magazine of the Air during period when Sanderson and Crumit were members of the cast (H. J. Heinz Co., CBS). (GA) Scripts for Frank Crumit for the Ford and Alka-Seltzer programs. (L) and (V) Many years. Writer of many songs.
- NOVAK, FRANK.** Conductor, composer, musician, arranger. (R) Wizard of Oz, 1933 (General Foods Corp., NBC Red); Bobby Benson, 1933 (Hecker H-O Co., Inc., CBS); Dixie Circus, 1934 (Independent Drinking Cup Co., CBS); Vanished Voices, 1935 (D. L. & W. Coal Co., CBS); Singin' Sam, 1935 (Wasey Products, CBS); Dale Carnegie, 1937 (Emigrant Industrial Savings Bank, Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red); Design for Happiness, 1938 (American Tobacco Co., Mutual); Buddy Clark Orchestra, 1938 (American Tobacco Co., Mutual); Betty & Billy, 1939 (General Mills for Corn Kix, NBC Red); also transcriptions.
- NOVAK, LUBA.** Cellist (juvenile), CKY, Winnipeg.
- \*NOVELODEONS, THE.** (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).
- NOVELTY ACES, THE.** See Clarence Dooley, Harold Maus, J. Alan Rinehart, Lenore B. Rinehart, Hazel M. Turner.
- NOVENSON, JOE.** Singer, sports announcer, WAIR, Winston-Salem.

## PROFESSIONAL RECORDS—Continued

- \*NOVIS, DONALD.** Singer, actor. (R) Fibber McGee & Co. (S. C. Johnson & Son, Inc., NBC Red). (F) Paramount; shorts (Vitaphone, RKO, Paramount).
- NOWINSON, DAVE.** Script writer, producer, KFI-KECA, Los Angeles. (R) Also continuity director, WIND, Gary, 1933-34; continuity director and producer, Iowa Network, 1935-38.
- NUGENT, PAUL.** Actor. (R) Alias Jimmy Valentine, 1938-39 (Larus & Bro. for Edgeworth Tobacco, NBC Blue, 1938; R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue, 1938-39); Death Valley Days, 1938-39 (Pacific Coast Borax, NBC Blue, Red); Just Plain Bill, 1938 (Anacin, BiSoDol, Kolyons, NBC Red); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual); others, as free lance. (L) At Mrs. Beam's (Theatre Guild), 1926; So to Bed (Shuberts), 1927; The Spider (Sam Harris), 1927-28; Young Sinners (Shuberts), 1929.
- NUSSBAUM, MORTIMER A.** Production manager, announcer, WSAY, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (L) Civic Repertory Theatre, 1936-37.
- NUTTRELL, ROLAND C.** Organist, WCAO, Baltimore.
- NYLAND, RALPH (The 8 Men).** Singer, WLW-WSAI, Cincinnati. (R) Smoke Dreams, 1936-39 (H. Fendrich, Inc., successively Mutual & NBC Red); Vocal Varieties, 1937-39 (Lewis-Howe Co., NBC Red); others for Brown & Williamson Tobacco Co., Dodge Motor Co. (V) 1932-36.
- OAKES, JOSEPH P.** Announcer, commentator, WLAW, Lawrence. (R) Also WBZ, WHDH, Boston; local shows for Ford Motor Co., others. (Also assistant commercial manager).
- OAKIE, JACK.** Actor, comedian. (R) Jack Oakie's College, Jan. to June, 1937, and Sept. 1937 to March, 1938 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). (F) RKO, Paramount (s). (L) and (V) Many Years.
- OBOLER, ARCH.** Writer. (R) Grand Hotel, 1934-35 (Campana Sales, NBC Blue); Welch Presents Irene Rich, 1935-37 (Welch Grape Juice, NBC Blue); Royal Gelatin Hour 1936-38 (Standard Brands for Royal Gelatin, NBC Red); Magic Key of RCA, 1937 (Radio Corp. of America, NBC Blue); Your Hollywood Parade (American Tobacco Co., NBC Red); Chase & Sanborn Program, 1938 (Standard Brands for Chase & Sanborn Coffee, NBC Red). Exclusive writer, NBC experimental drama series, 1936-39 (sustaining, NBC Red).
- O'BRIEN, CHARLES A.** Sports and special events commentator, CFAR, Flin Flon. (R) Also Canadian Broadcasting Corp. (Sports columnist for United Press).
- O'BRIEN, DON.** Announcer, KMBC, Kansas City.
- \*O'BREIN, ED.** (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Old English No Rubbing Floor Wax and BiSoDol, NBC Red).
- O'BRIEN, GERALD.** Continuity writer, producer, announcer, WICA, Ashtabula. (V) Theatre appearances. (PR) Cameo.
- O'BRIEN, MICHAEL.** Producer, actor, script writer, CKMO, Vancouver. (R) Also CKY, Winnipeg. (L) Stock.
- O'CONNOR, CHARLES.** Announcer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS); Philip Morris Program (Philip Morris & Co., Ltd., NBC Red); Johnny Presents What's My Name? (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where? (Philip Morris & Co., Ltd., Mutual); Breezing Along (Philip Morris & Co., Ltd., Mutual); True Story Court of Human Relations (Macfadden Publications, NBC Red).
- O'CONNOR, DONNELL.** Announcer, WLVA, Lynchburg.
- O'CONNOR, EUGENE.** Producer, actor. (R) Romance of Helen Trent, 1933-37 (Edna Wallace Hopper, others, CBS); Easy Aces (Anacin Co., NBC Blue).
- O'CONNOR, WILLIAM.** Tenor, WLS, Chicago. (V) Theatre appearances.
- O'DAY, JUNIOR.** Actor (juvenile). (R) Big Sister, 1936-39 (Lever Bros. for Spry, CBS); Billy & Betty, 1935-38 (Sheffield Milk, WEA, New York City); others, including appearances on duPont Cavalcade, March of Time, etc. (F) Shorts.
- \*O'DEA, MARGARET.** Member of singing

## PROFESSIONAL RECORDS—Continued

- ensemble. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).
- \*O'DELL, EDNA.** (R) CBS shows.
- OFFHAUS, RUSSELL E.** Announcer, WCOP, Boston. (R) Also WAAB, WNAC, Boston; WBEN, WEBR, WGR-KWBW, Buffalo; WFEA, Manchester; transcriptions. (L) Stock, 1932-37. (V) Vogues of 1937.
- \*O'FLAHERTY, MARGOT.** Script writer. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., Mutual).
- OGDEN, VIVIAN.** Character actress. (R) Current season: Orphans of Divorce (Dr. Lyon's Toothpowder, NBC Blue); John's Other Wife (Old English Wax, BiSoDol, NBC Red); also intermittent character roles on numerous network programs at various times. (F) Silent films; D. W. Griffith, Selznick, Ince, M-G-M, Fox (f). (L) Debut as a child in Shakespearian plays with Booth and others; tour with Clara Morris and De Wolf Hopper; Frohman traveling companies; Hazy, in Mrs. Wiggs of the Cabbage Patch; Abigail, with Grace George; Way Down East; numerous others.
- OGEE, JACK E.** Bass violinist, WNAX, Yankton. (R) Local shows for Allis-Chalmers Mfg. Co., others.
- OGILVY, HELEN.** Pianist, CHAB, Moose Jaw.
- O'HARA, JOHN.** Sports announcer. (R) Baseball, Chicago, 1929-34 (Prima Beer); first All-Star Baseball Game, 1933 (CBS); Sports summary, 1935, for Minit Rub; Baseball, 1936-37 (General Mills for Wheaties, Mutual); World Series, 1938 (Kellogg Co., NBC). (F) Paramount Newsreel, football games, 5 years; f World Series. (V) Theatre appearance as M.C. (Currently associated with KWK, St. Louis).
- O'HARA, NEAL.** Humorist, commentator. (R) Neal O'Hara's Radio Gazette, 1937 (Brown & Williamson Tobacco Co., CBS); Ask Yourself Another, 1937 (Brown & Williamson Tobacco Co., NBC Blue); Tommy Dorsey's orchestra, 1938-39 (Brown & Williamson Tobacco Co., NBC Red); others, on New England Network.
- O'HEREN, DICK.** Irish tenor. (R) Commercials on WJR, WWJ, WMBC, WXYZ and other Detroit stations; WTAM and WCLE, Cleveland; WGY, Schenectady; NBC Red sustaining programs, 1934-36; Mutual sustaining program, 1939. (L) Warren Wade (f). (V) Night club, theatres and hotels as soloist, M.C.; appearances at Cleveland Exposition, 1936-37; currently engaged in theatre work. (Currently associated with WHK-WCLE Cleveland).
- OHMAN, PHIL.** Pianist, composer, conductor. (R) As Ohman & Arden: The Big Six of the Air, 1932 (Chevrolet Motors, NBC Red); The Perfect Circle, 1934 (Perfect Circle Piston Rings, NBC Blue); Maxwell House Showboat (General Foods, NBC Red); others, including programs for Bayer Aspirin. Composed original score and conducted orchestra for 26 weeks on Big Town (Lever Bros. for Rinso, CBS). (F) Composed music for full-length films; shorts. (L) Musical comedies produced by Aarons & Freedley (f). (PR) RCA Victor, Brunswick Columbia, Decca and others.
- O'KANE, RUTH.** Singer, KFBK, Sacramento. (R) California Radio System. (V) Theatre appearances.
- \*O'KEEFE, JACK.** (R) Tune Up Time (Ethyl Gasoline, CBS).
- \*O'KEEFE, LESTER.** Producer, director. (R) Royal Crown Revue (Nehi, Inc., NBC Blue); Royal Desserts Program (Standard Brands, Inc., NBC Red); Johnny Presents (Philip Morris & Co., Ltd., NBC Red).
- O'KEEFE, WALTER.** Comedian, singer. M.C. (R) Town Hall Tonight, summer edition (Bristol-Myers Co., NBC Red); Hollywood Mardi Gras, 1938 (Packard Motor Car Co., NBC Red); Tune Up Time, 1939 (Ethyl Gasoline Corp., CBS). Also several guest appearances. (F) Pathe. (L). (V).
- OLD FISHERMAN, THE.** See Harry Hoxworth.
- OLD RANGER.** See Russell Apple.
- OLD TIMER, THE.** See Bill Thompson.
- OLDHAM, CHARLOTTE.** Singer, WAVE, Louisville.
- OLDHAM, LYNN M.** Actress (dramatic juvenile, dialect). (R) Just Plain Bill, 1935 (Kolynos Toothpaste, CBS); Lux Radio Theatre, 1936-37 (Lever Bros. for Lux Toilet Soap, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Big Sister, 1937-38 (Lever Bros. for Rinso); also transcriptions. (F) Shorts. (L) Lend Me Your Ears and Stork Mad, 1937 (f).
- OLIPHANT, PAUL.** Announcer, WLAC, Nashville. (V) Bar B Ranchers, The Islanders; others.

## PROFESSIONAL RECORDS—Continued

- OLMSTED, ALMA RAE.** Actress, WBAP, Ft. Worth. (R) Helen's Home, 1938-39 (Lehn & Fink, Texas Quality Network).
- OLMSTED, NELSON.** Announcer, actor, WBAP, Fort Worth. (R) Also Texas Quality Network.
- OLSEN, GEORGE.** Orchestra leader. (R) Royal Crown Revue, 1938 (Royal Crown Cola Co., NBC Blue); others. (V) With Ethel Shutta many years; M.C. with Ziegfeld (Eddie Cantor, Fannie Brice shows); owned several night clubs and was formerly co-owner of the International Casino, N. Y. (PR) Decca and (formerly) RCA Victor.
- OLSON, BETTY.** See the Escorts & Betty.
- OLSON, HAL (Professor Wart).** Comedian (Scandinavian dialect), WCCO, Minneapolis-St. Paul. (F) Commercials. (V) Theatre appearances.
- OLSON, HARVEY.** Announcer, continuity writer, WDRC, Hartford. (R) News for Tidewater Oil, 1936; Colonial Beacon Oil, 1939; others. (L) Summer stock.
- OLSON, RAY.** Announcer, WOW, Omaha.
- OLSON, ROBERT M.** Announcer, actor, musician, KGNO, Dodge City.
- OLSON, WALLY.** Orchestra leader, violinist, WCCO, Minneapolis-St. Paul. (R) Local shows for Pinex Co., others; transcriptions. (V) Theatre appearances.
- OLSWANGER, BERL.** Pianist, WMC, Memphis.
- O'MALLEY, JOHN E.** Musician, WNAX, Yankton.
- O'MALLEY, NEIL.** Actor. (R) Follow the Moon (Lehn & Fink, CBS); Famous Fortunes (General Shoe Corp., Mutual); Bobby Benson (Hecker H-O Co., CBS).
- O'NEIL, JACK (John Eno).** Announcer, production director, WFBL, Syracuse. (R) Local shows for Socony-Vacuum; others.
- O'NEIL, KITTY (the "Laughing Lady").** Comedienne, "laughing lady" act. (R) Al Pearce & His Gang (General Foods for Grape Nuts, NBC Red); Avalon Time (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); others, not current, including shows for Golden Wedding Coffee, United Remedies. (L) Leading lady with Billy House, 1920-24. (V) 1926-29, as Olivet Paul, of Paul & Hafter.
- \*O'NEILL, CHARLES.** Dialogue writer. (R) Second Husband, 1938-39 (Bayer, CBS).
- O'NEILL, DOLORES C.** Singer, WCAU, Philadelphia. (L) 1936. (V) With Art Shaw, 1937; appearances at theatres, clubs. (PR) Brunswick.
- O'NEILL, JEAN.** Singer (popular). (R) Allwite Revue, 1937 (Griffin Mfg. Co., NBC Blue); National Barn Dance, 1937 (Miles Laboratories for Alka-Seltzer, NBC Blue).
- O'NEILL, JOE.** Arranger, banjoist, WKY, Oklahoma City. (R) NBC sustaining show; also KOMA, Oklahoma City. (V) Arranger for Benny Meroff's stage band. (PR) Brunswick.
- \*OFFENHEIMER, JESS.** Script writer. (R) Hollywood Mardi Gras (Packard Motor Co., NBC Red); Hollywood Guild, 1939 (Gulf Oil, CBS).
- ORAVETZ, JULE.** Sports commentator, WRJN, Racine.
- O'REAR, MARY.** Singer, script reader. WOWO-WGL, Ft. Wayne. (V) Theatre appearances.
- ORMANDY, EUGENE.** Conductor. (R) Conductor of Philadelphia Orchestra, 1937-38 (Group of American Banks, NBC Blue). (Successively conductor for Judson Radio Program Corp., a division of the Columbia Concerts Corp.; conductor, New York Philharmonic Symphony Orchestra for Anna Duncan Dancers; summer series, Robin Hood Dell, Philadelphia, 1930; conductor, Minneapolis Symphony Orchestra, 5 years; co-conductor, Philadelphia Orchestra, since 1936).
- ORMAY, GYULA.** Conductor. (R) Good Morning Tonite, 1936-39 (Alber Bros. Milling Co. for Cereals, NBC Pacific Coast Red).
- ORR, BEN, JR.** Producer, announcer KTRH, Houston.
- \*ORR, WALLACE.** Producer, director, N. W. Ayer. (R) Football play-by-play, September-December, 1938 (Atlantic Refining Co., special network).
- \*ORR, WYNN.** Producer. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue); A Tale of Today (Princess Pat, NBC Red); Kitty Keene, Inc. (Procter & Gamble, NBC Red).
- \*ORRISON, JACK.** (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS).
- ORRISON, WILLIAM.** Actor, WMBR,

## PROFESSIONAL RECORDS—Continued

- Jacksonville. (R) Also WFLA, Tampa; transcriptions. (L) Stock.
- \*ORTEGA, SANTOS.** Actor. (R) Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet Co., CBS); This Day Is Ours, 1938-39 (P & G, CBS).
- ORVIS, FRANK.** Script writer. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue).
- OSBORN, INNIS G.** Writer. (R) Scripts for Cavalcade of America (E. I. du Pont de Nemours, CBS), Dr. Christian (Chesebrough Mfg. Co., CBS), and Lux Radio Theatre (Lever Bros. Co., CBS); sole writer of Voice of America (Underwood Typewriter Co., CBS), Great Moments in Medicine (E. R. Squibb & Son, NBC Red); numerous network sustaining shows, and material for Hudson-Essex, Maxwell House Coffee, Forhan's Toothpaste, Fro Joy Ice Cream, Wahl Pen, and Philco.
- OSBORN, TED.** Actor. (R) Lux Radio Theatre (Lever Bros., CBS); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales Corp., CBS); also Joe Penner and Texaco programs. (F) Universal (f); shorts (Warner Bros.). (Currently associated with KNX, Los Angeles).
- OSBORNE, MELVIN.** Musician, WKY, Oklahoma City.
- \*OSBORNE, VERA.** Singer. (R) Woman's Magazine of the Air, March to May, 1939 (Sperry Flour Co., NBC Red).
- \*OSGOOD, CONNIE.** Actress. (R) Midstream, 1939 (P & G, NBC Red).
- OSGOOD, RICHARD E.** Actor, commentator, writer, producer, WXYZ, Detroit. (R) Also WSPD, Toledo; WGAR, Cleveland; WHPC, Canton; WKBN, Youngstown; Michigan Radio Network; WOR, NBC; CBS. (F) Paramount (f); shorts. (L) Productions by Henry W. Savage, George Tyler, A. H. Woods, John Golden, Jed Harris, Arthur Hopkins, and others.
- O'SHEA, EDDIE.** Character actor, WTIC, Hartford. (V) 12 years.
- O'SHEA, JAMES.** Announcer, musician. WLEU, Erie. (R) Local shows for Sears Roebuck, others; transcriptions.
- OSHORN, SUE.** Script writer. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- \*OSTERGREN, EUGENE.** Music arranger. (R) Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Miles Laboratories NBC Red).
- OSTROFF, MANNING.** Program director, producer, script writer, KFVB, Los Angeles. (R) Also Southern California Network; California Radio System.
- OSTROFF, PENNY.** Singer, WLAW, Lawrence. (V) Theatre appearances.
- O'SULLIVAN, TERRY.** Announcer, M.C., WKY, Oklahoma City. (R) Also KCMO KXBY, Kansas City. (L) Stock. (V) Theatre appearances.
- OSWALD.** See Tony Labriola.
- O'TOOLE, OLLIE.** Character impersonator, announcer, actor, WWSW, Pittsburgh. (R) Also KDKA, Pittsburgh. (V) Theatre, hotel and night club appearances.
- OTT, TOMMY.** Organist, pianist, WIND, Gary. (V) Theatre appearances.
- OTTEN, THEODORE S.** Percussionist, WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows.
- OTTO & THE NOVELODEONS.** Novelty musical and singing act. (R) National Barn Dance, 1935-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (V) Appearances in theatres, fairs, etc. (Staff artists, WLS, Chicago). "Otto" is Otto Morse (q.v.).
- \*OUR SERENADERS.** See Gale Watts, Gunther Decker, Earl Wilkie, Burton Dole.
- \*OURSLEER, FULTON.** Commentator. (R) Stories that Must Be Told, 1934 (Macfadden Publications for Liberty Magazine, NBC Blue); True Story Time, 1939 (Macfadden Publications for True Story Magazine, NBC Blue). (Editor-in-Chief of Macfadden Publications).
- OVENS, LATHAM.** Writer. (R) The Shadow, 1936-37 (Delaware, Lackawanna & Western Coal Co., CBS); Park Avenue Penners, 1937-38 (R. B. Davis Co., CBS); Avalon Time, 1938 (Brown & Williamson Tobacco Co., NBC Red); other Mutual and local shows. Also feature writer for American magazine, newspapers, etc. (Currently associated with WLW, Cincinnati).
- OWEN SISTERS (Ellen, Emmy, Sophie).** Singing trio. (R) Renfro Valley Barn Dance, 1938 (Allis-Chalmers Co., Mutual). (LS) Sponsored and sustaining, WLW, Cincinnati. (V) Red Hot and Beautiful, Chicago and road.

## PROFESSIONAL RECORDS—Continued

**OWEN, ALFRED.** Announcer, WJRD, Tuscaloosa.

**OWEN, DAVID.** Producer. (R) All General Mills, 1938-39: Betty & Bob (NBC Red and Blue); Arnold Grimm's Daughter (NBC Red and Blue); Those Happy Gilmans (NBC Red and Blue); Grouch Club (successively CBS, NBC Red); others, not network programs. (Producer, of Blackett-Sample-Hummert, Chicago, in charge of all General Mills radio activities).

**OWEN, ELLEN.** See the Owen Sisters.

**OWEN, EMMY.** See the Owen Sisters.

**OWEN, ETHEL.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Betty & Bob (General Mills, Inc., CBS); Margot of Castlewood (Quaker Oats Co., NBC Blue); Today's Children (Pillsbury Flour Mills Co., NBC Red); Guiding Light (Procter & Gamble, NBC Red); Smile Parade (Swift & Co., NBC Blue); Story of Mary Marlin (P & G for Ivory Soap, NBC Red and Blue); Win Your Lady (Jergens-Woodbury Sales, NBC Blue); Houseboat Hannah (P & G for Lava Soap, NBC Blue), others. (L) Stock.

**OWEN, SOPHIE.** See the Owen Sisters.

**OWEN, THOMAS J.** Barn dance caller, WMT, Cedar Rapids. (R) Also WLS, Chicago. (V) Theatre appearances.

**OWEN, WINFRED H.** Musical director,

KARK, Little Rock. (L) Band Box Review, 1931 (f). (V) Slatz Randalls' Orchestra, 1934.

**OWENS, JACK.** Singer, pianist, composer, KEHE, Los Angeles. (R) Network shows including Pennzoil Parade, 1933 (Pennzoil Co., CBS); Ted Weems' Orchestra, 1933-34 (Real Silk Hosiery Mills, Inc., NBC); others, not current. (L) Stock. (V) Soloist with Ted Weems' Orchestra; personal appearances. (Composed "Roundup Time in Reno").

**OWENS, LORA LEE.** Cowgirl singer, KMBC, Kansas City. (V) Theatre appearances.

**OWENS, MAURICE P.** Sports commentator, WROK, Rockford.

**OWENS, TEX (The Texas Rangers).** Cowboy singer and yodeler, musician, KMBC, Kansas City. (R) Aladdin Lamp Co., 10 years. (V) Theatre appearances, 4 years. (PR) Decca.

**OYANGUREN, JULIO M.** Concert guitarist. (R) Cafe of Red Tiger, 1936 (Spud Cigarettes, Mutual). (GA) Rudy Vallee, Fleischmann Hour, 1935 (Standard Brands, NBC Red); Paul Whiteman, 1936 (Jergens-Woodbury Corp., NBC Blue); Magic Key of RCA, 1936 (Radio Corporation of America, NBC Blue); Kate Smith's Bandwagon, 1937 (Great Atlantic & Pacific Tea Co., CBS). Sustaining, NBC Red, 1939. (L) Recitals, 1935, '37. (PR) Columbia, RCA Victor.

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**\*PACELLI, FRANK.** Actor. (R) A Tale of Today (Princess Pat, Ltd., NBC Red); Story of Mary Marlin (P & G for Ivory Soap, NBC Red and Blue); Road of Life (P & G, CBS).

**PACKER, VICTOR.** Actor, director, script and sketch writer, announcer, WLTH, New York City. (R) Programs for Bond Bread, Dromedary Dates and others. (L) Jewish theatre groups (s, f).

**PADGETT, PAT.** Comedian. (R) Friendship Town, 1931-32 (Chesebrough Mfg. Co. for Vaseline, NBC Red); Maxwell House Show Boat, 1933-37 (General Foods for Maxwell House Coffee, NBC Red); Pick & Pat, 1935 to Feb., 1939 (U. S. Tobacco Co., CBS). (F) Republic Pictures (f); shorts. (V) Molasses and January, Pick

& Pat; 5 years; theatre appearances. (Works as team with Pick Malone).

**PAEVEY, DON.** Announcer, actor, producer, WKRC, Cincinnati.

**PAFUET, MARGUERITE.** Singer, CBV, Quebec. (R) Also Canadian Broadcasting Corp.

**PAGE, ALLAN.** Announcer, writer, KVOO, Tulsa. (R) Also KOAM, Pittsburg, including football broadcasts for Coca-Cola.

**PAGE, DOROTHY.** Musical director, WPAY, Portsmouth.

**PAGE, GALE.** Actress. (R) Woodbury's Hollywood Playhouse, starting July 2,

## PROFESSIONAL RECORDS—Continued

- 1939 for summer (Jergens-Woodbury Sales Corp., NBC Blue). (F) Warner Bros.
- \*PAGE, MEREDITH.** Script writer. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS); Frank Simon & His Armco Band (American Rolling Mills, NBC Blue). (Associated with N. W. Ayer).
- PAGE, PAUL.** Singer, pianist, announcer. (R) Paul Page, North Star of the Air, 1935-36 (L. C. Smith Typewriters, KINY Juneau, Alaska). (F) Commercials. (V) Theatre and hotel appearances. (Currently associated with NBC, Chicago).
- PAGET, JOE.** Sports announcer, WJDX. Jackson. (R) Also KICA, Clovis.
- PAGLIARI, GINO.** Announcer (Italian programs), WHOM, Jersey City. (R) Also WFW, New York.
- PAIGE, RAYMOND.** Musical director. (R) Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Raymond Paige, 99 Men and a Girl, since Feb. 22, 1939 (U. S. Rubber Co., CBS). (F) Warner Brothers, RKO (f). (V) Theatre appearances.
- PAINTON, KEITH.** Program director, announcer, KCRC, Enid.
- \*PALMER, EFFIE.** Actress. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Road of Life (Procter & Gamble, NBC Red).
- PALMER, EILEEN.** Actress (emotional, characters, leads). (R) Life of Mary Sothern, 1935-36 (Lehn & Fink for Hinds Cream, Mutual); Famous Jury Trials, 1935-36 (Mennen Co., Mutual); True Story Court of Human Relations, 1936-37 (Macfadden Publications for True Story Magazine, Mutual); Girl Alone, 1938 (Kellogg Co., NBC Red); Scattergood Baines, 1938 (William Wrigley, Jr., Co., CBS); Backstage Wife, 1938 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Those Happy Gilmans, 1938 (General Mills for Corn Kix, NBC Red); Betty and Bob, 1938-39 (General Mills for Bisquick, NBC Red and Blue); Kitty Keene, 1939 (Procter & Gamble for Dreft, NBC Red). (F) Shorts. (L) Pop Goes the Weazel, 1935 (f). (PR).
- PALMER, GRETTA.** Writer, commentator. (R) One O'Clock Gossip, Jan. to July, 1936 (Walker-Gordon Milk, Mutual); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS). (Formerly columnist and woman's page editor, New York World-Telegram; currently writer for national publications).
- PALMER, MEL.** Actor, WWJ, Detroit. (R) Lone Ranger and Green Hornet, 1937-39 (participating, Mutual); others. (F) Commercials.
- PALMER, RALPH.** Musician, WWJ, Detroit. (R) NBC Red sustaining program; local shows.
- PALMERI, VINCENT E.** Announcer, continuity writer, WELI, New Haven. (F) Paramount (as writer); shorts. (V) Theatre appearances.
- \*PANIMA, NORMAN.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- PANTAGES, LLOYD.** Commentator. (R) Lloyd Pantages Covers Hollywood, 1937 (Raymonds, Inc., CBS). (Newspaper columnist).
- PARCHMAN, EARLE T.** Actor, announcer, pianist, musical director of juvenile act, WJIM, Lansing. (R) Program for Sears, Roebuck & Co., 1938-39; others, including guest appearance on Al Pearce Show, 1937. (V) Theatre and club appearances, intermittently since 1930.
- \*PAREESE, SIDNEY.** Actor. (R) Girl Alone (Kellogg Co., NBC Red).
- PARISO, JOHN.** Guitarist. (R) Burns & Allen (Campbell Soup Co., CBS); others, including local shows. (Currently staff musician, KSFO, San Francisco).
- PARK, CHARLES H.** Announcer, WFDF. Flint. (R) Local show for Continental Baking Co., others.
- PARK, NATALIE.** Actress. (R) Carefree Carnival, 1934 (Crazy Water Crystals, NBC Blue); Hawthorne House, 1935 (Wesson Oil & Snowdrift Sales, NBC Red); Professor Puzzlewit, 1938 (Gallenkamp Stores, NBC Red); other Pacific Coast shows, transcriptions. (Currently associated with KGO-KPO, San Francisco).
- \*PARKER, FRANK.** Singer. (R) Burns & Allen, Sept. to Oct., 1938 (Liggett & Myers, CBS); A & P Gypsies (A & P Tea Co., NBC Red); Cities Service Concert (Cities Service, NBC Red). (L) Concert and musical comedies. (V).
- PARKER, GLEN.** Announcer, WHO, Des Moines. (R) Also WMCA, New York. (F) Trailers; narrator.
- PARKER, JOE.** Announcer. (R) Walter Winchell, 1937 (Andrew Jergens Co. for



## PROFESSIONAL RECORDS—Continued

- Jergens Lotion, NBC Blue); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice Co., NBC Blue); Amos 'n' Andy, 1937-38 (Pepsodent Co., NBC Red) (handled show in absence of Bill Hay, regular announcer); Kraft Music Hall, 1937-38 (Kraft-Phenix Cheese Corp., NBC Red); The Best of the Week, 1937-38 (Globe Grain & Milling Co., NBC Red); Those We Love, 1938 (Lamont Corliss for Pond's Cream, NBC Blue).
- \*PARKER, LEW.** Master of ceremonies, WABC, New York.
- PARKER, MALCOLM** ("Mack"). Director, studio supervisor, WICC, Bridgeport. (R) Also Colonial and Mutual networks. (L) New York-Guilford Players.
- \*PARKER, MARY.** (R) Howie Wing, 1938-39 (Kellogg Co., CBS).
- PARKER, MORRISON.** Announcer, WIL, St. Louis.
- \*PARKER, OLIVE.** Actress. (R) Road of Life (Procter & Gamble, NBC Red).
- PARKER, SETH.** See Phillips H. Lord.
- PARKES, HAROLD.** Announcer, producer. KUTA, Salt Lake City. (R) Greyhound Traveler (Greyhound Lines, CBS); Myrt & Marge (Wm. Wrigley, Jr., Co., CBS); Pennzoil Parade (Pennzoil Co., CBS); The Town Crier (Cream of Wheat Corp., CBS); others.
- PARKINSON, GEER.** Organist, WBNS. Columbus. (Theatre house organist, 1928-30).
- PARKS, BERT.** Announcer. (R) Renfrew of the Mounted (Continental Baking Co., CBS); Bobby Benson (Hecker H-O Products, CBS); Hammerstein Music Hall (Anacin and Kolynos, CBS); currently, Eddie Cantor's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); others. (F).
- PARKS, ROY.** Musical director, WQAM, Miami.
- \*PARKS, RUTH.** Organist, WCLE, Cleveland.
- PARKYAKARKUS** (Harry Einstein). Comedian (dialect). (R) Eddie Cantor, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Jimmy Durante, 1934-35 (Chase & Sanborn summer show, NBC Red); Eddie Cantor, 1935-36 (Lehn & Fink for Pebecco Toothpaste, CBS); Texaco Town, 1936-37 (Texas Co. for Texaco Gasoline, CBS); Rinso Program Starring Al Jolson, 1937 to Mar. 14, 1939; Tuesday Night Party since Mar. 21, 1939 (Lever Brothers, CBS). (F) (RKO) (f). (V).
- PARRILLO, JEANNIE.** Dramatic actress. (R) Horn & Hardart Children's Hour, 1934-38 (Horn & Hardart Baking Co., WABC); March of Time, 1936 (Time, Inc., CBS); Paul Whiteman, 1937 (Jergens-Woodbury Sales Corp., NBC Blue); Kate Smith, 1936-38 (Swans Down, Calumet, CBS); American Pageant of Youth, 1937 (Tastyeast, NBC Blue); Dog Heroes, 1937-39 (Modern Food Process for Thrivo Dog Food, NBC Blue). (F) M-G-M, Warner Bros., RKO, Universal, Educational (s,f); shorts. (V) Theatre appearances.
- \*PARRISH, JOHN.** Actor. (R) Life Can Be Beautiful, 1938-39 (P & G, CBS).
- PARSONS, EDGAR.** Musical director, producer, arranger, KFAM, St. Cloud. (R) Also Texas Quality Network and KGNC, Amarillo.
- PARSONS, HARRIET.** Writer, commentator. (R) Substituted for Louella Parsons in Hollywood Hotel, summers of 1936-37 (Campbell Soup Co., CBS); News Behind the News in Hollywood, 1938 (Emmerson Drug for Bromo-Seltzer, NBC Blue). (F) Columbia Pictures (shorts). (Daughter of Louella Parsons).
- PARSONS, JOE.** Singer, actor, announcer. (R) Sinclair Minstrels, 1932-36 (Sinclair Refining Co., NBC Blue); Maytag Program, 1934 (Maytag Washing Machines, NBC Blue); Yeast Foamers, 1934 (Northwestern Yeast Co., NBC Blue); National Barn Dance, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (L) 1914-25; productions by Charles Dillingham, John Cort, Henry W. Savage and the Shuberts (f). (V) Single act.
- PARSONS, LOUELLA.** Interviewer. (R) Hollywood Hotel (Campbell Soup Co., CBS). (Film columnist, Hearst newspapers; Universal Service Syndicate; executive editor, Hearst Motion Pictures).
- PASCOE, LT. COL. A. W. (Pallie).** Sports-caster, CHAB, Moose Jaw. (R) Boxing matches, 1938-39 (Army & Navy Stores and Totton Motors); others.
- \*PASTER, ROBERT.** Producer. (R) The Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS).
- PASTERNAK, JOSEF.** Conductor. (R) Around the World with Libby (Libby,

## PROFESSIONAL RECORDS—Continued

- McNeill & Libby, NBC Blue); Jack Frost Melody Moments (National Sugar Refining Co., NBC Red); Vick's Open House (Vick Chemical Co., CBS). (L) Conducted Century Opera Co.; Boston Symphony; Philadelphia Philharmonic.
- PASTOR, TONY.** Singer, saxophonist (Artie Shaw's orchestra). (R) Melody and Madness, 1938-39 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (F) Shorts. (V) Theatre appearances. (PR) RCA Victor, Bluebird.
- PATRICK, VAN.** Sports and special events announcer, KRMD, Shreveport. (R) Also KOCA, Kilgore; KRIS, Corpus Christi; local football games for Coca-Cola.
- \*PATT, R.** Director. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red & Blue). (Associated with Charles W. Hoyt, Inc.).
- PATTERSON, GEORGE.** Producer, announcer, actor, WAVE, Louisville. (L) Dramatic stock, 1922-26; Brown Players, 1927-29; National Theatre Players, 1932.
- PATTERSON, PAT.** Newscaster, KGLO, Mason City. (R) Front Page News (International Harvester Co.); others.
- PATTERSON, WALTER.** Producer, script writer, announcer. (R) It's Wheeling Steel, 1938-39 (Wheeling Steel Corp., Mutual); currently, One Man's Family (Standard Brands for Tender Leaf Tea, NBC Red).
- \*PATTON, ALICE.** (R) Backstage Wife (R. L. Watkins Co., NBC Red).
- PAUL TAYLOR CHORISTERS.** Singers. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Ry-Krisp Presents Marion Talley (Ralston Purina Co., NBC Red); Gilmore Circus (Gilmore Oil Co., NBC Red); Parties At Pickfair (National Ice Adv., Inc., CBS); Baker's Broadcast (Standard Brands, Inc., NBC Blue); Vick's Open House (Vick Chemical Co., CBS); others. (LS) KHJ, Los Angeles. (L) Anything Goes.
- PAUL, CHARLES F.** Conductor, organist. (R) Home on the Range, 1936 (William R. Warner Co. for Vince, NBC); Kate Smith, 1936-39 (Great Atlantic & Pacific Tea Co., CBS, 1936-37; General Foods, CBS, 1937-39); Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Hobby Lobby, 1937-39 (sustaining, Mutual, 1937; Hudson Motor Car Co., CBS, 1937-38; Fels Co., NBC Blue, 1938-39); Grand Central Station, 1938 (Lambert Pharmacal for Listerine Products, CBS); Workshop, Manhattan Matinee and Designs in Harmony (sustaining, CBS). (LS) Magic Melody, 1938-39 (Master Kraft Oil Burner, WJZ, New York). (F) Paramount short. (V) Theatre conductor, 1929-35. (PR) RCA Victor, Decca. (Currently staff member, CBS).
- PAUL, ED.** Announcer, actor. (R) National Barn Dance, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Meet the Folks, 1937 (Mantle Lamp Co., WLS); How I Met My Husband, 1937-38 (Armand Co., WLS); Virginia Lee and Sunbeam, 1937-38 (Northwestern Yeast Co., WLS). (L) Summer stock. (Currently associated with WCFL, Chicago).
- \*PAUL, WANNA.** Actress. (R) Smilin' Jack, 1939 (Sweets Co. of America, Mutual).
- PAULSEN, VICTOR.** Announcer, KJBS, San Francisco.
- PAYNE, VIRGINIA.** Actress. (R) Ma Perkins, 1933-39 (P & G for Oxydol, NBC Red and Blue and CBS); Kitty Keene, 1936-38 (P & G for Dreft, CBS); Grand Hotel, 1936-38 (Campana Sales, NBC Blue); First Nighter, 1936-38 (Campana Sales, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Men of Destiny, 1936, and World Neighbors, 1937-38 (Mutual); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); The Carters of Elm Street, 1939 (Wander Co., for Ovaltine, NBC Red). (L) Stuart Walker Repertory Co., 1926-28; Cincinnati Civic Theatre, with Tyrone Power in revival of Servant in the House, summer season.
- PAYNOR, WARREN.** Singer, WDAY, Fargo.
- PEAKER, ADA R.** Singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.
- PEARCE, AL.** Master of Ceremonies. (R) Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce & His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red); also Happy Go Lucky Hour and Blue Monday Jamboree, 1929-35 (Pacific Coast shows for Swift & Co., General Mills, Pebeco Tooth Paste and others). (F) Republic (f). (V) Al Pearce & His Gang, 3 years on Pacific Coast, and Eastern cities.

## PROFESSIONAL RECORDS—Continued

**\*PEARLMAN, BERNARD.** Glee Club leader. (R) The Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS).

**PEARMAN, FLORINE H.** Actress, WBAP Fort Worth. (R) Helen's Home, 1935-39 (Lehn & Fink, Texas Quality Network).

**PEARSON, FORT.** Announcer, news commentator. (R) The Guiding Light, 1937-39 (Procter & Gamble for White Naphtha Soap, NBC Red); Dr. Dollar 1937-38 (Vocational Service, Inc., NBC Red); Interesting Neighbors, 1937-38 (F. W. Fitch Co. for Fitch Shampoo, NBC Red); Attorney-at-Law, 1938 (S. C. Johnson & Son, Inc., NBC Blue); Fitch Bandwagon, 1938-39 (F. W. Fitch Co., NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue).

**PEARSON, TED.** Announcer. (R) Studebaker Champions (Studebaker Sales Corp., NBC Blue); Good News of 1938 and '39 (General Foods Corp., NBC Red); others.

**PEARY, HAROLD.** Actor (dramatic, comedy, dialects). (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Fibber McGee and Molly (S. C. Johnson & Son, NBC Red); Girl Alone (Kellogg Co., CBS); Story of Mary Marlin (P & G, NBC Red and Blue); It Can Be Done (Household Finance Corp., NBC Blue); First Nighter (Campana Sales Corp., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Welcome Valley (Household Finance Corp., NBC Blue); Grand Hotel (Campana Sales Co., NBC Red); Madame Courageous (Durkee Famous Foods, NBC Blue); many others. (F) Silent films (L) Henry Duffy. Mac Loan Productions. Fulton Theatre Stock. (V) With Sylvia Breamer, 1926.

**PEASE, JIM.** Script writer. (R) Attorney-at-Law, 1938 (S. C. Johnson & Son Inc., NBC Blue); Win Your Lady, 1938 summer show (Jergens-Woodbury Sales NBC Blue).

**PEATIE, YVONNE.** Actress, KGO-KPO San Francisco. (R) I Want a Divorce 1938-39 (S & W Fine Foods, CBS); Dr. Kate, 1938 (Sperry Flour Co., NBC Red)

**PECK, CHARLES.** Juvenile actor. (R) Paul Whiteman Show, CBS; Al Jolson Program, CBS; Bill and Ginger, CBS. (F) Goldwyn, MGM, Universal.

**PECK, HARRY D.** Announcer, KFBI, Abilene. (R) Programs for Firestone Tire & Rubber; others.

**\*PECK, LELAND.** Director. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).

**PEDRO, DON.** Orchestra leader, guitarist singer, CKWX, Vancouver. (R) Also CJOR, Vancouver; Canadian Broadcasting Corp.

**PEDROSO, N.** Lecturer, Spanish-English script translator, writer, announcer, WCAU, Philadelphia. (R) Also short wave station W3XAU; WPEN, Philadelphia; WRVA, Richmond. (L) England. (V) The Magical Piano, 1920.

**PEEPLES, CORNELIUS.** Juvenile dramatic actor. (R) Little Orphan Annie (The Wander Co., NBC Red); Romance of Helen Trent (Edna Wallace Hopper, others, CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Lum and Abner (Horlick's Malted Milk Corp., NBC Blue); Grand Hotel (Campana Sales Co., NBC Blue); Uncle Ezra (Miles Laboratories, Inc., NBC Red); Jack Armstrong (General Mills, Inc., NBC Red); Tale of Today (Princess Pat, Ltd., NBC Red); First Nighter (Campana Sales Co., NBC Red); Welcome Valley (Household Finance Corp., NBC Blue); Stepmother (Colgate-Palmolive-Peet, CBS); Those Happy Gilmans (General Mills, NBC Red and Blue). (L) Dead End, 1936-37.

**PEERCE, JAN.** Tenor. (R) Radio City Music Hall, 1932-39 (sustaining, NBC Blue); Chevrolet Presents Rubino and His Violin, 1935-36 (General Motors for Chevrolet Cars, NBC Red); Gulf Summer Show, 1939 (NBC Red). (GA) Programs for Palmolive Soap, Chase & Sanborn Coffee, Ford Cars, Lucky Strike Cigarettes, Vitalis, Radio Corp. of America; soloist, Arturo Toscanini broadcasts. NBC Blue. (F) Shorts. (V) Theatre appearances. (PR) Brunswick.

**PELL, HUGH D.** Singer, WHBF, Rock Island.

**\*PELLETIER, EUGENE.** Announcer, (R) It Can Be Done, with Edgar A. Guest (Household Finance Corp., NBC Blue).

**PELLETIER, PAUL.** Pianist, orchestra leader, musical director, arranger, WMAS, Springfield. (L) Ritz Revue, 1924; Murray Anderson's Almanacs, 1929. (V) London and U. S., 3 years; Streets of Paris, Chicago World's Fair.

**PELLETIER, VINCENT.** Announcer. (R) Household Finance Programs, 1933-39, (NBC Blue, 1933-38; CBS, 1938-39);

## PROFESSIONAL RECORDS—Continued

- Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red); Contented Hour, 1935-39 (Carnation Milk Co., NBC Red); Red Grange Forecasts & Scores, Sept. to Nov., 1938 (Pure Oil Co., CBS).
- PELLETIER, WILFRED.** Musical conductor. (R) Composed musical background for Roses and Drums, 1934-36 (Union Central Life Insurance Co., NBC Blue); Chase & Sanborn Coffee Hour, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); conductor and judge, Metropolitan Opera Auditions of the Air, 1935-39 (Sherwin-Williams Co., NBC Blue); Metropolitan Opera Broadcasts, 1937-38 (NBC Blue); also conductor for Simmons, Packard and Firestone programs. (F) Paramount; director of operatic sequences. (Conductor of San Francisco Opera Co., 10 years; Ravinia Opera Co., 9 years. Conductor, Metropolitan Opera since 1917; artistic director and conductor, Concerts Symphoniques, Montreal).
- PENFIELD, ADDISON.** News and sports, WDNC, Durham. (R) Football, 1938 (Atlantic Refining); others. (Handles sports publicity for Duke University).
- \*PENMAN, LEAH.** (R) Kate Smith's Hour (as member of Aldrich Family) (General Foods Corp., CBS).
- PENN, DAVID.** News editor and commentator, WCOL, Columbus. (R) Also WHIO, Dayton. (F) Fox, Hal Roach, 1933. (L) Australian productions, 1931.
- PENNELL, WILLIAM W.** Announcer, continuity writer, newscaster, commentator, WIOD, Miami. (R) Also WQBC, Vicksburg. (V) Appearances as M.C.
- PENNER, JOE.** Comedian. (R) The Baker's Broadcast 1933-34 (Standard Brands, Inc., NBC Blue); The Park Avenue Penners, 1936-38 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (F) Paramount, RKO. (L) Greenwich Village Follies, 1927; Tattle Tales, 1928; East Wind, 1929. (V) Since 1923.
- PENNEY, GLADYS W.** Playright, continuity writer, KSL, Salt Lake City. (R) 4 plays for Grand Hotel, 1937-38 (Campana Sales Co., NBC Red); also local shows.
- PEPPER, BILL A.** Announcer, singer, WPAY, Portsmouth.
- \*PEPPER, HARRY.** Script writer. (R) Pick & Pat, 1938 to Feb., 1939 (U. S. Tobacco Co., CBS).
- PERCILLA, MARTHA.** Pianist, announcer, WGPC, Albany. (R) Also transcriptions. (L) First Lady, Stage Door, others. (V) Pianist for amateur shows, 1937.
- \*PERELMAN, S. J.** Master of ceremonies WOR, New York. (R) Author! Author! (sustaining, WOR). (F) Writer for various pictures.
- PERKINS, CY.** See Ralph Powell.
- PERKINS, GEORGE.** Program director, producer, WFBL, Syracuse.
- PERKINS, KENNETH.** Writer. (R) Sheriff Bob, series of skits aired as NBC Blue sustainers, April to May, 1939. (F) Fox, First National, RKO, Warner Bros. (L) Co-author: Creoles (Dinehart & Herndon), Desire (Erlanger), Dance with Your Gods (Laurence Schwab).
- PERKINS, LOU.** See the Three Romeos.
- PERKINS, RAY.** M.C., comedian, singer, pianist. (R) Judge Magazine Program, 1925-26 (Judge Magazine, WJZ, New York); Crush Dry Cronies and Old Topper, 1930 (Crush Dry Co., NBC Blue); Ray Perkins, Prince of Pineapple, 1931-32 (Libby, McNeill & Libby, NBC Blue); Ray Perkins, the Old Topper, 1931-32 (Jergens-Woodbury Sales for Jergens Lotion, NBC Blue); Fleischmann Yeast Program, 1932 (Standard Brands, NBC Blue); Ray Perkins, the Barbasolito. 1932 (Wasey Products for Barbasol Brushless Shave, NBC Red); Palmer House, 1934 (Palmer House Hotels, NBC Blue); National Amateur Night, 1934-36 (Health Products for Feen-A-Mint and Aspergum, CBS, 1934-36; Mutual, 1935-36); transcriptions for duPont Paints and W. T. Grant, 1937; cooperative program, 1938 (Mutual); Letters Home from New York World's Fair, 1939 (Westinghouse, NBC Blue). (LS) Cushman Bakeries Program, 1935 (WOR, New York). (F) Shorts. (V) Single act, 1932-33; M.C. of radio revues, intermittently, 1932-36; Ray Perkins' Amateurs, 1935-36.
- \*PERRIN, FRANK W.** Director. (R) Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co., NBC Red). (Associated with Henri, Hurst & McDonald).
- PERRIN, SAM.** Writer. (R) Phil Baker (Armour, Gulf Oil Corp., CBS); Jack Haley, Maxwell House Showboat (Gen-

## PROFESSIONAL RECORDS—Continued

- eral Foods, NBC Red); Jell-O Program Starring Jack Benny (General Foods, NBC Red); Hollywood Guild (Gulf Oil Corp., CBS). (F) Paramount, United Artists.
- PERRIN, W. KEYES.** Announcer, WBZ-WBZA, Boston.
- \*PERRON, JUNE.** Member of *Two Bees and a Honey*. (R) Fred Waring & His Pennsylvanians, (Grove Laboratories, Inc., NBC Red).
- PERRY, ARTHUR J. ("Bill").** Producer, director. (R) Anthony Frome, the Poet Prince, 1934-35 (M. J. Breitenbach for Gude's Pepto-Mangan, NBC Blue); Stories of the Black Chamber, 1935 (Forhan's Toothpaste, NBC Red); Mystery Chef, 1935-38 (Regional Advertisers for Gas Companies, NBC Red); The Time of Your Life, 1937 (Gruen Watch, NBC Red); currently producing *Name the Place* (also called *Where are You*; both titles copyrighted), NBC sustaining feature. (LS) Provident Loan Society, WOR, New York. (NBC studio engineer, 1929-33; associated with McCann-Erickson, 1933-38; currently independent producer).
- PERRY, BOB.** Special events announcer, program director, WORL, Boston.
- PERRY, CAMERON.** Announcer, CJOC, Lethbridge.
- PERRY, DICK.** (Perry Dickey). Writer, actor, announcer, KABC, San Antonio.
- PERSKY, ARTHUR.** Juvenile actor, WWNC, Asheville.
- \*PERSONS, C. E.** Director. (R) Standard School Broadcast (Standard Oil of California, NBC Red). (Associated with McCann-Erickson).
- \*PERSONS, EPY.** (R) 30 minutes in Hollywood, 1937-38 (local sponsors, Mutual).
- PERSION, LEON.** Music director, cellist, WIBA, Madison. (Cello instructor, University of Wisconsin).
- PESSL, YELLA.** Harpsichordist with The Madrigal Singers, q.v. (Teacher of the harpsichord and interpretation of 16th and 18th century music, Columbia University).
- PETERS, FELIZIA L.** Continuity writer, announcer, WFLA, Tampa. (R) Also WDAE, Tampa; WLAK, Lakeland.
- PETERS, RICHARD.** News commentator, KGFF, Shawnee. (R) Also Oklahoma Network.
- PETERS, WALLIE.** Assistant program director, CJOR, Vancouver. (R) Also KFVB, Los Angeles; Canadian Broadcasting Corp. (F) Shorts.
- PETERSEN, HARRY A.** Violinist, WHBF, Rock Island. (V) Theatre appearances.
- PETERSON, ARTHUR H., JR.** Dramatic actor. (R) Grand Hotel, 1936-38 (Campana Sales for Dreskin, NBC Red); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); The Guiding Light, 1937-39 (Procter & Gamble for White Naphtha Soap, NBC Red); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Girl Alone, 1937-38 (Kellogg Co., NBC Red); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Story of Mary Marlin, 1938-39 (Procter & Gamble for Ivory Flakes, NBC Red and Blue); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red). (LS) KSTP, WTCN, WCCO, Minneapolis-St. Paul. (L) Character leads, stock.
- PETERSON, AUSTIN.** Writer, producer. (R) Hollywood Mardi Gras, 1937-38 (Packard Motor Co., NBC Red); Passing Parade, 1938 (Gulf Oil Corp., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS).
- PETERSON, CLIFF.** See the Escorts & Betty.
- PETERSON, DONALD.** Producer, director. (R) Programs on WHN, WMCA, WOR, New York. (Head of Peterson Radio Productions).
- \*PETERSON, HARVEY.** Conductor, music arranger. (R) Woman's Magazine of the Air, March-May, 1939 (Sperry Flour Co., NBC Red).
- PETERSON, HOWARD L.** Organist, arranger, composer, WLS, Chicago. (Formerly arranger and staff composer for Wayne King; concert work as accompanist; Columbia recordings).
- PETERSON, MERLE B.** Announcer, KYOS, Merced. (R) Local shows including one for Philco Dealers. (Also technician).
- \*PETERSON, RUTH.** Actress. (R) Hawthorne House (Wesson Oil & Snowdrift, NBC Red).
- PETERSON, VERA.** Pianist, WDAY, Fargo.

## PROFESSIONAL RECORDS—Continued

- PETRAS, GEORGE.** Tenor, WBRC, Birmingham. (R) Appearance on Major Bowes program. (F) Shorts. (V) Major Bowes Unit, three years; hotel appearances.
- \*PETRIE, HOWARD.** Announcer. (R) The O'Neills (Procter & Gamble, NBC Red and Blue, CBS); Backstage Wife, 1938-39 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Terry and the Pirates (Bowey's, successively NBC Red and Blue); others.
- PETRUZZI, JACK.** Actor. (R) Lone Ranger (Gordon Bakeries and Weber Baking Co., Mutual).
- PETTAY, FRANCIS F.** Announcer, WHK-WCLE, Cleveland. (R) Also WJW, Akron; WHKC, WBNS and WCOL, Columbus; WKRC, Cincinnati; transcriptions. (F) Narrator for sound pictures. (PR) RCA Victor.
- PETTERSON, PAT.** See Maple City Four.
- PETTIT, GEORGE.** Singer. (R) Town Hall Tonight, 1936-37 (Bristol-Myers for Sal Hepatica and Ipana Toothpaste, NBC Red); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, one year; theatre and night club appearances.
- PFaff, LILLIUS.** Singer, WAIR, Winston-Salem.
- \*PHARES, FRANK.** Script writer. (R) Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue).
- PHARR, KELSEY.** Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).
- \*PHELPS, ELEANOR.** Actress. (R) Central City, 1938-39 (P & G, successively NBC Red, Blue); Two on a Shoestring, 1938 (Dioxogen Face Cream, Mutual); The Life and Love of Dr. Susan, 1939 (Lever Bros., CBS).
- PHIL & ED.** Vocal harmony team, WOAI, San Antonio.
- PHILLIPS, ARTHUR.** Script writer (with Sam Perrin for Phil Baker). (R) Phil Baker (Armour, Gulf Oil Corp., CBS). (F) Paramount.
- \*PHILLIPS, BERNARD.** (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS).
- PHILLIPS, BILLY.** Sports announcer, KIDO, Boise. (R) Boxing matches, locally sponsored, 1939. (Also program director).
- PHILLIPS, C. G.** Sports announcer, KIDO, Boise. (R) High school basketball, locally sponsored, 1939. (Also station manager).
- \*PHILLIPS, ERNIE.** Script writer. (R) Wonder Show—Jack Haley, 1938-39 (Continental Baking, CBS).
- \*PHILLIPS, HELEN.** Script writer. (R) Benny Goodman's Orchestra (R. J. Reynolds, CBS).
- \*PHILLIPS, HOWARD.** Singer. (R) CBS shows.
- PHILLIPS, IRNA.** Script writer, actress. (R) The Guiding Light, 1937-39 (Procter & Gamble, NBC Red); Today's Children, 1933-38 (Pillsbury Flour Mills Co., NBC Red); The Road of Life, 1938-39 (P & G for Chipso, CBS, 1938; NBC Red, 1938-39); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).
- PHILLIPS, MILDRED L.** Singer, WDAN, Danville.
- PHILLIPS, PAUL.** Writer, continuity editor. (R) Phillips Poly Follies, 1937-38 (Phillips Petroleum Co., CBS). Currently with KMOX, St. Louis.
- PHILLIPS, ROGER.** Sports announcer, WDSU, New Orleans.
- PHILPUT, HUGH E.** Announcer, KARK, Little Rock. (L) Four seasons (f).
- PHIPPS, SALLY.** Actress, Federal Theatre Radio Division. (F) Fox Films, Warner Bros. Gaumont-British (f); shorts. (L) Once in a Lifetime, 1931; Knock on Wood, 1935 (f).
- PIASTRO, MISHEL.** Violinist, conductor. (R) Conductor, Standard School Broadcast, 1929, '30, '36, '39 (Standard Oil of California, NBC Blue); also network appearances as violin soloist for General Motors. (PR) Brunswick.
- PICK & PAT.** See Pick Malone and Pat Padgett.
- \*PICKARD, JOHN.** (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).
- PICKENS, JANE.** Singer. (R) Sunday Night Party (Sealtest, Inc., NBC Red); Ben Bernie and All the Lads (U. S. Tire Dealers Mutual Corp., CBS). (V).
- PICON, MOLLY.** Actress (character comedy). (R) Molly Picon Review, 1934,

## PROFESSIONAL RECORDS—Continued

- '36 (General Foods for Jell-O, 1934, Horowitz Margaretten, 1936, WMCA, New York); I Give My Life, 1938-39 (General Foods for Maxwell House Coffee, WMCA, New York). (GA) Rudy Vallee, 1935-37 (Standard Brands, NBC Red); This Is New York, 1939 (sustaining, WABC, New York). (F) Sphinx Film Corp.: numerous films, principally in Yiddish (s); shorts. (L) (s). (V) 1929-39; East Side Symphony, Working Gail; also appearances in England, South Africa and Paris. (PR) RCA Victor.
- PIERCE, BILL.** Announcer, M.C., WGBI, Scranton. (R) Sang with Freddie Martin's Orchestra (WOR, New York); local show for Kentucky Club Tobacco, others. (V) Theatre appearances.
- PIERCE, JANET.** Singer, WSPR, Springfield. (V) Appearances with several bands.
- PIERCE, MATTHEW.** Pianist, arranger, WHEC, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (V) Theatre Orchestra, 1929-36.
- PIERCE, PAUL A.** Special events writer, announcer. (R) Special events programs on CBS Pacific Coast. (Associated with KNX, Hollywood; formerly with KFWB, KHJ and other Hollywood stations).
- PIERSON, BUDDY.** Script writer. (R) Tim & Irene 1937-38 (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue March to Sept., 1938 (Royal Crown Cola, NBC Blue) (Writes in collaboration with Les White, q.v.).
- PIERSON, DANA M. ("Jimmie").** Guitarist, singer, yodeler, composer, WEEL, Boston. (R) With Richard B. Klasi as Jimmie & Dick, on this station and WJAG, Norfolk; KFNF, Shenandoah; WNAX, Yankton; KSOO, Sioux Falls; WNOW, WAAW and KOIL, Omaha; KGHF, Pueblo; KMOX, St. Louis. (V) Theatre appearances.
- \*PIETSCH, BETTY.** (R) Hymns of All Churches (General Mills, 1936-38 CBS and 1938-39 NBC Red and Blue).
- PIKE, LOUIS A.** Conductor and arranger (piano, organ, violin), WSBT-WFAM, South Bend. (R) Also WOWO, Fort Wayne. (Pit conductor, organist and pianist).
- PIKE, RUSSELL, JR.** Entertainer, WNAX, Yankton. (R) Local shows for Kellogg Co., Crazy Water Crystals, others. (V) Theatre appearances.
- PIONEER QUARTET** (Arthur Davis, Dick Fulton, Russell Mitchell, Jr., Cass Ward Whitney). Singers, KDKA, Pittsburgh. (R) Local shows for Westinghouse Electric & Mfg. Co., 1932 and Graham Paige Motor Co., 1934.
- PIOUS, MINERVA.** Actress. (R) Town Hall Tonight, 1934 (Bristol-Myers Co. for Ipana and Sal Hepatica, NBC Red); Fun In Swingtime, 1937 (Admiracion Shampoo, Mutual); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Super Suds, CBS); Easy Aces (Anacin, NBC Blue).
- PIRKEY, RUSSELL J.** Continuity writer, WAVE, Louisville.
- \*PITT, MERLE.** Musical director, WNEW, New York. (R) Various commercial and sustaining shows. (F) Shorts (Warner Bros.). (V) Hotel and theatres. (PR).
- PLAMBECK, HERBERT H.** Farm news editor, WHO, Des Moines.
- PLANTE, BERTHE.** Actress, CHRC, Quebec.
- PLATTNER, MAX E.** Musical director, WDAE, Tampa. (F) 20th Century-Fox. (V) Theatre appearances.
- PLUMLEY, JACK B.** Continuity writer, actor, WSNJ, Bridgeton.
- PODMORE, WILLIAM.** Actor (characters, heavies, dialects). (R) Second Husband, 1937-38 (Bayer Aspirin, CBS); Dick Tracy, 1938 (Quaker Oats, NBC Red); Girl Interns, 1937-38 (Richardson & Robbins, WABC, New York); Pretty Kitty Kelly, 1938 (Continental Baking, CBS); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); numerous others, including Sherlock Holmes series for G. Washington Coffee, television for NBC; author of radio series, 1928-29; adapter of stories for the air from True Story Magazine, 1928-29. (L) 20 years; Dear Brutus for Charles Frohman, with Katharine Cornell in Age of Innocence, with Jane Cowl in Easy Virtue; many others.
- POLI, JEANNE.** Announcer, actress, interviewer, commentator, WICC, Bridgeport. (R) Also Colonial Network; WTIC, Hartford. (L) American Academy of Dramatic Arts, Alviene School of the Theatre.
- POLK, VIRGINIA L.** Singer, WOWO, Ft. Wayne. (R) Local shows for Barnsdall Refining Co., Peru, others.
- POLLACK, BEN.** Orchestra leader. (R) Park Avenue Penners, 1938 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General



## PROFESSIONAL RECORDS—Continued

- Foods, CBS); also programs for Fleischmann's Yeast, 1930; Radio Corporation of America, 1929; transcriptions. (F) Shorts. (L) Top Speed, 1930; Hello Daddy, 1929-30 (f). (PR) RCA Victor, Columbia, Decca, Brunswick, Variety.
- POLLOCK, CHANNING.** M.C., speaker. (R) Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS). (F) Author of numerous books, adapted for the screen. (L) Author of The Red Widow (Raymond Hitchcock), 1911; A Perfect Lady (Rose Stahl), 1914; Roads of Destiny (A. H. Woods), 1918; The Fool (Selwyn & Co.), 1922; others. (Author and producer of 31 plays, most of which have been adapted for the screen.)
- POLLOCK, GRANT.** Announcer. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red); Standard School Broadcast (Standard Oil Co. of California, NBC Blue).
- PONS, BEATRICE.** Actress. (R) Eno Crime Clues, 1935 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Singing Lady, 1937 (Kellogg Co., NBC Blue); Gang Busters, 1937 (Colgate-Palmolive-Peet, CBS); Kate Smith's Bandwagon, 1937 (Great Atlantic & Pacific Tea Co., CBS); Believe It or Not, 1938 (General Foods, NBC Red); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (L) Mahogany Hall, 1934; Gilbert & Sullivan Repertory, 1934; Men in White (road), 1934; others.
- PONS, LILY.** Coloratura soprano. (R) Thirteen-week engagements during 1935-36-37, Chesterfield Program (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS). (GA) Ford, General Motors and Chesterfield programs; Metropolitan and San Francisco Opera broadcasts. (F) RKO (s). (Member of the Metropolitan, San Francisco, Buenos Aires, Colon, Paris, Covent Garden, Rome, Chicago and Monte Carlo Opera companies). (PR) RCA Victor.
- POOLE, BILL.** Program director, WGPC, Albany. (R) Local shows for Kellogg Co., Nehi Bottling Co., others.
- POOLE, BOB.** Announcer, WBIG, Greensboro. (R) Also WNEW, WOR, WEVD, New York.
- POOR, MURRELL.** Announcer, M.C., singer, WMMN, Fairmont. (L) Concerts. (V) Theatre appearances. (PR) Odeon, Okeh.
- POORE, JOHN W.** Announcer, WHBQ, Memphis.
- POPE, L. F. (Bill).** Sports announcer, WESG, Elmira. (R) Baseball broadcasts for Atlantic Refining Co.
- PORTER, DEL.** See The Foursome.
- PORTER, EARL.** Musician (bass, tuba), WIL, St. Louis. (R) Armco Iron Master Program (American Rolling Mills Co., NBC Blue); local shows.
- PORTER, JANE (Catherine Snodgrass).** Food counsellor, director of Magic Kitchen, KMOX, St. Louis. (L) (Formerly director of women's program, continuity editor).
- \*PORTER, R. A.** Director. (R) Terry & the Pirates, 1937-39 (Bowey's, Inc., for Dari-Rich, successively NBC Red and Blue); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo Quinine, NBC Red). (Vice-President and radio director, Stack-Goble, New York).
- PORTER, SUE.** Home economist, women's programs, WWNC, Asheville.
- POSKA, AL.** Announcer, producer, program director, KEHE, Los Angeles.
- POST, EMILY.** Speaker (ethics, etiquette, social problems). (R) Etiquette, 1930-31 (Procter & Gamble, CBS); General Electric Home Circle, 1932-34 (General Electric, NBC Red); Emily Post, How to Get the Most Out of Life, 1937-38 (Florida Citrus Commission, CBS); The Right Thing to Do, 1938-39 (George W. Luft Co. for Tangee Lipstick, NBC Red). (LS) WOR, New York, 1936-37. (GA) Aunt Jenny's Real Life Stories, March 3, 1938. (Author, writer).
- POST, RICHARD H.** Announcer. (R) Tony Wons, 1937 (Vick Chemical Co., CBS); Just Entertainment, 1938 (William Wrigley, Jr., Co., CBS); Hymns of All Churches, 1938 (General Mills, CBS); Betty and Bob, 1938-39 (General Mills, NBC Red and Blue).
- POST, WILLIAM, JR.** Actor. (R) John's Other Wife, 1939 (Old English Floor Wax, BiSoDol, NBC Red). (GA) Lead opposite Judith Anderson in The Gift, Royal Desserts Program, Feb. 23, 1939 (Standard Brands, NBC Red); Magic Key of RCA (Radio Corp. of America, NBC Blue); others. (F) RKO, 1931; Fox; Paramount (Astoria Studios), 1937; shorts. (L) When the Bough Breaks, 1932; Ah Wilderness, 1933-34; King Richard II, 1937; Many Mansions, 1937-38; others (f).



## PROFESSIONAL RECORDS—Continued

- POULTON, CURT A.** Guitarist, singer. composer, KVOO, Tulsa. (R) Yeast Foamers, 1928 (Northwestern Yeast Co. NBC Blue); Tony Cabootch and the Vagabonds, 1930-31 (Anheuser-Busch Inc., CBS); also KMOX, St. Louis; WSM, Nashville. (PR) RCA Victor Bluebird. (Composer of When It's Lamp Lighting Time in the Valley, others.)
- POWELL, BERT.** Announcer, continuity writer, KGGF, Shawnee. (R) Local shows for Allis-Chalmers, Purina Mills and others.
- POWELL, BUD.** Sports announcer, commentator, CFGP, Grande Prairie.
- POWELL, DAWSON.** Writer. (R) The Zither Minstrel, 1924 (sustaining, WFAA, Dallas); Talk of the Town, 1930 (sustaining, WDSU, New Orleans); The Mellow Singers, 1932 (D. H. Holmes Co., Ltd., WDSU, New Orleans). (Staff writer for S. A. Conover Co., 1934-37.)
- POWELL, DICK.** Singer, actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS); Your Hollywood Parade, 1937-38 (American Tobacco Co., NBC Red); Tuesday Night Party, since March, 1939 (Lever Bros., CBS). (GA) Baker's Broadcast (Standard Brands, Inc., NBC Blue); Your Hit Parade (American Tobacco Co., NBC Red); others. (F) Warner Bros., First National, 20th Century-Fox. (V) M.C., 3 years; personal appearances.
- POWELL, KENNETH.** Announcer, WESG, Elmira. (R) Also KDKA, Pittsburgh. (F) Commercial shorts.
- POWELL, RALPH (Cy Perkins).** Musician, novelty entertainer, KFNF, Shendoah. (R) Crazy Crystal Cowboys, 1936 (Crazy Water Crystal Co.); Cy Perkins Melody Rangers, 1937 (Montgomery Ward); Cy and Freckles (Allis-Chalmers Mfg. Co.) and Cy Perkins Melody Mountaineers (Sears Roebuck & Co.) on WTAD, Quincy, during 1938. (V) Personal appearances.
- \*POWELL, WILLIAM.** Actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS). (F) Paramount, MGM, Warner Bros., First National, RKO. (L) 10 years.
- POWER, TYRONE.** Actor. (R) Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales for Woodbury Soap, NBC Blue). (F) 20th Century-Fox (s). (L) Katharine Cornell-Guthrie McClintic Co. (f).
- POWERS, CHARLES.** Actor. (R) Roses and Drums, 1933-34 (Union Central Life Insurance, CBS); Junior G-Men, 1937-38 (Fischer Baking Co., WOR, New York City); Ave Maria Hour, 1937-38 (Graymoor Friars, WMCA, New York City); Stella Dallas, 1938 (Tetley Tea, WEAF, New York City); You, the Unseen Jury, 1938 (Morris Plan Bank, WEAf). (F) Shorts. (L) Productions by Lee Shubert, Sam H. Harris, Theatre Guild, Messmore Kendall, Max Gordon, and others.
- POWERS, JANE.** Pianist, organist, KVI, Tacoma.
- POWERS, TOM.** Dramatic actor, monologues. (R) Central City, 1938-39 (P & G for Oxydol, NBC Red). (LS) Life Studies, one man show, 1935-37 (S. C. Johnson & Son for Johnson's Wax, WEAf, New York, 1935-36; WOR, New York, 1936-37). (GA) 14 appearances with Rudy Vallee, Royal Gelatin Hour (Standard Brands, NBC Red). (F) Vitagraph, 1910-12 (s). (L) Starred for 10 years with Theatre Guild; also productions for Sam Harris, John Golden, Mercury Theatre and numerous others (s). (V) Personal appearances in America and England. (Wrote all of his Life Studies programs, now published in book form).
- POYNER, GRAHAM B.** Program director, WPTF, Raleigh. (R) Local program for Standard Oil, 1936-38.
- POYNTON, LORETTA.** Actress. (R) Household Finance programs, 1931-38 (Household Finance Corp., NBC Blue); Dan Harding's Wife, 1936-38 (National Biscuit Co., NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue). (L) Stock, 1932-33; On the Make, 1936; Skidding, 1936 (s,f).
- \*PRAGER, MANNY.** (R) Ben Bernie and All the Lads, 1938-39 (American Tobacco Co., CBS).
- \*PRAGER, SAMMY.** Pianist. (R) Jack Berch and His Boys (Manhattan Soap Co., NBC Blue).
- PRAIRIE PIONEERS.** (George J. Maras, Joseph L. Hall, William K. McMeins, Chester Smith). Cowboy band, KMBC, Kansas City. (V) Theatre appearances.
- \*PRATT, R.** Director, producer. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue); Gulden Serenaders, 1938-39 (Charles Gulden, Inc., NBC Blue). (Associated with Charles W. Hoyt Co., Inc.).
- PRATT, RUSSELL M. C.** (juvenile shows), comedian, KDKA, Pittsburgh. (R) Also Michigan Radio Network; Heinz Magazine of the Air, 1938 (H. J. Heinz Co.,

## PROFESSIONAL RECORDS—Continued

- CBS); guest appearance on National Barn Dance, 1938 (Miles Laboratories, Inc., NBC Blue).
- PRAY, CHARLES.** Accordionist, pianist, arranger, WHO, Des Moines. (R) Local shows including Presenting Virginia Dare (Virginia Dare Extract Co), 1937.
- PRAY, RUPERT.** Writer, producer. (R) Don't You Believe It (P. Lorillard & Co. for Sensation Cigarettes, Mutual); local shows. (Associated with KFRC, San Francisco).
- PREMMAC, CHARLES.** Singer, M.C., script writer, character actor (French characterizations). (R) Bourjois-Eveing in Paris, 1930-32 (Bourjois & Co., Inc., CBS); Round the World Cooking School, 1932-36 (General Foods, CBS and NBC Red). (LS) Ida Bailey Allen's Homemakers of the Air, 1936-38. (L) Opera and concert work, here and abroad. (V) 1931; personal appearances, 1934.
- PRENTISS, ED.** Actor. (R) Guiding Light, 1937-39 (Procter & Gamble, NBC Red); A Tale of Today, 1937-39 (Princess Pat, Ltd., NBC Red); It Can Be Done, 1937-39 (Household Finance Corp., successively NBC Blue, CBS); Bob Becker's Chats About Dogs, 1939 (John Morrell & Co. for Red Heart Dog Food, NBC Red); others. (Currently associated with WGN, Chicago).
- PRESBY, ARCHIE.** Announcer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS); Dr. Kate (Sperry Flour Co., NBC Red).
- PRESBY, O. K.** Pianist, orchestra leader, CFCY, Charlottetown. (V) Theatre appearances.
- PRESCOTT, ALLEN.** Actor, writer. (R) The Wife Saver, 1934-35 (Fels & Co. for Fels Naphtha Soap, NBC Blue); The Wife Saver, June to Aug., 1937 (Manhattan Soap Co., NBC Red, CBS); Borden Special Edition, 1937 (Borden Farm Products Co., NBC Red); Value Varieties, 1937 (W. T. Grant, transcriptions). (Has written script of Joe Palooka for Heinz; Harry Richman's Conoco program; Gallagher & Shean's program for Ford Dealers, and some of the material used by Consolidated Edison.)
- PRESTON, LONNIE J.** Singer, KGKL, San Angelo. (R) Also WOW, WAAW, Omaha, and other stations. (V) Theatre appearances.
- \*PRESTON, WALTER.** Producer. (R) Just Entertainment, March to July, 1939 (Wm. Wrigley, Jr., Co., CBS); Scattergood Baines (Wm. Wrigley, Jr., Co., CBS).
- PRICE, HOWARD.** Tenor. (R) A & P Gypsies, 1935-36 (Great Atlantic & Pacific Tea Co., NBC Red); Fox Fur Trappers, 1937 (I. J. Fox, NBC Red); Hammerstein Music Hall, 1938 (Kolynos Toothpaste, CBS); Chevrolet Musical Moments, 1938 (coast-to-coast transcriptions). (L) Revenge with Music, 1935 (f). (V) Theatre appearances. (PR) Decca.
- PRICE, NORMAN (Armchair Quartet).** Tenor, vocal arranger. (R) Enna Jettick Melodies, 1928-29 (Dunn & McCarthy for Enna Jettick Shoes, CBS); Maxwell House Showboat (General Foods, NBC Red); also network programs for Coca-Cola, Vick Chemical, Socony-Vacuum, Lucky Strike Cigarettes. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.
- PRIDY, ALBERT C.** Announcer, sound effects chief, KDYL, Salt Lake City. (R) Also W. Va. Network; WBLK, Clarksburg; WSAZ, Huntington; Phil Baker, 1936 (Gulf Oil Co., CBS).
- PRIGMORE, JACK M.** Singer, WFAA, Dallas. (R) Also Texas Quality Network.
- PRIMROSE QUARTET.** See Oscar Shumsky, Josef Gingold, William Primrose, Harvey Shapiro.
- PRIMROSE, WILLIAM.** Solo violinist. (R) NBC Symphony Orchestra, directed by Toscanini (sustaining, NBC); The Primrose Quartet (sustaining, NBC); also soloist, British Broadcasting Corp. (PR) RCA Victor, Red Seal.
- PRIN, TOBY.** Pianist, singer, WCCO, Minneapolis-St. Paul. (V) Theatre appearances.
- PRINDLE, DON.** Script writer. (R) Park Avenue Penners 1937-38 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General Foods, CBS). (F) RKO.
- \*PRINGLE, WILLIAM.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- PROBETTE, NINA.** Actress, WMBR, Jacksonville. (F) A. M. Kennedy Productions. (L) Stock. (V) All Wrong, 1915-17.
- PROCTOR, ROBERT.** Announcer, WDAE, Tampa.
- PROETZ, MRS. ERMA.** Script writer. (R)

## PROFESSIONAL RECORDS—Continued

- Pet Milky Way (Pet Milk Sales Corp., CBS); Saturday Night Serenade (Pet Milk Sales Corp., CBS). (Executive vice-president, Gardner Advertising Agency.)
- PROFESSOR QUIZ.** See Craig Earl.
- PROFESSOR WART.** See Hal Olson.
- PROSSER, JOHN I.** Director, announcer. (R) Universal Rhythm, 1937 (Ford Motor Co. Dealers, CBS); Jack & Loretta, 1937 (Kirkman's Soap, CBS); Getting Ahead with Dale Carnegie, 1937 (Emigrant Industrial Savings Bank, Mutual); Kellogg Football Jamboree, 1937 (Kellogg Co., WLW Line); Petticoat on the Air, 1937 (J. B. Ford Co. for Wyandotte Cleansing Products, CBS); Armco Program with Frank Simon's Band, 1938-39 (American Rolling Mills Co., NBC Blue). (Staff of N. W. Ayer & Son, Inc.)
- PROUGH, EL.** Announcer, sports commentator, WDAY, Fargo.
- PROVAN, ROBERT M., JR.** Announcer, WDRC, Hartford. (R) It Can Be Done, 1938-39 (Household Finance Corp., NBC Blue); Scattergood Baines, 1939 (Wm. Wrigley, Jr., Co., CBS); local shows.
- PROVENSEN, HJERLUF.** Announcer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red); Gulden Serenaders (Charles Gulden, Inc., NBC Blue); John's Other Wife (Old English Wax, BiSoDol, NBC Red); others.
- \*PROVO, FRANK.** (R) Jane Arden, 1938-39 (Ward Baking, NBC Blue).
- PROVOL, GEORGE A.** Production manager, KDYL, Salt Lake City.
- \*PRYOR, ARTHUR, JR.** Director. (R) March of Time (Servel, Time, Life and Fortune Magazines, NBC Blue); others. (Radio director, Batten, Barton, Durstine and Osborn).
- PRYOR, CHARLES.** See Midland Minstrels.
- PUCKETT, RALPH B.** Sports announcer, WMT, Cedar Rapids. (R) Local shows for B. F. Goodrich, Quaker Oats, others.
- PUGH, JESS.** Actor. (R) Prince Albert Quarter Hour, 1931-32 (R. J. Reynolds for Prince Albert Tobacco, NBC Red); Story of Mary Marlin, 1936-37 (International Cellucotton for Kleenex, NBC Red); Scattergood Baines, currently (Wm. Wrigley, Jr., Co., CBS); numerous others, since 1931, including script shows in Chicago, 1932-38. (V) Club entertainer, 1910-30.
- \*PUMIGLIO, PETE.** Musician (**Raymond Scott Quintet**). (R) Your Hit Parade (American Tobacco Co., CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Theatre appearances.
- \*PUMPHREY, PRESTON H.** Producer. (R) Criminal Case Histories with Warden Lewis E. Lawes (William Warner Co., NBC Blue); Jim McWilliams' National Question Bee (George Washington Coffee, NBC Blue); Quite by Accident (Lamont Corliss & Co., NBC Red); The Right Thing to Do (George Luft Co., NBC Red); Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue). (Radio director, Warwick & Legler).
- PURCELL, CARLETON (Bud).** Writer, producer, actor, KWTO, Springfield. (L) Stock.
- PURCELL, ROBERT M.** Announcer, WCFL, Chicago. (R) Also WHAM, Rochester; others.
- \*PYLE, RUSSELL.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, Inc., successively CBS, NBC Red and Blue).

## Q

- QUAILEY, LES.** Director of sports broadcasts. (R) Kellogg College Prom, 1935 (Kellogg Co., NBC Blue); play-by-play football, 1938 (Atlantic Refining, special network). (Radio since 1929; associated with Ted Husing, 1929-36 on all sports broadcasts for CBS; director of sports broadcasts for N. W. Ayer since 1936).
- \*QUEEN, ELLERY.** Script writer. (R) Alias Jimmy Valentine, 1938 (Dr. Lyon's Toothpowder, NBC Blue). Also participant in Author! Author! (sustaining, WOR, New York). (Author of numerous detective novels).
- QUERLI, TRUMAN.** Actor, FTRD. (R) Eno Crime Clues (Harold F. Ritchie & Co., NBC Blue); others, on WEVD, WINS, WMCA, WNYC, WOR, New York. (L) Shows for John Golden and others; stock.

## PROFESSIONAL RECORDS—Continued

**\*QUILLAN, JOE.** (R) Tune Up Time (Ethyl Gasoline, CBS).

**QUINE, RICHARD.** Actor. (R) Park Avenue Penners, 1937-38 (Cocomalt, CBS); Texaco Town, 1937-38 (Texas Co., CBS); Dr. Christian, 1938-39 (Cheseborough Mfg. Co., CBS). (F) Universal, Warner Bros., RKO, Monogram, Mascot (f). (L) Counsellor-at-Law, 1932-33; Cavalcade, 1933 (f). (V) Single act, 1928-32.

**QUINN, BILL.** Juvenile (straight, character). (R) Renfrew of the Mounted, 1936 (Continental Baking, CBS); Just Plain Bill, 1936 (Anacin, BiSoDoI, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1937 (Hill's Nose Drops, NBC Red); Stella Dallas, 1938 (Charles H. Phillips Chemical Co., NBC Red); Howie Wing, 1938-39 (Kellogg Co., CBS); others, not

current. (F) Warner Bros. and M-G-M shorts. (L) Productions for David Belasco, Henry Miller, C. B. Dillingham, Jed Harris, George Tyler, the Shuberts, Guthrie McClintic.

**QUINN, DON.** Writer (comedy script). (R) Fibber McGee & Molly, 1936-39 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Swift Review, with Olsen and Johnson, 1933-34 (Swift & Co., CBS); Smackouts, 1932-36 (sustaining, NBC). (F) Paramount.

**QUINN, ELWYN.** Announcer, news commentator, producer, KDYL, Salt Lake City. (R) Programs for Folger Coffee, Hudson Bay Fur Co. and others. (V) Theatre appearances.

**QUIRONE, ALFRED.** Violinist, orchestra leader, CKCH, Hull.

## R

**RABB, STUART.** Newscaster, WSJS, Winston-Salem.

**\*RABY, JOHN.** Actor. (R) When a Girl Marries, 1939 (Prudential Insurance Co., CBS).

**\*RADIER, RENNE.** Actress. (R) Story of Mary Marlin (P & G, NBC Red and Blue).

**RADIO ROGUES.** See Jimmy Hollywood, Eddie Bartell, Sid Chatton.

**RADKEY, ARTHUR A.** Writer, producer, WLW-WSAI, Cincinnati. (R) Educational programs.

**RADOFF, BORIS.** Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., others. (V) Theatre appearances.

**RAFFELLI, ANGELO.** Tenor. (R) Vocal Varieties, 1937 (Lewis-Howe Co., for Tums, NBC Red); Smoke Dreams, 1937-38 (La Fendrich Cigars, NBC Red). (LS) WOR, New York City, 1933; WJJD, Chicago, 1935. (F) Educational shorts, 1933. (L) Concert tours.

**RAFFETTO, MICHAEL.** Actor, producer. (R) One Man's Family, 1932-39 (successively sponsored by Wesson Oil & Snowdrift, 1932-34; Kentucky Winners Cigarettes, 1935; since 1935, Standard Brands for Tender Leaf Tea, NBC Red); I Love a Mystery, since Jan., 1939

(Standard Brands for Fleischmann's Foil Yeast, NBC Red). (L) Stock, 1921-22.

**RAFT, GEORGE.** Actor. (R) Guest appearances on Lux Theatre of the Air, August 31, 1936 (Lever Bros. for Lux, CBS); Kraft Music Hall, August, 1937 (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount (s). (L) City Chap, Gay Paree, Manhatters, Palm Beach Nights (f). (V) Dancer; personal appearances.

**RAGLAND, BETTIE.** Announcer, continuity writer, WNAC-WAAB, Boston. (R) Also Yankee Network; WCCO, Minneapolis-St. Paul. (F) Commercials.

**RAINE, GRACE C.** Vocal director. (R) Vocal Varieties, 1937-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler Tobacco, NBC Blue); regional and local shows for Pinaud, Oshkosh Overalls, International Harvester. (Vocal director of WLW and WSAI, Cincinnati).

**RAINEY, BUD.** Singer, M. C., WTIC, Hartford. (R) Also WHN, New York; Sapolio program, NBC, 1936, CBS, 1937. (V) Single singing comedy act.

**RAISUM, OLAF.** Orchestra leader, KFJM, Grand Forks.

**"RAKOV."** Musical director, WBZ-WBZA, Boston.

**RALSTON, JOHN.** Announcer, singer, WSMB, New Orleans. (F) Shorts. (L).

## PROFESSIONAL RECORDS—Continued

**RANCH BOYS, THE.** See Jack Ross, Shorty Carson, Curly Bradley.

**RANDALL, DOROTHY.** Actress, FTRD. (R) Network shows for Hamilton Watch, Procter & Gamble. (F) Shorts (Paramount). (L) Broadway; Excess Baggage; Man's Man; others. (V) The Headliners; Twin Beds; Too Easy.

**RANDALL, GEORGE.** Director, FTRD. (R) Network sustaining shows including Tish, Epic of America. (F) Shorts (Paramount). (L) Productions by Belasco, Rush & Webber, Wagenhals & Kemper. (V) Various circuits, 14 years.

**RANDALL, PORTER.** News commentator, announcer, KGKO, Fort Worth. (R) Also KFRU, Columbia; KVOO, Tulsa; WIBW, Topeka; news programs for Crazy Water Crystals, Montgomery Ward, Philco Radio, 1937; Magnolia News, 1939 (Mobile Co.). (V) Personal appearances.

**RANDOLPH, ISABEL.** Actress (character leads, comedy, dialect). (R) Dan Harding's Wife, 1936-38 (National Biscuit Co., NBC Red); Story of Mary Marlin, 1936-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue); Fibber McGee & Molly, 1936-39 (S. C. Johnson & Son for Johnson's Wax, NBC Red); First Nighter, 1936-38 (Campana Sales for Italian Balm, NBC Red). (F) M-G-M. (L) Stock; The Noose (Mrs. Henry B. Harris); If I Were Rich (William Anthony McGuire) and numerous others.

**RANDOLPH, JAMES.** Writer, singer. (R) Town Hall Tonight, 1933-36 (Bristol-Myers Co., NBC Red); Triolians (Spartan Radios, NBC Blue); Matt Clemens, The Melody Man (General Electric Co., NBC Red); Camel Caravan (R. J. Reynolds Tobacco Co., CBS). (LS) At present writer for KRNT-KSO, Des Moines. (F) Shorts (Warner Bros., Vitaphone). (V) Royalty of Song, 1935-36; appearances at hotels and clubs with Russ Morgan, Hal Kemp and others. (PR) RCA Victor.

**\*RANDOLPH, LILLIAN.** Joe Penner, 1938-39 (General Foods Corp., CBS).

**RANDOLPH, MARION.** Dramatic actress. (R) With Canada's Mounted, 1932 (Canada Dry Ginger Ale, NBC Blue); Buck Rogers, 1933 (Maltine, CBS); Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, successively NBC Red and Blue); Log Cabin Dude Ranch, 1937 (General Foods for Log Cabin Syrup, NBC Blue); Maxwell House Showboat, 1937 (General Foods, NBC Red); Special Delivery, 1937-38 (sustaining, NBC);

numerous others, including transcriptions. (L) American Tragedy, 1928; Her Unborn Child, 1929; stock with Harry Minturn, 1929-30; Solid South, with Richard Bennett, 1930. (Casting director and script reader for N. W. Ayer & Son, New York, 1930-32). (Most of the foregoing were done under the name of Marion Randolph Allen).

**RAPEE, ERNO.** Musical conductor. (R) General Motors Concerts, 1935-37 (General Motors Corp., NBC Blue); programs for Ex-Lax, Mobil Oil, Linit, McKesson & Robbins; Gulf Musical Playhouse, 1939 (CBS); (GA) The Big Show (Ex Lax Co., CBS). (F). (L) Dangerous Paradise. (Currently musical director of Radio City Music Hall.)

**RAPHAEL, DON.** Organist, pianist, arranger, WELI, New Haven. (R) Also Inter-City Broadcasting System. (V) Theatre appearances; leader of "Rhythms by Raphael" orchestra.

**\*RAPHAEL, SIDNEY.** Pianist. (R) CBS.

**RAPIEFF, KENNETH.** Announcer, actor. M.C., WICC, Bridgeport. (R) Also WATR, Waterbury.

**RAPP, J. ("Cy").** Special events and sports announcer, KMA, Shenandoah. (R) Hawkeye Six Football games for Coca-Cola Distributors.

**RAPP, JOHN.** Writer. (R) Texaco Town, 1936-38 (Texas Co. for Texaco Gasoline, CBS); Texaco Town summer program, 1937 (Texas Co., CBS); Jack Oakie College, 1937 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Cantor's Camel Caravan, 1938 (Camel Cigarettes, CBS).

**RASCH, DALE ("Buck").** Musician, KSO-KRNT, Des Moines. (R) Also Iowa Network; WHO, Des Moines. (F) Monogram. (V) WHO Parade of Stars, 1935-36; The Northwesterners; Three Banjo Kings.

**RASH, BRYSON B.** Announcer, WRC-WMAL, Washington. (F) Shorts. (L) Stock, 1924-25; Joan of Arc, 1933 (f). (V) Buster Brown, 1925-28.

**\*RATHBONE, BASIL.** Actor, M.C. (R) The Circle, 1939 (Kellogg Co., NBC Red). (F) MGM, First National, RKO. Gaumont-British, Universal, Warner Bros. (s). (L).

**RATHBUN, JACK.** Sportscaster, announcer, WMBR, Jacksonville. (R) Also WJAX, Jacksonville; local shows for General Mills, Inc. Brown & Williamson Tobacco Co., others.

## PROFESSIONAL RECORDS—Continued

- EATIGAN, WILLIAM C.** Continuity writer, announcer, producer, KOA, Denver. (F) Wrote script for Walt Disney Studio.
- RATKUS, JOSEPH.** Announcer (Lithuanian program), WHOM, Jersey City.
- RATLIFF, MARY LOU.** Actress. (R) Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); Professor Puzzlewit, 1938 (Gallenkamp Stores Co., NBC Red); Toast to the Town, 1938 (Roma Wine Co., Inc., CBS). (LS) KYA, San Francisco. Currently with KSFO, San Francisco.
- RATTE, MARIETTE.** Actress, CHRC, Quebec.
- RAUH, AL.** Entertainer, WPAR, Parkersburg. (L) Brass Ankle with Alice Brady, others. (V) The Volunteers, 1914-17; Olive Briscoe & Al Rauh, 1917-30.
- \*RAUSE, GENE.** Announcer. (R) Vanette Fashion Previews, 1939 (Vanette Hosiery Mills, NBC Blue).
- RAVENAL, FLORENCE.** Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue); Zenith Radio Foundation (Zenith Radio Corp., CBS).
- RAWLINSON, J. L.** Script writer, producer. (R) Vick's Open House (Vick Chemical Co., CBS).
- \*RAY, CECIL.** Actor. (R) Road of Life, 1938-39 (P & G, CBS).
- RAY, HELENA.** Actress. (R) Junior Nurse Corps (Swift & Co., NBC Blue).
- RAY, JOHN D.** Musician (saxophone, clarinet, flute), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS).
- RAY, PHIL.** Sports and news broadcaster, announcer. (R) Football and basketball for Associated Oil since 1926. (F) Sound track on football newsreel for Paramount, 1927-28. 64 personal appearances throughout California, during 1938, talking on sports and broadcasting.
- RAYE, MARTHA.** Singer, actress, comedienne. (R) Rinso Program Starring Al Jolson, 1936-39; title changed to Tuesday night Party, Mar. 21, 1939 (Lever Bros. Co., CBS). (F) Paramount (s.f.). (L) Earl Carroll's Sketch Book, 1934; Calling All Stars, 1935. (V) Bud & Margie, 1919-32; Benny Davis Revue, 1932; personal appearances.
- RAYMOND, JACK.** Actor, writer, FTRD. (R) Various network shows including Tish, Epic of America, Radio Almanac, Hurricane Jones, Professional Parade. (F) Shorts (Warner Bros.). (L) Stock; Last Mile, 1929; Is Zat So, 1930.
- RAYMOND, JACK.** Actor, writer. (R) The First Nighter, 1937 (Campana Sales for Italian Balm, NBC Red); Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (F) Hal Roach, M-G-M, Universal, RKO, Paramount (f); shorts. (V) Raymond & Miller, 1912-25; Honey Boy Evans Minstrels, 1915-16; theatre appearances.
- RAYNOR, HAL.** Writer, composer, actor. (R) King Kill Kare of Wheatsworth Castle, 1932-33 (National Biscuit, NBC Blue); Baker's Broadcast, 1933-34 (Standard Brands for Fleischmann's Yeast, NBC Blue); Woolley, the Moth, 1935 (Enoz Chemical Co., NBC Blue); Park Avenue Penners, 1936-38 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); others, not current, including programs for W. F. Quarrie & Co. and Princess Pat. (F) Paramount, RKO (as writer). (L) Grand Street Follies, 1925-26 (as writer). (V) Wrote for Duncan Sisters, Buddy Doyle and others.
- REA, VIRGINIA.** Soprano. (R) Palmolive Hour, 1928-31 (Colgate-Palmolive-Peet, NBC Red); Goodyear Program, 1932 (Goodyear Tire & Rubber Co., NBC Red); Buick Program, 1932 (General Motors, NBC Red); American Album of Familiar Music, 1933-35 (Bayer Aspirin, NBC Red); Chevrolet Presents, 1935-37 (Chevrolet Motors, CBS). (GA) General Motors Concerts, Maxwell House Show Boat, Magic Key of RCA, Lucky Strike and Coca-Cola programs. (L) Concert tours, opera appearances. (PR) RCA Victor, Brunswick and Edison.
- READ, HARLAN E.** Writer. (R) Broadcasts from Queen Mary (Mutual); English Coronation (Mutual); two broadcasts on War Spots of Europe (CBS). (LS) WOR, New York: KMOX, St. Louis; WFAP, Peoria (no longer in existence). Former staff writer for newspapers, newspaper syndicates and Transradio Press (special European correspondent, 1937).
- READ, LAWRENCE.** Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- \*READE, DONNA.** Actress. (R) Betty & Bob (General Mills, Inc., NBC Red and Blue).

## PROFESSIONAL RECORDS—Continued

- \*READICK, FRANK.** Actor. (R) Smilin' Jack (Sweets Co. of America, Mutual); Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); March of Time (Serval, Inc., Time, Life and Fortune Magazines, NBC Blue).
- READY, ELIZABETH.** Script writer, director. (R) Dr. Allan Roy Dafoe, 1937-38 (Lehn & Fink, CBS).
- REAGAN, J. NEIL.** Sports caster, M.C., WOC, Davenport. (V).
- REARDON, CASPER.** Harpist. (R) Camel Caravan, 1933-34 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (GA) Programs for General Motors, Studebaker, Chevrolet, Ford, American Can, Royal Gelatin, Kraft-Phenix, Shell Oil, Sealtest Laboratories, Radio Corp. of America, Feen-A-Mint. (F) Universal (f). (L) I Married an Angel, 1938-39 (f). (V) Theatre appearances. (PR) Brunswick, Master, Liberty. (Guest artist: Philadelphia Orchestra, National Symphony Orchestra, Cincinnati Symphony, General Motors Symphony).
- \*REARDON, PATRICIA.** Actress. (R) March of Time (Serval, Inc., Time, Life and Fortune Magazines, NBC Blue).
- RECKOW, CLIFF.** Orchestra leader, WCCO, Minneapolis-St. Paul.
- RED RIVER DAVE (Dave McEnery).** Cowboy singer, guitarist. (R) Local shows on WOR, New York; WPAV, Portsmouth; WQAM, Miami; others. (V) Toured with cowboy show.
- REDD, BOB.** Script writer, producer. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue).
- REDDICK, WILLIAM J.** Program director, conductor, composer. (R) Eveready Hour, 1925-26 (National Carbon, NBC); An Hour with Sigmund Romberg, 1936 (Swift & Co., NBC Red); Ford Sunday Evening Hour, 1936-39 (Ford Motor Co., CBS).
- REDFIELD, BILLY.** Dramatic actor. (R) March of Time (Time, Inc., NBC Blue). (LS) Let's Pretend, and Jr. G-Men (Fischer Baking Co., WOR, New York). (F) Shorts. (L) Swing Your Lady; Excursion; Virginia; Stop-Over; Our Town.
- \*REED, DENA.** Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Tooth-powder, NBC Red).
- \*REED, MARION.** (R) Bachelor's Children (Cudahy Packing Co., CBS).
- REED, MILES.** Producer, WCFL, Chicago. (R) Also NBC; WALR, Zanesville; WHIO, Dayton.
- REEP, PHIL.** See The Four Clubmen.
- REESE, CLAUDE.** See The Four Clubmen.
- REESE, EDWARD.** Actor, director, writer. (R) Eno Crime Clues, 5 years (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); John's Other Wife (Old English Wax, BiSoDol and others, NBC Red); Just Plain Bill (Anacin, BiSoDol, Koly-nos, NBC Red); Joyce Jordan—Girl Interne (McKesson & Robbins, CBS); Dog Heroes (Modern Food Process for Thrivo Dog Food, NBC Blue); numerous others; co-author of High Water, currently a transcribed series. (F) Short. (L) Leading man for Fay Bainter in East Is West, for Ina Claire in Grounds for Divorce; others. (V) Sketches with Bert Lytell and others.
- REESER, EDWIN I.** Comedian, M. C., script writer, producer. (R) Courteous Colonels, 1935-36 (Barnsdall Refining Co., CBS); Fun Bug, 1937 (Barnsdall Refining, CBS). (Head of his own advertising agency.)
- REEVES, GOEBEL L. (The Texas Drifter).** Cowboy singer, poet, guitarist, KWK, St. Louis. (R) Appearances on National Farm & Home Hour (NBC) and The Royal Gelatin Hour (Standard Brands, NBC Red); also KFWB, Los Angeles; WBRC, Birmingham. (F) Universal, Reliable Film Corp.; shorts. (PR) Various firms.
- \*REEVES, MARY W.** Dialogue writer, script contributor. (R) Romance of Helen Trent, 1937-39 (Louis Philippe and Edna Wallace Hopper Cosmetics, CBS); Second Husband, 1938 (Bayer, CBS).
- REEVES, ROSSER.** Script editor. (R) David Harum (B. T. Babbitt for Bab-O, NBC Red); Doc Barclay's Daughters (Personal Finance Co., CBS). (Copy chief, Blackett-Sample-Hummert, New York).
- REHM, SARA.** Singer. (R) Musical Steel-makers, 1938-39 (Wheeling Steel Corp., Mutual).
- REID, ELLIOTT (Ted).** Actor (juvenile, straight, character, dialect). (R) Home Sweet Home, 1935-36 (Procter & Gamble for Chipso, NBC Red); Roses and Drums, 1936 (Union Central Life Insurance Co., NBC Blue); Heinz Maga-

## PROFESSIONAL RECORDS—Continued

- zine of the Air, 1936-37 (H. J. Heinz Co., CBS); The March of Time, 1937-38 (Time and Life Magazines, NBC Blue); Tommy Dorsey's Orchestra, 1938 (Brown & Williamson Tobacco Corp. for Raleigh and Kool Cigarettes, NBC Blue); Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS); The Mighty Show, 1938-39 (Penick & Ford, Ltd., for My-T-Fine Dessert, CBS); Grand Central Station, 1938-39 (Lambert Pharmaceutical Co. for Listerine products, CBS); Valiant Lady, 1938-39 (General Mills for Wheaties, NBC Red and Blue); Pepper Young's Family, 1939 (Procter & Gamble for Camay Soap, NBC Red and Blue); Philip Morris Program, 1939 (Philip Morris, Ltd., NBC Red). (L) Mercury Theatre productions of Caesar and Shoemaker's Holiday, 1937-38.
- REID, GEORGE (George R. Clapp).** Announcer, producer, WFEL, Syracuse. (R) Also WMCA, New York; local shows for Plymouth Motor Car, others.
- REID, JAMES W.** Announcer, WFBC, Greenville. (R) Local show for Standard Oil Co.
- REID, MICHAEL.** Sports, special events and news commentator, announcer, producer, script and continuity writer, KQRS, Rock Springs. (R) Local shows including newcasts for B. F. Goodrich.
- REILLY, LARRY.** Announcer, actor, WHOM, Jersey City. (R) Also WABC, WJZ, WOR, New York.
- REINBERG, KAY.** Entertainer, WLS.
- \*REINER, FRITZ.** Symphony conductor. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS).
- \*REINHARDT, MAX.** Director. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Warner Bros., First National. (L) Director and actor, many years; produced The Miracle, The Eternal Road and others.
- REINHEART, ALICE.** Actress. (R) International Silver program, 1936 (NBC Red); Warden Lawes, 1937-38 (Wm. R. Warner for Sloan's Liniment, NBC Blue); True Story, 1937-38 (Macfadden Publications for True Story Magazine, NBC Blue); The O'Neills, 1937-38 (P & G, NBC Red); Howie Wing, 1938-39 (Kellogg Co., CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Life Can Be Beautiful, 1938-39 (P & G, CBS and NBC Red); others, not current, including local shows on WEAf and WJZ, New York. (L) Foolscap, 1932; The Drums Begin, 1933; stock (Men in White, Pursuit of Happiness); others (s, f).
- REINHERZ, SID.** Orchestra leader, composer, arranger, musical director, WCOP, Boston. (R) Also Yankee and New England networks. (F) Shorts. (V) Wrote music for various theatres, 1932-36. (PR) Brunswick.
- REIS, IRVING.** Writer, director. (R) Columbia Workshop, 1937 (CBS). (F) Paramount, as writer, director, since Jan., 1938; shorts. (L) Julius Caesar (handled sound effects).
- \*REISENBERG, NADIA.** Pianist, WOR, New York.
- \*REISER, AL.** Pianist, conductor. (R) NBC shows.
- \*REISER, LEE.** Pianist, conductor. (R) NBC shows.
- REISMAN, LEO.** Orchestra leader. (R) Pond's Dance Program, 1930-33 (Lamont Corliss Co., NBC Red); Philip Morris Program, 1933-37 (Philip Morris & Co., Ltd., NBC Red); Your Hit Parade, 1937-38 (American Tobacco Co., NBC Red, CBS); others. (LS) WEAf, WOR, New York. (F) Shorts. (L) Good Morning Dearie, 1922. (V) Numerous vaudeville and dance engagements at hotels, cafes, etc. (PR) RCA Victor.
- \*RELLER, ELIZABETH.** Actress. (R) Doc Barclay's Daughters, 1939 (Personal Finance, CBS).
- \*REMINGTON, BOB.** Singer, musician. (Member of the Kidoodlers). (R) Transcriptions for Imperial Tobacco, 1938, and Dr. Pepper Bottling Co., 1939. (GA) 1937-38: Town Hall Tonight (Bristol-Myers, NBC Red); Ford Program (CBS); Gulf Program (CBS). (F) Furnish musical background for Fleisher Cartoons. (V) The Kidoodlers. (PR) Vocalion.
- REMSEN, ALICE.** Actress (character, comedy, straight), singer, writer. (R) Stromberg-Carlson Hour, 1927 (Stromberg-Carlson Telephone Mfg. Co., NBC Blue); Palmolive Hour, 1927-28 (Colgate-Palmolive-Peet, NBC Red); Evening in Paris, 1932 (Bourjois Sales Corp., CBS); Big Time, 1932 (Standard Oil for Flit and other products, NBC Red); Death Valley Days, 1932-38 (Pacific Coast Borax Co. for 20 Mule Team Borax, NBC Blue). (LS) Echoes of New York Town, 1936-37 (Consolidated Edison Co., WEAf, New York); others. (L) Shows for Gus Hill, Sam Howe, Lew Fields (f). (V) Alice Remsen. English Comedienne,



## PROFESSIONAL RECORDS—Continued

- 1911-23. (Formerly columnist, *Morning Telegraph*, N. Y. *Star*, *Vandeville News*, *Radio World*).
- RENAN, EMILE.** Baritone. (R) Ida Bailey Allen's Homemakers of the Air, 1936-38 (participation, WHN, N. Y.); Broadway Melody, 1937-38 (Horton's and Reid's Ice Cream, Mutual); currently on Morton Gould's Program (sustaining, Mutual); others. (F) Shorts. (L) Metropolitan Opera Group, 1938. Musak recordings.
- RENARD, JACQUES.** Musical director. (R) Pontiac Program, 1932-34 (Pontiac Motor Co., CBS); Camel Quarter Hour, 1934 (R. J. Reynolds Tobacco Co., CBS); Manhattan Merry-Go-Round, 1935 (Dr. Lyon's Toothpowder, NBC Red); Burns & Allen, 1936 (Campbell Soup Co., CBS); Eddie Cantor, 1936-37 (Texas Co., CBS). (F) Shorts (for Universal with Morton Downey). (V) Appeared with Morton Downey and Tony Wons, Vera Van and Eton Boys, Nick Lucas, Burns & Allen, and Eddie Cantor. (PR).
- RENIER, C. G. (Tiny).** Program director, KMOX, St. Louis. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); also WDAF, Kansas City; local shows including Ford Minstrels (Ford Motor Co.). (L) Stock. (V) Tiny Renier, The Singin' Cowboy; others.
- RESER, HARRY.** Conductor, string soloist. (R) Gold Dust Twins, 1923-25 (Gold Dust Corp., NBC Red); Clicquot Club Eskimos, 1926-36 (Clicquot Club for Ginger Ale and Sparkling Water, 1926-34, NBC Red; 1935-36, CBS); The Flit Soldiers, 1929 (Standard Oil for Flit, NBC Blue); Sunkist Hour, 1930 (California Fruit Growers, NBC Blue); Musical Cruise with Spearmint Crew, 1934-35 (Wm. Wrigley, Jr., Co., NBC Red). (F) Vitaphone shorts. (V) Engagements as Harry Reser and His Eskimos and Harry Reser and His Orchestra, 1927-37. (PR) RCA Victor, Columbia, Brunswick, Decca.
- RETTENBERG, MILTON.** Pianist, composer, conductor. (R) Nathaniel Shilkret (Eveready Co., NBC Red, 1925-28; Eastman Kodak Co., NBC Blue, 1928-33; Mobil Oil, NBC Red, 1930-33); B. A. Rolfe and Orchestra, 1928-31 (American Tobacco Co., NBC Red); Cities Service Concert, 1929-38 (Cities Service Co., NBC Red); Chesterfield Presents, 1932-35 (Liggett & Myers Tobacco Co., CBS); Mollie Minstrel Show, 1933-35 (NBC Red); John Charles Thomas, 1935-36 (Wm. R. Warner Co., NBC Blue); Sing-
- ing Lady, 1936-38 (Kellogg Co., NBC Red). (PR) 1926-35.
- REVELERS QUARTET.** (Robert Simmons, Lewis James, Elliott Shaw, Wilfred Glenn). Singers. (R) Cities Service Concert (Cities Service Co., NBC Red); R & R Entertainers, April to July, 1938 (Richardson & Robbins Boned Chicken, NBC Red and Blue).
- REVELL, NELLIE.** Interviewer, commentator. (R) Bond Bread program. 1935 (General Baking, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet CBS); Meet the Artists (sustaining NBC). (GA) We, the People, 1938 (Sanka Coffee, CBS); Quaker Party 1939 (Quaker Oats, NBC Red). (LS) Morning Matinee, 1936 (R. H. Macy, WOR, New York); New York on Parade, 1938 (Consolidated Edison, WEA, New York). (Author of radio contributions to various magazines and newspapers)
- \*REVERE, ADRIAN.** Singer. (Member of *Norsemen Quartet*). (R) Cities Service Concert, 1938 (Cities Service, NBC Red).
- REY, ALVINO.** Guitarist. (R) Famous Foods Parade, 1931 (Durkee Famous Foods, NBC); Horace Heidt and His Brigadiers, 1935-38 (Stewart-Warner Corp., successively CBS and NBC Blue). (LS) WTAM, Cleveland, 1927-28. (F) Shorts. (V) Horace Heidt Orchestra.
- REYNOLDS, GENE.** Announcer, WBAP Fort Worth. (R) Also KFPW, Fort Smith; KBST, Big Spring; KOMA, Oklahoma City.
- REYNOLDS, JOHN M.** Announcer, singer, actor. WKRC, Cincinnati. (R) Also WCKY, Covington; WNOX, Knoxville.
- REYNOLDS, MARION J.** Organist, WELL, New Haven.
- \*REYNOLDS, DR. ROLLO G.** (R) NBC shows.
- RHOADES, HAZEN.** Trombonist, KUJ Walla Walla.
- RHODD, CECIL.** Violinist, KASA, Elkhart City. (V) Theatre appearances.
- RHODES, DORIS.** Singer. (R) Philip Morris and Schlitz Beer programs; CBS Vocalists, 1938-39 (sustaining). (GA) Rudy Vallee program (Standard Brands NBC Red). (V) Theatre appearances alone and with Milton Berle, Phil Baker; night club engagements. Musak recordings.

## PROFESSIONAL RECORDS—Continued

- RHODES, JANE.** Singer, actress. (R) Hollywood Mardi Gras, June, 1937 to Feb., 1938 (Packard Motor Car Co., NBC Red). (F) Paramount, Universal, RKO (f). (V) Night club appearances.
- \*RHYMER, PAUL.** Script writer. (R) Vic & Sade (Procter & Gamble, NBC Red and Blue, CBS).
- RHYTHM RANGERS.** Instrumental quartet, KMA, Shenandoah. (R) Programs for Consolidated Drug Trade Products, 1938; May Seed Co., 1938-39; others. (V) Theatre appearances.
- RHYTHMETTES TRIO.** See Wanda McQuain, Mary Clarinda Sanders, DeAlva McAllister.
- \*RIBBE, JOHN.** Producer, script writer. (R) Carnation Contented Program (Carnation Milk, NBC Red); Standard School Broadcast (Standard Oil of California, NBC Blue); Standard Symphony (Standard Oil of California, NBC Red).
- \*RICARDI, ENRICO.** Chorus director. (R) Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); Joe Penner, 1938-39 (General Foods Corp., CBS).
- RICARDO, PABLO.** Orchestra leader, violinist. (R) Woman's Magazine of the Air, 1937-39 (participating program, NBC Pacific Red).
- RICAU, LIONEL.** Announcer, producer, WWL, New Orleans. (V) Broadway's Radio Mimic, 1932-34.
- RICCA, ERNEST.** Sound technician, WWJ, Detroit.
- RICE, A. R.** Script writer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).
- RICE, AL.** See Maple City Four.
- \*RICE, JERRY.** Script writer. (R) With Dave Elman: Hobby Lobby, 1938-39 (General Foods Corp., summer of 1938 NBC Red; Fels & Co., 1938-39, NBC Blue).
- RICE, MARION P.** Musician (saxophone, clarinet, violin), WHO, Des Moines. (V) Sweets Tent Show, 3 seasons; also appearances with orchestras and floor shows.
- RICE, ROSCOE (Rock).** Musician, KUJ, Walla Walla.
- RICE, WILLIAM L.** Announcer, WHLS, Port Huron.
- RICH, DORIS.** Actress (character lead, heavy, comedy). (R) Famous Actors Guild (Ethel Barrymore plays), 1936 (Bayer Aspirin, NBC Blue); Rich Man's Darling, 1936-37 (Jocur, Kissproof, Outdoor Girl, CBS); Lorenzo Jones, 1937 (Charles H. Phillips Chemical Co., NBC Red); Road of Life, 1938-39 (P & G, Chipso, NBC Red and CBS); Houseboat Hannah, 1938-39 (P & G for Lava Soap, NBC Blue). (L) Appearances with the Lunts (Theatre Guild), Jane Cowl, Blanche Yurka, Ethel Barrymore and others.
- RICH, FREDDIE.** Orchestra leader. (R) Frigidaire program, 1935; Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum); Your Hit Parade, 1936 (Lucky Strike Cigarettes); sustaining and guest appearances, 1937-38 (CBS); also programs for Squibb's, Veedol, Tide Water Oil, Postum, Premiere Salad Dressing; others. (L) Greenwich Village Follies, 1921; Shubert Century Roof Vogues, 1922. (V) 1916, '33.
- RICH, IRENE.** Actress. (R) Welch Presents Irene Rich, 1933-1939 (Welch Grape Juice Co., NBC Blue). (F) Warner Bros., Fox, Pathe. (V).
- RICH, JIMMY.** Organist, actor, producer, writer, WNEW, New York. (R) The Nursery Crime Detective Series, NBC sustaining. (V) Joymakers, 1937; organist for Radio City Music Hall. (Also director of music bureau).
- RICHARDS, WAYNE F.** Actor, KSL, Salt Lake City. (L) 1933-39. (Also handles promotion and merchandising).
- RICHARDSON, BOB, JR.** Announcer, sports commentator, KWK, St. Louis. (R) Local shows including one for Minit Rub (Bristol-Myers).
- RICHARDSON, ETHEL P.** Writer, actress. (R) House Beside the Road, 1931 (Mutual Life Insurance Co., Yankee Network); Dreams of Long Ago, 1932-38 (NBC Blue sustaining); Uncle Natchel, 1936-38 (Chilean Nitrate, transcriptions). (LS) WEAf, WJZ, WOR, New York. (L) Stock, 1924. (Associated with Jean V. Grombach, Inc.)
- RICHARDSON, PELHAM H.** Member of string ensemble, CKY, Winnipeg. (R) Programs for Kraft-Phenix Cheese Corp. and others; also Canadian Broadcasting Corp.
- RICHMOND, ELEANOR.** Actress (comedy), WKZO, Kalamazoo. (V) 1938-39.

## PROFESSIONAL RECORDS—Continued

- \*RICHTON, ADDY.** Script writer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS).
- RICKABY, RUTH D.** Dramatic actress. (R) Lone Ranger, since 1933 (various sponsors through WXYZ, Detroit; 1937-38, Gordon Bakeries, Mutual; General Baking for Bond Bread, 1939, Mutual; various local sponsors, Mutual). (LS) WXYZ, 1935-39. (L) Productions by William B. Harris, A. Hammerstein and others; stock. (V) Theatre appearances with Lone Ranger skit.
- RICKEY, ALFRED (also known as Don Donnie).** Musical director. (R) Hammerstein Music Hall (Anacin, Kolynos Toothpaste, CBS); Manhattan Merry-Go-Round (R. L. Watkins Co., NBC Red); Alias Jimmy Valentine (successively Larus & Bro. Co. and Dr. Lyon's Toothpowder, NBC Blue); Broadway Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Blue); Orphans of Divorce (Dr. Lyon's Toothpowder, NBC Blue).
- RICKEY, EMILY.** Singer, WPAY, Portsmouth.
- RIDDELL, CORWIN.** Newscaster, editor, WOAI, San Antonio.
- RIDGEWAY, JACK E.** Commercial and special events announcer, actor, KTHS, Hot Springs.
- RIDGWAY, AGNES.** Script writer. (R) Those We Love 1938-39 (Lamont Corliss & Co., NBC Blue).
- RIEP, ERNEST C. (Jack Hamilton).** Announcer, WIBX, Utica. (L) 1934.
- RIGGS, NELL.** Pianist. WHK-WCLE, Cleveland. (R) Also WADC, Akron; WGAR, Cleveland; WOR, New York; others. (V) Theatre appearances.
- RIGGS, THOMAS W.** Ventriloquist, comedian, singer (Tommy Riggs and Betty Lou). (R) Royal Gelatin Hour, 1937-38 (Standard Brands, NBC Red); Quaker Oats Party, 1938-39 (Quaker Oats Co., NBC Red). (F) Universal (f). (V) Theatre appearances.
- RIGO, LOUIS.** Violinist, WHAS, Louisville. (L) Student Prince. (V) Theatre appearances. (PR) Edison.
- RILEY, BOB.** Announcer, KMBC, Kansas City. (R) Local shows including Across the Breakfast Table, 1936 (Household Finance Co.); Texas Rangers (Kellogg Co., 1937, and Remington-Rand Co., 1938).
- \*RILEY, THOMAS L.** Producer. (R) NBC shows.
- RINEHART, J. ALAN.** Musician, singer (The Novelty Aces). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati: Melody Grove, 1937 (Bromo-Quinine); Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex); others, since 1925. (V) WLS road shows, 1934-38; Blue Ridge Mountaineers, 1935. (PR) Bluebird.
- RINEHART, LENORE B.** Musician, singer (The Novelty Aces). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati: Melody Grove, 1937 (Bromo-Quinine); Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) Blue Ridge Mountaineers, 1935; WLS road shows, 1937; WLW road show, 1938. (PR) Bluebird.
- RINES, JOE.** Orchestra leader, comedian. (R) Iodent Dress Rehearsal, 1936-37 (Iodent Toothpaste, NBC Blue); Time of Your Life, 1937-38 (Gruen Watch Co., NBC Red). (V) Vaudeville, night clubs. (PR) Brunswick.
- RING, BILL.** Sports and commercial announcer, singer, M.C., KWTO-KGBX, Springfield. (R) Local shows including baseball broadcasts for Kellogg Co.
- \*RINGWALD, ROY.** Member of Twin Trio. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).
- \*RINKER, AL.** Producer. (R) CBS shows.
- RIOME, DON.** Singer, CHAB, Moose Jaw. (R) The Gospel Singer, 1938 (network show, originating in New York, for Procter & Gamble).
- RIPLEY, FRED R.** Sports commentator, WSYR, Syracuse. (R) Sports, on special network, for Atlantic Refining.
- RIPLEY, ROBERT L. ("Believe It Or Not").** Writer, actor. (R) Believe It or Not, 1930-31 (Colonial Beacon Oil, NBC Red); Esso Program, 1931-32 (Standard Oil of N. J., NBC Blue); Hudson-Terraplane Program, 1933-34 (Hudson Motor Car Co., NBC Red); Bakers Broadcast, 1934-37 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Believe It or Not, since March, 1939

## PROFESSIONAL RECORDS—Continued

- (Nehi for Royal Crown Cola, CBS). (F) Warner Bros., Vitaphone; series of 36 Believe It or Not shorts, 1931-32; series of 6 for 20th Century-Fox, 1939. (V) 1931-33; theatre appearances. (News-paper cartoonist-columnist.)
- RISS, DAN.** Announcer, sportscaster, WRUF, Gainesville. (R) Local football broadcasts for Atlantic Refining Co.
- \*RIVERS, REX.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS).
- \*RIZA, SAID.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- ROACH, PAUL.** Singer, WAVE, Louisville. (R) Also WHAS, Louisville; WIOD, Miami. (V) 9 years.
- ROBBINS, BILL.** Announcer, news commentator, WLW, Cincinnati. (R) Local shows for Pinex, Household Finance Corp., Olson Rug Co., others. (V) Theatre appearances.
- ROBERTS, CURTIS W.** Script writer. (R) Peter's Surprise Party, 1938 (Peters Shoe Co., NBC Red); It's a Fact, 1938-39 (International Shoe Co., NBC Red).
- ROBERTS, FRANK.** Musician, (saxophone, clarinet), WCCO, Minneapolis-St. Paul.
- ROBERTS, HERB.** Sports commentator, CKY, Winnipeg. (R) Also Canadian Broadcasting Corp.
- ROBERTS, HOWARD.** Announcer, WMT, Cedar Rapids. (V) Theatre appearances.
- ROBERTS, INGHAM S., III.** Sports announcer, KRGV, Weslaco. (Also commercial manager).
- ROBERTS, JACK.** Comedy writer. (R) Al Pearce & His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red). (F) Assistant director and second unit director, David Selznick and M-G-M, 1936-37. (L) Pasadena Playhouse.
- ROBERTS, KENNETH.** Announcer, actor. (R) Mary Margaret McBride, 1937-39 (General Foods for Minute Tapioca, CBS); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); The Shadow, 1937-39 (Blue Coal, Mutual); The Life of Mary Sothern, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Hobby Show, 1938 (Narragansett Beer & Ale, CBS New England Network); Guy Lombardo & His Orchestra, 1938-39 (Lady Esther Co., CBS); Lady Esther Serenade, 1938-39 (Lady Esther Co., NBC Red); Sophie Tucker and Her Show, 1938-39 (Roi-Tan Cigars, CBS). (F) Shorts. (L) Christopher Morley's production of After Dark, 1929-30; Hitch Your Wagon, 1937.
- ROBERTS, MEMORY.** Commercial and script writer. (R) Martha Meade (Sperry Flour, NBC Red); Dr. Kate, 1938-39 (Sperry Flour, NBC Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Red). (8 years as Marjorie Gray on Woman's Magazine of the Air for various sponsors over NBC Red; currently associated with Westco Advertising Agency).
- ROBERTS, R. H.** Program director, CKY, Winnipeg. (R) Since 1923.
- ROBERTSON, A. ROSS.** Actor, WWJ, Detroit. (R) Lone Ranger and Green Hornet (participating, Mutual); also WXYZ, Detroit. (F) Shorts. (L) Stock. (V) Theatre appearances.
- \*ROBERTSON, ARNOLD.** (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).
- ROBERTSON, B. G.** Special events announcer, program director, KWKH-KTBS, Shreveport.
- ROBERTSON, JESSE A.** Musician, singer, KGNC, Amarillo. (R) Also WFAA, Dallas; KOMO, Oklahoma City. (V) Theatre appearances. (PR) Decca.
- ROBERTSON, JOHN D.** Actor, WMEX, Boston. (R) Also Inter-City, Mutual, and Yankee Networks; shows for Macfadden Publications, others.
- ROBERTSON, TED.** Sound technician. (R) The Lone Ranger, 1937-39 (Gordon Bakeries, 1937-38; General Baking, 1939; Mutual); Michigan Radio Network programs, all current: Green Hornet (Detroit Creamery); Lost Moment (Detroit Auto Club); Flashes from Motor Life (Detroit Auto Club). (Chief sound technician, WXYZ).
- ROBERTSON, TEXAS JIM.** Cowboy singer. (R) Own sustaining program (NBC Red). (L) The Hill Between, 1938 (f). (V) 1934-38.
- ROBERTSON, TRAFTON.** Announcer, producer, writer, singer, KVOO, Tulsa. (R) Also WABC, New York; WTAR, Norfolk; guest appearances on WGH, Newport News; WMCA, New York; WOL, Washington; WRVA, Richmond.
- \*ROBIN, MILDRED.** Actress. (R) Life Can Be Beautiful, 1938-39 (P & G, CBS); Doc Barclay's Daughters, 1939 (Personal Finance, CBS).

## PROFESSIONAL RECORDS--Continued

- ROBINSON, ALVIN.** Announcer. (R) Bond Bread Sports, 1936 (General Baking Co. for Bond Bread, WEA, New York City); Ben Bernie & All the Lads, 1937 (American Can Co., NBC Blue); Cities Service Concert, 1937-38 (Cities Service Co., NBC Red); True or False, 1938 (J. B. Williams Co., NBC Blue).
- ROBINSON, EDWARD G.** Actor. (R) Big Town, 1937-39 (Lever Bros. for Rinso, CBS). (GA) Your Hollywood Parade, Dec. 29, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red). (F) First National, Columbia Pictures, United Artists, Warner Bros. (s). (L) Ten Theatre Guild productions. (V) Bells of Conscience, written by himself.
- \*ROBINSON, ELSIE.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS). (Columnist, Hearst newspapers).
- \*ROBINSON, HUBBELL, JR.** Director. (R) We, the People, 1937-39 (General Foods Corp., CBS). (Associated with Young & Rubicam).
- \*ROBINSON, J. RUSSEL.** Organist. (R) Dog Heroes (Modern Food Process, NBC Blue).
- ROBINSON, KEN.** Script writer. (R) Adventures of Dari Dan, 1937 (Bowey's, Inc., for Dari Rich, NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red). (Currently continuity editor, NBC Central Division).
- ROBINSON, MAX.** Announcer, WHO, Des Moines.
- ROBISON, CARSON J.** Actor, composer (cowboy, hill-billy). (R) Eveready Battery Hour, 1924-28 (National Carbon Co., NBC Red); Dutch Masters Minstrels, 1928-30 (Dutch Masters Cigars, NBC Blue); Bar X Ranch, 1933-34 (Health Products, NBC Blue, CBS); Carson Robison and His Buckaroos, 1937-38 (E. W. Rose & Co., Mutual). (F) Shorts (Pathe, Columbia, Fox). (V) London, 1932-36. (Phonograph recordings, 1925-31.)
- ROBSON, WILLIAM N.** Director, writer. (R) The Columbia Workshop (sustaining, CBS). (F) Paramount, Universal. RKO. (PR) Columbia. (Instructor of Radio Writing, New York University).
- \*ROCHE, J. P.** Director. (R) Bachelor's Children (Cudahy Packing Co., CBS). (President of Roche, Williams & Cunningham).
- \*ROCHELLE, DOROTHY.** Singer. (R) NBC shows.
- ROCHESTER.** See Eddie Anderson.
- ROCKHOLD, JOE.** Actor, newscaster, singer, writer, producer, announcer, WSPD, Toledo. (R) Also Mutual; WLW, Cincinnati, and others. (L) Toledo Civic Theatre (s). (V) Theatre appearances with minstrels and radio variety shows.
- \*ROCKWELL, BOB.** Juvenile actor. (R) Standard School Broadcasts (Standard Oil of California, NBC Blue).
- ROCKWELL, DOCTOR.** Comedian, writer. (R) Camel Pleasure Hour, 1930 (R. J. Reynolds for Camel Cigarettes, NBC Red); produced sustaining shows for NBC, 1939 and CBS, 1934. (F) M-G-M, Warner Bros. (f); shorts. (L) George White's Scandals, 1922; Greenwich Village Follies, 1930; Ziegfeld Follies, 1938 (s). (V) Various circuits and theatres here and in Australia since 1910; alone and as Rockwell & Wood and Rockwell & Fox. (Wrote feature for McNaught Syndicate, 1928-34).
- RODDA, WALTER E.** Announcer, news editor, WKZO, Kalamazoo. (R) Also WCLO, Erie; WMBC, Detroit; WLEU, Erie.
- RODGERS, HARRY E.** Organist, WMEX, Boston. (R) Also Yankee Network; WHDH, Boston; local shows for Fels & Co., Gillette Razor Co. (V) Musical director, 1911-20; theatre organist, 1920-32.
- RODMAN, VICTOR.** Actor (character, heavy). (R) Those We Love, 1938-39 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Universal. (L) Productions by Henry Duffy, Erlanger, Louis MacLoon and others.
- \*RODZINSKI, ARTUR.** Symphony orchestra conductor. (R) NBC programs
- ROE, W. CHARLES.** Program director actor. (R) Wonder Show, 1936 (Continental Baking Co., CBS); Kitty Keene Inc., 1936-37 (Procter & Gamble, CBS); Ma Perkins, 1936-37 (Procter & Gamble NBC Red); others. (L) Various plays; also concert pianist for one season. (Currently associated with WOWO-WGL, Ft. Wayne).
- ROECKER, EDWARD O.** Baritone, M. C. (R) Pipe Smoking Time (rebroadcast later in the evening with Pick & Pat) 1937-39 (U. S. Tobacco Co., CBS). (L) Amateur productions. (V) Appearances at theatres, fairs, etc.
- ROEHL, JOSEPH E.** Sports announcer KOB, Albuquerque. (R) Home football

## PROFESSIONAL RECORDS—Continued

- games, University of New Mexico, 1937-38; others.
- ROEN, LOUIS.** Announcer. (R) The Guiding Light, 1937-38 (Procter & Gamble for White Naphtha Soap, NBC Red); local announcer for Philadelphia Orchestra, 1937-38 (Group of American Banks, NBC Blue); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue).
- ROESE, RAY.** Singer, actor, WBNS, Columbus. (R) Also CBS sustaining show. (V) 3 years.
- ROESSLER, ELMIRA** (also known as Lynne Loray, Lynn Ross). Actress, singer, KMOX, St. Louis. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co. CBS); also local shows including A & P Morning Show, 1933 (A & P Tea Co.); Live Power Parade, 1934 (Standard Oil Co.); Tin Pan Alley, 1934-35 (Mobilgas); others. (F) Shorts. (V) Theatre and hotel appearances.
- ROGERS, BILL.** Announcer, sportscaster, WHAM, Rochester. (R) Local shows for Socony-Vacuum, Brown & Williamson Tobacco Co., others.
- ROGERS, BOB.** Musical director, KARM, Fresno. (V) 1929-30; night club and theatre appearances.
- ROGERS, EDWIN L.** Announcer, singer, WRC-WMAL, Washington. (R) One-time announcing for Sanka Coffee program, 1935; American Can program, 1936; numerous local shows since 1931. (L) Vagabond King, 1925-26; Bless You, Sister, 1927; Three Musketeers, 1928. (V) Beau Geste Singers, 1926-27.
- ROGERS, JOHNNY.** Singer, WDAY, Fargo. (R) Programs with Mary Lou.
- ROGERS, MISS LOU.** Writer, lecturer. (R) Radio director of National Girl Scouts, 1933-36, writing programs for use by local stations throughout the country; Animal Club News, 1930-33 (heard locally over New York station) and 1936-39 (sustaining, NBC Red and Blue).
- ROGERS, RAY.** Pianist, WCOA, Pensacola.
- ROGERS, ROBERT N.** Announcer, WSAL, Salisbury. (R) Local shows for Purina, Texas Co., others.
- ROGERS, ROSWELL B.** Script writer. (R) House Party, 1937 (Iris Food Products, Don Lee Network); Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Park Avenue Penners (R. B. Davis Co., CBS); Hollywood Melody Shop, 1937-38 (Beverly Wilshire Hotel, CBS Pacific Coast). (L) Author of Nell of the Northwoods, 1935; Flying Down to Restful Manor, 1935; Ethmoid's Follies of 1935. (Currently on staff of KNX, Los Angeles.)
- ROGOSINSKI, DR. CURT.** Concert pianist, WHO, Des Moines. Formerly opera director, Germany and Poland.
- ROLF, ERIK.** Announcer, actor. (R) Gang Busters, 1937-38 (Colgate-Palmolive-Peet, CBS); Girl Interne, 1937-39 (Calox Tooth Powder, CBS and Yankee Network); Boake Carter, 1938 (General Foods for Post Toasties and Huskies). (GA) Royal Gelatin Hour, 1937 (Staglard Brands, NBC Red); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales, NBC Blue); Kate Smith's Bandwagon (General Foods, CBS); Believe It or Not (General Foods, NBC Red); Spy Secrets, 1938 (Cummer Products for Engerine, NBC Red); Court of Human Relations, 1938 (Vadsco Sales Corp., Mutual); This Day Is Ours, 1938-39 (P & G, CBS). (F) Commentator for Pathe News, 1937-38; narrator and announcer, travel and commercial films.
- ROLFE, B. A.** Orchestra leader. (R) Lucky Strike Dance Orchestra (American Tobacco Co., NBC Red); B. A. Rolfe & Ivory Soap Orchestra (Procter & Gamble, NBC Blue); Hudson Dealer Program (Hudson Motor Car Co., NBC Red); Believe It or Not (General Foods Corp., NBC Red); Believe It or Not, since March, 1939 (Royal Crown Cola, CBS). (V) 1904-12; 1920-35. (Formerly president of Rolfe Photoplays; v-p, Columbia Pictures, 1915-16; v-p, Octagon Features, 1918-19.
- ROLL, DICK.** Announcer (commercials, sports, news), WHIO, Dayton. (R) Also WALR, Zanesville. (F) Shorts. (V) M.C.
- \*ROLLINI TRIO, ADRIAN.** (Adrian Rollini, Harrison Smiffin, Frank Victor). Instrumental trio. (R) Swing to Chiclet (Adams Chiclets, WJZ, New York); sustaining programs. (V) Theatre and hotel engagements.
- ROMAINE, JACK.** Musician, WNAX, Yankton.
- \*ROMANO, MIKE.** Actor. (R) Romance of Helen Trent (Edna Wallace Hopper and Old English Floor Wax, CBS); Houseboat Hannah (P & G, NBC Red and Blue).

## PROFESSIONAL RECORDS—Continued

- ROMINE, DOUGLAS J.** Commercial and sports announcer, producer, news editor, KARK, Little Rock. (R) Also KVOO, Tulsa; KWBG, Hutchinson; KVGB, Great Bend; KLZ, Denver.
- RONEY, WILLIAM J., JR.** Announcer, WRC-WMAL, Washington. (R) Also KFBB, Great Falls; local shows for RCA and others.
- RONSON, ADELE.** Actress. (R) Buck Rogers in the 25th Century, 1932-36 (Cream of Wheat Corp., CBS); Ray Noble and His Dance Orchestra, 1935 (Coty, Inc., NBC Red); The Gibson Family, 1936-37 (Procter & Gamble, NBC Red); On Broadway, 1937 to March, 1938 (General Foods for Diamond Crystal Salt, NBC Blue); John's Other Wife, 1937-39 (Louis Philippe, Edna Wallace Hopper, NBC Red); others, not current. (L) Productions by William Brady, George Tyler, Crosby Gaige, Theatre Guild and others (f).
- \*ROOS, JOANNA.** (R) John's Other Wife, 1938-39 (Louis Philippe Cosmetics, NBC Red).
- RORABAUGH, DUKE.** Writer, producer, WFIL, Philadelphia. (R) Their Greatest Story, 1938 (Libby, McNeill & Libby, Mutual). (L) Acted and directed 30 amateur plays. Also appeared as piano soloist at various hotels. Program director, announcer, writer, WIBG, Philadelphia, 1932; writer, producer, Transamerican Broadcasting & Television Corp., 1937-38.
- ROSCOE, MICHEL.** Pianist, WOR, New York. (LS) Gambling's Musical Clock, 1928-39 (Illinois Meat Co., Childs Restaurants; currently sponsored by General Mills, WOR, New York).
- ROSE, JACK.** Script writer. (R) Time to Shine, 1938 and '39 (Griffin Manufacturing Co., NBC Blue).
- ROSE, M. WILLIAM.** Juvenile. (R) Houseboat Hannah, 1938-39 (P & G for Lava Soap, NBC Red and Blue); Those Happy Gilmans, 1938-39 (General Mills for Corn Kix, NBC Red); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red).
- ROSE, WILLIAM.** Singer, announcer, continuity writer, producer, WQDM, St. Albans. (R) Also WGY, Schenectady; WOKO, Albany. (F) Shorts. (V) Three Shades of Blue, Banjo-leers. (PR) Brunswick.
- \*ROSE MARIE.** Singer. (R) NBC shows.
- ROSELEIGH, JACK.** Actor (characters, leads). (R) Pepper Young's Family, 1936-39 (Procter & Gamble, NBC Red and Blue); Follow the Moon, 1937 (Lehn & Fink, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet, CBS); Road of Life, 1937-38 (Procter & Gamble, NBC Red, CBS); Your Family and Mine, 1938-39 (Sealtest, Inc., CBS). (F) Silent pictures. (L) Productions by Arthur Hopkins, Sam H. Harris, David Belasco, Lewis & Harris, Jones & Green (s,f). (V) Sketches.
- ROSEN, CHARLES.** Announcer. (R) Polish Melodies (Katro-Lek Laboratories, Inc., Mutual).
- ROSEN, PAUL S.** Musician. (R) Horace Heidt & His Brigadiers, 1934-37 (Stewart-Warner Corp., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (V) Featured clarinet soloist with Horace Heidt, over 3 years. (Currently staff musician, KSFO, San Francisco.)
- ROSENBERG, HENRIETTA.** See the Sophisticated Ladies.
- \*ROSENMOND, LLOYD.** Director, producer, script editor. (R) Doc Barclay's Daughters (Personal Finance Co, CBS); Our Gal Sunday (Anacin, Kolyons, CBS); Lorenzo Jones (Charles H. Philipps Chemical Co., NBC Red); Popeye, the Sailor (Joe Lowe Corp., CBS); John's Other Wife (Old English, BiSoDol, NBC Red); Second Husband (Bayer, CBS). (Associated with Blackett-Sample-Hum-mert).
- \*ROSENOVA, OLGA.** Actress. (R) Betty & Bob (General Mills, Inc., NBC Red and Blue).
- ROSENWALD, MONTE.** Announcer, producer, KGNC, Amarillo. (V) Master-of-Ceremonies.
- ROSS TRIO.** Harmony singers, WHK-WCLE, Cleveland. (F) Shorts. (V) Theatre, hotel and night club appearances. (PR) RCA Victor, Bluebird.
- ROSS, ANGUS.** Singer, WMEX, Boston.
- \*ROSS, ARTHUR.** (R) CBS shows.
- ROSS, BILL.** Announcer, newscaster, KGW-KEX, Portland. (R) Steward Symphony, 1937 (Standard Oil Co. of California, NBC Red); other local and Pacific Coast shows. (F) Shorts.
- ROSS, BOB.** Script writer. (R) Texaco Town (Texas Co., CBS).



## PROFESSIONAL RECORDS—Continued

**ROSS, BUDDY.** Accordionist, WWVA, Wheeling. (R) Also KWK, St. Louis; WLW, Cincinnati; and Mutual. (V) 1935-39, including WWVA Jamboree.

**ROSS, CLARK.** Singer, actor. (R) Pappy, Zeke and Ezra, 1936 (Kelpamalt Co., Inter-City Network); On the Air with Lud Gluskin, 1937 (Hudson Terraplane Corp., CBS); Moments of Melody, 1937 (E. B. Randall, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (LS) KEHE, Los Angeles. (F) Child actor, First National, MGM; shorts. (L) The Fan, 1933. Former vocalist with orchestras of Leo Reisman, Charles Domberger. (PR) Brunswick and Decca.

**ROSS, DAVID.** Announcer, commentator. (R) Fred Waring & His Pennsylvanians, 1933-34 (P. Lorillard for Old Golds, CBS); Studebaker Champions, 1934-35 (Studebaker Motors, NBC Red, CBS); Chesterfield Presents, 1935-37 (Liggett & Myers Tobacco, CBS); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red); Time to Shine, 1938-39 (Griffin Mfg. Co. for Griffin Allwite, CBS); Human Side of the News by Edwin C. Hill, 1939 (American Oil, CBS); numerous others. (F) Narrator, full length films; travelogues, musical shorts.

**ROSS, DON.** M.C., singer, writer, announcer. (R) Jell-O Summer Show, 1937 (General Foods Corp., NBC Red); The Rhyming Minstrel, 1938 (Bosco Co., Mutual). (LS) WOR, New York.

**ROSS, JACK (The Ranch Boys).** Member of cowboy trio. (R) NBC programs for Fitch Shampoo, 1933-37; Ralston Purina, 1935-37; Illinois Central Railroad, 1936-37; transcriptions. (GA) Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury Sales, NBC Blue); Kate Smith's Hour, 1938 (General Foods, CBS); also various spots on National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); others. (F) Mack Sennett, Hal Roach. (V) The Ranch Boys, 7 years; also appearances in various rodeos.

**ROSS, JANET (Mrs. C. H. Grugan).** Special interviewer, director of women's features, KDKA, Pittsburgh.

**\*ROSS, JEROME.** Dialogue writer. (R) Mr. Keen, Tracer of Lost Persons, 1937-38 (BiSoDol, NBC Blue); Our Gal Sunday, 1938 (Kolynos, Anacin, CBS); Mrs. Wiggs of the Cabbage Patch, Nov.-Dec., 1938 (Old English No Rub Floor Wax, BiSoDol, NBC Red).

**ROSS, LANNY.** Tenor, actor. (R) Maxwell House Show Boat, 1931-37 (General Foods Corp. for Maxwell House Coffee, NBC Red); Hollywood Mardi Gras, 1937-1933; Columbia Pictures 1937, (s); Your Hit Parade, 1939 (American Tobacco Co., CBS). (F) Paramount, 1933; Columbia Pictures 1937 (s); shorts. (L) Racketty Pachetty House (debut as child actor), 1912 (f). (V) Theatre appearances since 1933. Also concert work (debut, Nov., 1936, at Town Hall, New York); tours. (PR).

**ROSS, LYNN.** See Elmira Roessler.

**ROSS, NORMAN.** Announcer, news and sport commentator. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

**ROSS, ROBERT J.** Script writer. (R) American Revue, 1934 (American Oil, CBS); Sinclair Minstrels, 1935-36 (Sinclair Refining, NBC Blue); Revue de Paris, 1936 (Dr. Lyon's Toothpowder, NBC Blue); A & P Bandwagon, 1936 (Great Atlantic & Pacific Tea Co., CBS); Broadway Merry-Go-Round, 1937 (Dr. Lyon's Toothpowder, NBC Blue); Texaco Town, 1937-38 (Texaco Gasoline, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); Texaco Star Theatre, 1938-39 (Texaco Gasoline, CBS); guest appearances of Tom Howard, Smith & Dale, Teddy Bergman, Babe Ruth, Phil Cook.

**\*ROSS, RUTH R.** Producer. (R) Court of Human Relations, 1938 (Vadco Sales Corp., Mutual). (Associated with Albert M. Ross, Inc.).

**ROSS, SHIRLEY.** Singer, actress. (R) Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Your Hit Parade, 1937 (American Tobacco Co., NBC Red). (F) M-G-M, Paramount, Columbia, B. P. Shulberg (f); shorts. (L) Anything Goes, 1935 (s). (V) 1933-34; personal appearances; once singer with Gus Arnheim's orchestra.

**ROSSETTI, MARY.** Singer, actress, KNX, Los Angeles. (R) Various CBS shows including program for George A. Hormel & Co. (L) 1925-26.

**ROTH, ALLEN.** Musical director (symphony). (R) Programs for Dodge Bros., Phillips Petroleum, Lambert Pharmacal for Listerine Products, Pittsburgh Plate Glass Co. for Paints; musical director for CBS in charge of St. Louis station, 3 years, and created sustaining program, St. Louis Blues; currently musical director for NBC, New York.



## PROFESSIONAL RECORDS—Continued

- ROTHIER, LEON.** Basso, WQXR. New York. (L) Grand Opera, 41 years (Metropolitan, 29 years; Opera Comique, Paris; Chicago Opera; others).
- ROTHWELL, CONNIE.** Cellist, KHQ-KGA, Spokane.
- ROUNTREE, LUTHER E.** Musician, WMPs, Memphis. (R) Also WSPD, Toledo. (V) Theatre appearances. (PR) RCA Victor.
- ROUSH, BEN.** Announcer, KTUC, Tucson.
- ROUSH, SIGEL A.** Announcer, WBOW, Terre Haute. (R) Also WHBU, Anderson; WCBs, Springfield; WDWS, Champaign.
- ROUSSEAU, WILLIAM P.** Producer. (R) Stoopnagle & Budd, 1936 (General Foods for Minute Tapioca, NBC Red); The Rhythm Boys, 1936 (Fels & Co., CBS); Town Hall Tonight, 1936-38 (Bristol-Myers, NBC Red); Walter O'Keefe, Town Hall summer show, 1937 (Bristol-Myers, NBC Red); The Perfect Fool, Ed Wynn, 1937 (Axton-Fisher Tobacco, NBC Blue); Jack Berch and His Boys, 1937-38 (Fels & Co., CBS); Hobby Lobby, 1938 (Fels & Co., NBC Blue); Ben Bernie and All the Lads, 1938-39 (American Tobacco for Half and Half Smoking Tobacco, CBS); Phil Baker, 1939 (Hawaiian Pineapple Co., CBS). (Associated with Young & Rubicam, Inc.).
- ROUVEROL, JEAN.** Dramatic actress. (R) One Man's Family, 1938-39 (Standard Brands for Tender Leaf Tea, NBC Red). (F) Paramount, Universal, Republic, RKO, 1934-38 (f); also M-G-M short. (L) Growing Pains, 1933; So Proudly We Hail, 1936; Petrified Forest (Hollywood production), 1937 (f). (V) Theatre appearances.
- ROVENTINI, JOHNNY** (Johnny of the Philip Morris Programs). Master of Ceremonies. (R) Johnny Presents (Philip Morris & Co., Ltd., NBC Red since 1933 and CBS since 1937); What's My Name?, 1938-39 (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where. March to May, 1939 (Philip Morris & Co., Ltd., Mutual); Breezing Along, 1939 (Philip Morris & Co., Ltd., Mutual).
- \*ROWE, GENEVIEVE.** (R) Johnny Presents (Philip Morris & Co., Ltd., CBS and NBC Red).
- ROWE, RALPH J.** Musician and singer, WMT, Cedar Rapids. (V) Theatre appearances. (PR) Decca.
- ROWELL, GLENN.** Comedian (Gene & Glenn). (R) Quaker Early Birds, Gene & Glenn, 1930-32 (Quaker Oats Co., NBC Red); Gene & Glenn, 1934 (Gillette Safety Razor Co., NBC Red); Kellogg Corn Flakes Program, 1935-37 (Kellogg Co., Corn Belt Network); National Barn Dance, 1939 (Miles Laboratories for Alka-Seltzer, NBC Blue). (F) shorts. (V) Ford & Glenn, 1923-29; Gene & Glenn, 1930-39. (PR) RCA Victor. American. (Started in radio in 1924 as musical director of WLS, Chicago, and Glenn of Ford & Glenn; current team formed 1929).
- ROWLAND, HELEN.** Humorous talks. (R) Hecker Information Service, 1937 (Hecker H-O Products, Mutual). (GA) Theatre of the Air (Lever Bros. for Lux, CBS). (Columnist: "The Marry-Go-Round" for King Features Syndicate; author of 8 books; former public speaker.)
- ROWLANDS, HUGH O.** Actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Dan Harding's Wife (National Biscuit Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red).
- ROWSWELL, ALBERT K.** ("Rosey"). Sports caster, announcer, humorist, philosopher. (R) Clicquot Club Eskimos, 1933 (Clicquot Club Co., NBC Red). (LS) Gimbel Brothers program (WCAE, Pittsburgh); baseball broadcasts for Duquesne Light Co., General Electric, Socony-Vacuum Oil Co. and General Mills, 1938 (KDKA, Pittsburgh).
- ROY, CECIL H.** Dramatic actress, comedienne, singer. (R) Kaltenmeyer's Kindergarten, 1936-37 (Quaker Oats, NBC Red); While the City Sleeps, 1936-37 (Bowey's, Inc. for Dari-Rich, NBC Red); Ma Perkins, 1936-38 (Procter & Gamble for Oxydol, NBC Red, CBS); Valiant Lady, 1938 (Bisquick, Gold Medal Hour, CBS); Monticello Party Line, since 1935 (Dr. Caldwell's Syrup Pepsin, transcribed program). (L) Passion Play, 1933-34.
- ROY, JEAN.** Actress (comedy, drama, impersonations, dialects). (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, Lifebuoy, CBS); News of Youth, 1937 (Ward Baking, CBS); Parade of Youth, 1937 (Tastyeast, NBC Blue); Kate Smith's Bandwagon (Great Atlantic & Pacific Tea Co., CBS); Popeye, the Sailor, 1938 (Joe Lowe Corp. for Pop-sicles, CBS); March of Time, 1938-39 (Servel, Inc., and Time, Inc., NBC Blue); also transcriptions, CBS sustaining programs. (F) Shorts. (V) Comedy act, 4 years.

## PROFESSIONAL RECORDS—Continued

**ROY, MANNY.** Singer, actor, KITE, Kansas City. (R) Also KMBC, Kansas City. (V) 1937.

**ROYAL, RUTH.** Musical director, singer, organist and pianist, women's commentator, KCKN, Kansas City. (R) Also WREC and WMC, Memphis; KLRA, Little Rock. (L) Music Box, 1926-28; Band Box Revue, 1931-33. (V) Single act, Girl of a Thousand Songs, 1928-29.

**ROYCE, THAYNE.** Singer, WOW, Omaha.

**\*ROYLE, SELENA.** Actress. (R) Central City (P & G, NBC Red); Billy & Betty (General Mills, NBC Red).

**ROYLE, WILLIAM H.** Actor. (R) Rinso Program Starring Al Jolson (Lever Bros. Co., CBS); Dr. Christian (Chesebrough Manufacturing Co., CBS); Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red); Eddie Cantor (Texas Co., CBS); Lux Radio Theatre (Lever Bros. Co., CBS); Big Town (Lever Bros. Co., CBS); One Man's Family (Standard Brands, Inc., NBC Red); Vick's Open House (Vick Chemical Co., CBS); My Secret Ambition (Durkee Famous Foods, CBS). (F) Paramount, M-G-M, Universal, Columbia, United Artists; shorts. (L) Sleepy Valley Sally; Whistling in the Dark; others. (V) 6 years, mostly Pacific Coast circuits; theatre appearances.

**ROYSE, GERRY ANN.** Singer, actress, WDAF, Kansas City. (L) 1933-38. (V) Lucas-Jenkins; Kemp Time; theatre and night club appearances.

**RUBIN, JACK.** Producer, actor (dramatic, character). (R) The O'Neills, since 1935 (P & G for Ivory, NBC Red and Blue, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Hilltop House (Colgate-Palmolive-Peet for Palmolive Soap, CBS); others. (F) Shorts. (V) Theatre appearances.

**RUBIN, MABEL.** Commentator, KGDM, Stockton.

**RUBINOFF, DAVE.** Violinist, conductor. (R) Chase & Sanborn Program, 1931-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebeco Toothpaste, CBS); Chevrolet Presents Rubinoff and His Violin, 1935-37 (Chevrolet Motor Co., NBC Red, CBS). (F) Shorts; 20th Century-Fox (f). (V) Rubinoff and His Violin; concert tours.

**\*RUBY, BEVERLY.** Actress. (R) The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

**RUBY, HARRY.** Writer. (R) Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS). (F) M-G-M, Warner Bros., Paramount, RKO, First National, 20th Century-Fox, Hal Roach Studios, as story, music and lyrics writer (principally in collaboration with Bert Kalmar, q.v.) (L) Five O'Clock Girl, The Rambler, Animal Crackers, Good Boy, Helen of Troy, N.Y. (Wrote titles for Three Little Words, Who's Sorry Now, I Wanna Be Loved by You, written by Bert Kalmar).

**RUDD, RUDY.** Pianist, WDAY, Fargo.

**RUDELL, MARIE G.** Singer, WJMS, Ironwood. (L) Concerts.

**RUFFNER, EDMUND B. ("Tiny").** Announcer, M. C. (R) Maxwell House Showboat (Maxwell House Coffee, NBC Red); Rinso Program Starring Al Jolson and Tuesday Night Party (Lever Bros. Co., CBS); The Park Avenue Penners (R. B. Davis Co. for Cocomalt, CBS); Big Town (Lever Bros. Co. for Rinso, CBS). (Vice-president, Ruthrauff & Ryan).

**\*RUGGLES, CHARLES.** Actor, comedian. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, M-G-M, Warner Bros. (L) Stock; New York appearances.

**RUGH, VIC.** Program director, supervisor of sports, news and special events, KTUL, Tulsa. (R) Also sports for Phillips Petroleum, General Mills and Socony-Vacuum over KFH, Wichita; various programs over KANS, Wichita; KMOX, St. Louis. (L) Stock (f). (Formerly sports and theatre editor).

**RUICK, MELVILLE H.** Actor, announcer. (R) Lux Radio Theatre, 1935-39 (Lever Brothers Co. for Lux, CBS); Hollywood Hotel, 1934-38 (Campbell Soup Co., CBS); free lance on other shows. (F) M-G-M, Warner Bros., Republic Pictures (f); shorts. (L) Mrs. Bumpstead Leigh, with Mrs. Fiske, 1930; Leaning on Letty, with Charlotte Greenwood, 1935-36 (f); stock. (V) Theatre appearances as Master of Ceremonies and band leader.

**RUMSEY, LEO.** Program director, KGMB-KHBC, Honolulu-Hilo.

**RUNNION, GUY.** Actor, writer, announcer, WDAF, Kansas City. (R) Local shows and transcriptions. (L) 1935-38. (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

- RUNYAN, CHARLES M.** Organist, conductor. (R) Dr. Kate (Sperry Flour Co., NBC Pacific Coast Red); Hawthorne House (Wesson Oil & Snowdrift, NBC Pacific Coast Red); Martha Meade (Sperry Flour Co., NBC Pacific Coast Red).
- RUNYAN, HAL.** Cellist, WHBF, Rock Island. (V) Stardust Parade.
- RUNYON, JACK W.** Producer. (R) Passing Parade with John Nesbitt, 1938 (Union Oil, NBC Red); Candid Lady, 1938-39 (Pepsodent Co., NBC Red); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); also regional and local shows for Sunkist, Diamond Walnuts, Adohr Milk Farms, Jell-Well Desserts and others. (Associated with Lord & Thomas as producer and assistant manager, Hollywood).
- RUSH, FORD.** Singer, comedian, human interest stories. (R) Dad and Junior, 1938 (Wheatena, Mutual); Ye Happy Minstrel and Tiny Band, 1933-34 (Wheatena, CBS). (LS) KMOX, St. Louis, 1930; WLW, Cincinnati, 1931-32; WLS, Chicago, 1934-35; WGY, Schenectady, 1937. (V) Old Man Sunshine, 2 years; Ford & Glenn, 1923-29; single act, 3 years. (PR) Columbia.
- RUSH, FORD, JR.** Comedian, singer, guitarist. (R) Dad and Junior, 1938 (Wheatena, Mutual). (LS) First Prize Kitchen Studio, 1937 (Albany Packing, WGY, Schenectady).
- RUSH, KENT.** News commentator, KTHS, Hot Springs.
- RUSSELL, ANN.** Juvenile actress. (R) Uncle Ezra, 1938 (Miles Laboratories for Alka-Seltzer, NBC Red); Court of Missing Heirs, 1938 (Skelly Oil, CBS); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red); Ma Perkins, 1939 (P & G for Oxydol, NBC Red); Arnold Grimm's Daughter, 1939 (General Mills, CBS).
- RUSSELL, BOB.** Sports announcer. (R) Play-by-play Nebraska football, 1938 (KMMJ, Clay Center).
- RUSSELL, DAN.** Announcer. (R) Travel Talks by Malcom La Prade (Thomas Cook & Son, NBC Red).
- RUSSELL, F. ALDEN.** See Ted Malone.
- RUSSELL, FRANK.** Actor, WXYZ, Detroit. (R) Lone Ranger (participating, Mutual); Green Hornet (participating, Mutual); also Don Lee Broadcasting System. (L) Stock, repertoire.
- \*RUSSELL, JOHNNY.** Singer. (R) CBS shows.
- RUSSELL, LARRY.** Music arranger. (R) Poetic Melodies, 1937-38 (William Wrigley, Jr., Co., CBS); Laugh Liner, 1938 to Jan. 1, 1939 (William Wrigley, Jr., Co., CBS); Knickerbocker Playhouse, 1939 (P & G for Teel and Drene, CBS); News and Rhythm, 1939 (Bowey's, Inc., for Dari-Rich, CBS). (LS) Programs for Sinclair Refining and Dodge Motors, 1939 (WBBM, Chicago).
- RUSSELL, RUSS.** Announcer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual); others.
- RUSSELL, RUTH.** Actress. (R) Ma and Pa (Atlantic Refining Co., CBS); Just Plain Bill and Nancy (Anacin, BiSoDol and Kolynos Toothpaste, NBC Red); Snow Village Sketches (Loose-Wiles Biscuit Co., NBC Red).
- RUSSELL, WILLIAM H.** Entertainer, musician, KFEQ, St. Joseph. (V) 1914-22.
- RUSSEY, HAROLD.** Program director, writer, sports and news commentator, announcer, WHMA, Anniston.
- RUTLAND, ROBERT H. (Georgia Slim).** Fiddler, singer, KVOO, Tulsa. (R) Also West Virginia, Network; WCMI, Ashland; WHIS, Bluefield. (V) Personal appearances. (PR) RCA Victor Bluebird.
- RUVINSKY, ABRAM.** Member of concert orchestra, WHKC, Columbus.
- RUYSDAEL, BASIL.** Narrator. (R) Your Hit Parade, 1935-39 (American Tobacco for Lucky Strike Cigarettes, 1935-37, NBC Red; 1935-39, CBS); Romantic Rhythms, 1937 (Chevrolet Motor Car Co., CBS); currently, Cavalcade of America E. I. du Pont de Nemours, CBS), Kay Kyser's College of Musical Knowledge (American Tobacco Co., NBC Red). (F) Paramount; shorts. (L) Productions by Sam Harris, Henry Savage, Tom Wilkes, Gatti Casazza and others (f). (V) Theatre appearances.
- RYAN, ALMA.** Mezzo-soprano, WHK-WCLE, Cleveland.
- RYAN, DICK.** Comedian, character actor. (R) Bakers Broadcast, 1933-34 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Park Avenue Pen-ners, 1936-38 (R. B. Davis for Cocomalt, CBS); Big Town, 1937 (Lever Bros. for Rinso, CBS); Aunt Jenny's Real Life Stories, 1937 (Lever Bros. for Spry, CBS); Joe Penner, 1938-39 (General

## PROFESSIONAL RECORDS—Continued

Foods for Huskies, CBS); Quaker Party, 1939 (Quaker Oats, NBC Red). (V) Straight man for Joe Penner.

**RYAN, QUIN A.** Sports and newscaster, commentator, WGN, Chicago. (R) Quin Ryan's News Commentary, 1939 (Bathasweet Corp., Mutual). Various shows for Standard Oil Co., Ford Motor Co., Dodge Motor Co., others. (V) Theatre appearances. (Manager, WGN, Chicago).

**RYAN, TIM.** Comedian, singer, writer. (R) Jell-O Summer Show (General Foods Corp., NBC Blue); Carefree Carnival (Crazy Water Crystals, NBC Blue);

Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue (Royal Crown Cola, NBC Blue). (GA) Fleischmann Hour, Aug. 5, 1937 (Standard Brands, Inc., NBC Red); Jell-O Summer Show, Sept. 12, 1937, and Sept. 26, 1937 (General Foods Corp., NBC Red). (F) Shorts. (L) Musical comedies, dramas. (V) Ryan & Noblette, H'Ya Boys.

**RYLES, L. F. ("Buddy").** Guitarist, bass violinist, cowboy singer, KUJ, Walla Walla. (R) Also KEX, Portland. (V) Arizona Wranglers, 1934-35; theatre appearances.

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\***SABHAN, TESS.** Actress. (R) Just Plain Bill and Nancy (Anacin, BiSoDol, Kynos, NBC Red).

**SABLON, JEAN.** Baritone. (R) Magic Key of RCA, 1937; broadcasts in New York and from France (Radio Corporation of America, NBC Blue); Royal Gelatin Hour, Feb., 1937 (Standard Brands, NBC Red); Shell Oil Show, June, 1937 (Shell Oil, NBC Red); Lucky Strike program, Feb., 1938 (American Tobacco, CBS); Hollywood Hotel, 1938 Campbell Soup, CBS); various European programs. (F) Signed to star in 2 French films; shorts. (L) In Paris: Music Hall, 1930; Casina de Paris, 1932; Folies Bergere, 1935; others; in the U. S.: Streets of Paris, 1939. (V) Theatre appearances in Paris, Montreal and the U. S. (PR) RCA Victor, Columbia.

\***SACHS, MILTON (The Eight Men).** Singer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).

**SADLER, SHIRLEY JANE.** Singer, dramatic actress. (R) Eddie Dunstetter Program, 1934 (Hamm Brewing Co., transcriptions); Sing Neighbor Sing, 1936-37 (Purina Mills, transcriptions). (LS) Rothschild Program, 1935 (Maurice I. Rothschild, WCCO, Minneapolis-St. Paul). (Currently associated with WBBM, Chicago).

**SAGEL, ESTHER.** See The Savoy Sisters.

**SAGEL, NORMA.** See The Savoy Sisters.

**SAGERQUIST, ERIC.** Musical director, violinist. (R) The First Nighter, since 1930 (Campana Sales, NBC Red, CBS); Grand Hotel since 1933 (Campana Sales,

NBC Blue); Gold Medal Hour, 1936-38 (General Mills, CBS).

\***ST. CLAIR, GORDON.** Script writer. (R) A Tale of Today (Princess Pat, Ltd., NBC Red).

**ST. GEORGE, DORIAN.** Announcer. (R) Local announcer for Tommy Dorsey's Orchestra, 1938 (Raleigh and Kool Cigarettes, NBC Red); Kraft Music Hall, 1938-39 (Kraft-Phenix Cheese Corp., NBC Red); WLVA, Lynchburg, 1935-37; currently on staff of WRC-WMAL.

**ST. GERMAIN, KAY.** Singer. (R) Currently: Cantor's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Signal Carnival (Signal Oil Co., NBC Red). (F) Shorts. (V) Appearances with Anson Weeks' orchestra, 1934-36; theatre appearances, 1939. (PR) Brunswick, with Anson Weeks.

**ST. HILAIRE, ROLLAND.** Actor, CHRC, Quebec.

**ST. JOHN, CHARLES J.** Bowery Mission Service conductor, WHN, New York. (Superintendent of Bowery Mission).

\***ST. LEGER, FRANK.** Conductor. (R) Fireside Recitals (American Radiator Co., NBC Red).

\***SALB, JOHN.** Organist. (R) Arthur Godfrey, January to April, 1938 (Barbasol Co., CBS).

**SALE, VIRGINIA.** Actress (character, comedy). (R) The Shell Show, 1934 (Shell Oil, CBS); Fleischmann Hour, 1935 (Standard Brands for Fleischmann Yeast, NBC Red); Those We Love, 1938-

## PROFESSIONAL RECORDS—Continued

- 39 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Warner Bros., Fox, Hal Roach, M-G-M, Universal, Columbia, Major, Republic and RKO (f); shorts. (L) Productions by John Golden, Belasco and others. (V) Lewis & Gordon acts and single, 1924-26; Chautauqua.
- SALERNO, LAWRENCE.** Baritone. (R) Maytag Orchestra, 1930 (Maytag Washing Machines, NBC Blue); theme for Little Orphan Annie, 1931-39 (Wander Co. for Ovaltine, NBC Red); theme for Romance of Helen Trent, 3 years (Louis Philippe, Edna Wallace Hopper, CBS). (LS) WGN, Chicago, programs for past 10 years, including shows for National Tea, I. Miller Shoes, Borden's Cheese, Westinghouse Electric. (V) Theatre appearances. (PR) Brunswick.
- SALERNO, TONY.** Orchestra leader, WIBA, Madison. (V) Theatre appearances.
- SALSBERG, JOSEPH.** Announcer, WBAX, Wilkes-Barre. (L) Stock, 1938.
- SALT & PEANUTS (Mr. & Mrs. Frank Salt).** Singers, musicians, WDBJ, Roanoke. (R) NBC Red sustaining shows; local programs. (L) 1925-26. (V) 1920-30; theatre appearances.
- SALT, FRANK.** See Salt & Peanuts.
- SALT, MRS. FRANK.** See Salt & Peanuts.
- SALTER, HARRY.** Musical conductor. (R) Your Hit Parade, 1935-37 (American Tobacco for Lucky Strike Cigarettes, CBS); Your Unseen Friend, 1935-38 (Personal Finance Co., CBS); Hobby Lobby, 1937-39 (Hudson Motor Car Co., 1937-38. CBS; summer show, 1938, General Foods for Jell-O, NBC Red; Fels & Co., 1938-39, NBC Blue). (V).
- SALTER, RUSSELL G.** Program director, announcer, WMRO, Aurora. (R) Also WROK, Rockford.
- SALYER, RUSSELL.** Hillbilly music and songs, KUJ, Walla Walla. (R) Also KOY, Phoenix.
- SAMISH, ADRIAN.** Producer. (R) We the People, 1937-39 (General Foods for Sanka Coffee, CBS); Hollywood Guild, 1939 (Gulf Oil, CBS). (Associated with Young & Rubicam, Hollywood).
- SAMTER, MILTON.** Entertainer, WHOM, Jersey City. (R) Also WEVD, WINS, New York.
- SANDACK, WALLY.** Announcer, sports commentator, KSL, Salt Lake City. (R) Local shows, including baseball broadcasts for Kellogg Co.
- SANDERS, BILL.** Singer. (R) Buddy Fisher's Orchestra, NBC, CBS; formerly with KFRU, Columbia.
- SANDERS, CLARINDA MARY.** Singer (Rythmettes Trio), KBST, Big Spring.
- SANDERS, DOLLIE C.** Singer, whistler, KUJ, Walla Walla.
- SANDERS, ERNIE.** Announcer, WHO, Des Moines. (R) Local shows including Acme Musical Clock (Acme White Lead & Color Works), 1935; A & P Musical Clock (A & P Tea Co.), 1935; Gene & Glenn (Kellogg Co.), 1936-37; Olson Musical Clock (Olson Rug Co.), 1937. (V) Red & Ernie & the Merry-Men, 1934.
- SANDERS, JOE.** Orchestra leader, KSFO, San Francisco. (V) Theatre appearances.
- SANDERSON, GUY.** Saxophonist, WKY, Oklahoma City. (R) Various CBS and NBC shows. (F) Shorts. (V) Theatre appearances with Frankie Masters, others. (PR) Brunswick, Okeh, RCA Victor, Columbia.
- SANDERSON, JULIA.** Singer, comedienne, mistress of ceremonies. (R) Blackstone Plantation (Blackstone Cigars, CBS); Tea Time (General Baking Co., CBS); Gulf Presents Crumit & Sanderson (Gulf Refining Co., CBS); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red). (L) Operettas, musical comedies. (V). (Mrs. Frank Crumit in private life.)
- SANDS, JIM.** Singer, pianist, M. C., WHK-WCLE, Cleveland. (V) Theatre appearances.
- SANFORD, HERBERT.** Script writer, producer. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue).
- SANGSTER, MARGARET.** Script writer. (R) Arnold Grimm's Daughter, 1937-39 (General Mills, Inc., CBS, NBC Red and Blue).
- SANNELLA, ANDY.** Orchestra leader. (R) Martha and Hal (Humphrey's Homeopathic Medicine Co., Mutual); Manhattan Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Red); Original Community Sing (Gillette Safety Razor Co., CBS).
- SAPP, JAMES P.** Guitarist, WNAX, Yankton. (R) Local shows for Allis-

## PROFESSIONAL RECORDS—Continued

- Chalmers Mfg. Co., others. (V) Theatre appearances.
- SARENT, LEW.** Announcer. (R) Phil Baker, 1937 (Gulf Oil Corp., CBS). (V) Theatre appearances. Currently with WEEL, Boston.
- SARLI, JEAN.** Musical director, WOAI, San Antonio. (Musical director for various theatres, in the past).
- SAUNDERS, BOB.** Actor. (R) Good Afternoon Neighbors (Durkee Famous Foods, Inc., CBS).
- SAUNDERS, RAY.** Announcer. (R) The Goldbergs, 1937-39 (Procter & Gamble for Oxydol, NBC Red, 1937; WHN, 1938; CBS, 1938-39). (LS) Original Amateur Hour, 1935-38 (P & G for Oxydol, WHN); Coca-Cola Sports Review, 1937-38 (Coca-Cola, WHN, New York City). (F) Warner Bros. shorts, as commentator. (Currently staff announcer, WHN, New York).
- SAUNDERS, SID.** Announcer, KMOX, St. Louis. (R) Also WBBM, Chicago; local shows for Ford Motor Co., Philco Radio & Television Corp., H. Fendrich Cigar Co., Loose-Wiles Biscuit Co., Olson Rug Co., Philip Morris & Co.; also transcriptions.
- SAVAGE, COURTENAY.** Writer, program supervisor. (R) Occasional programs for American School of the Air, CBS; script supervisor of numerous CBS commercials; Betty & Bob, 1938-39 (General Mills, NBC Red and Blue). (Director of Dramatics and Continuity, CBS, 1933-36; currently a member of radio department of Blackett-Sample-Hummert).
- SAVAGE, PHIL V.** Assistant musical director, pianist, organist, CJBR, Rimouski. (R) Also CKAC, Montreal. (V) Theatre appearances.
- SAVALLI, JOSEPH.** See Ray Marshall.
- SAVOY SISTERS, THE** (Norma and Esther Sagie, Gloria Gindele). Vocalists, WKRC, Cincinnati.
- SAWYER, GENE.** Writer, producer (women's program), KGMB-KHBC, Honolulu-Hilo.
- SAWYER, HELEN.** Actress, commentator. (R) Blue Monday Jamboree, 1936 (Thomas Lipton for Tea, CBS); Jimmie Fidler's Hollywood Gossip, 1939 (P & G for Drene, CBS); Cantor's Camel Caravan, 1939 (R. J. Reynolds Tobacco for Camel Cigarettes, Prince Albert Smoking Tobacco, CBS); also Canadian Broadcasting Corp., woman commentator for West Coast division of CBS. (L) Summer stock (f). (Currently associated with KNX, Hollywood).
- SAXE, HENRY.** Actor. (R) Betty & Bob (General Mills, Inc., CBS); Kitty Keene, Inc., (Procter & Gamble, CBS); Little Orphan Annie (The Wander Co., NBC Red); Zenith Radio Foundation (Zenith Radio Corp., CBS); Backstage Wife (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red).
- SCARBOROUGH, LARRY.** Announcer, continuity writer, WMBR, Jacksonville. (R) Local show for B. C. Remedy Co., others.
- SCHAEFER, MARGARET C.** Program director, WFIL, Philadelphia. (R) Local shows for Quaker Oats, Sherwin-Williams, General Baking, others. (L) One year.
- SCHAFER, JOAN S.** Women's programs, actress, special features, KFPY, Spokane. (R) Also KVOS, Bellingham. (F) Paramount; bit player. (Also traffic manager).
- SCHAFFNER, HADLEY.** Trumpeter, WIL, St. Louis. (R) NBC for American Tobacco Co., 1932; others. (V) Theatre appearances, 1935-36.
- \*SCHALL, R. B.** Script writer. (R) Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner, NBC Blue).
- SCHANE, WALTER SCOTT.** Baritone. (R) It's Wheeling Steel (also called Musical Steelmakers), 1937-38 (Wheeling Steel Corp., Mutual). Church soloist for 18 years; numerous public appearances.
- SCHAUGHENCY, ED.** Announcer, KDKA, Pittsburgh. (R) Women and the News, 1939 (Loose-Wiles Biscuit Co.); Western Trails, 1939 (Mail Pouch Tobacco); others, not current, for Household Finance, Fels Naphtha, Olson Rug, Aladdin Lamp, Bristol-Myers for Minit Rub.
- SCHEEL, NICK.** Program director, producer, KGLO, Wichita Falls.
- SCHEIBE, CAL.** See The Cadets.
- \*SCHEUER, ARNOLD, JR.** Script writer. (R) Court of Human Relations, 1938-39 (Vadco Sales Corp., Mutual).
- SCHILLING, FLORENCE.** Singer, actress (straight, character), announcer. (R) Pretty Kitty Kelly, 1938 (Continental

## PROFESSIONAL RECORDS—Continued

- Baking Co., CBS); The O'Neills, 1938 (Procter & Gamble for Ivory Soap, CBS, NBC Red); The Gospel Singer, 1938 (Procter & Gamble for Ivory Soap, NBC Blue); Emily Post, *How to Get the Most Out of Life*, 1938 (Florida Citrus Commission, CBS). (LS) WHN, New York. (L) Light operas (The Fencing Master, 1936; Mademoiselle Modiste, 1937).
- SCHILLING, GEORGE.** Sports commentator, CKY, Winnipeg.
- SCHISSEL, MARIAN.** Actress, KSO-KRNT, Des Moines.
- SCHLEPPERMAN.** See Sam Hearn.
- \*SCHLIPPERT, FRIEDEL.** Singer. (R) Hymns of All Churches, 1938-39 (General Mills, NBC Red & Blue).
- SCHMIDT, JOSEPH.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue).
- SCHMIDT, RAY.** Sports announcer, KWK, St. Louis. (R) Local shows for General Mills, Inc., and Bristol-Myers, others. (V) Theatre appearances.
- SCHMIDT, REINHOLD** (Continental Quartet). Bass. (R) Contented Hour, 1932-39 (Carnation Milk, NBC Red).
- SCHNABEL, STEFAN.** Actor (straight, heavy, character). (R) We, the People, 1937 (Sanka Coffee, CBS); Grand Central Station, 1937-38 (Listerine Products, successively NBC Blue and CBS); Big Sister, 1937-38 (Rinso, CBS); Philip Morris Program, 1937-38, NBC Red, and Johnny Presents, 1937-38, CBS (Philip Morris & Co., Ltd.); March of Time, 1937-39 (Servel, Inc., and Time, Inc., NBC Blue and CBS); Gang Busters, 1937-39 (Colgate-Palmolive-Peet, CBS); The Shadow, 1937-39 (Delaware, Lackawanna & Western Coal Co., Mutual); The Goldbergs, 1938-39 (P & G for Oxydol, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Aunt Jenny's Real Life Stories, 1939 (Spry, CBS); The Mighty Show, 1939 (My-T-Fine Dessert, CBS); others. (F) UFA (Germany) (f). (L) Shows in London and New York, including Julius Caesar and Shoemaker's Holiday for Orson Welles (f).
- SCHNEIDER, RAYMOND F.** Announcer, WWSW, Pittsburgh.
- SCHNERINGER, NORVAL.** News processor, WFAA, Dallas. (R) Local programs for Griffin Mfg. Co. and others.
- SCHNICKELFRITZ BAND.** See Freddie Fisher.
- \*SCHON, KENNETH.** Singer. (Member of *Norsemen Quartet*). (R) Cities Service Concert, 1938 (Cities Service, NBC Red).
- SCHOOLEY, IVAN.** Singer, announcer, KOA, Denver. (R) My Secret Ambition, 1938 (Durkee Famous Foods, Inc., CBS).
- \*SCHORR, WILLIAM.** Script writer, with others, for Fred Allen. (R) Town Hall Tonight (Bristol-Myers, NBC Red).
- SCHRAMM, JOSEPH C.** Pianist, WDSU, New Orleans. (V) 1913-20.
- SCHREIBER, HELEN.** Home economist, WHO, Des Moines. (R) Local show for Kellogg Co., others.
- SCHREIBER, MARK.** Sports announcer. (R) Midget Auto Racing (NBC Blue, 1937); Pigskin Parade (NBC Blue, 1937); various sports events broadcast locally over KVOB and KOA, Denver.
- \*SCHREIBER, MIGNON.** Actress. (R) Guiding Light (P & G, NBC Red).
- SCHROEDER, RAY C.** Director, WIL, St. Louis.
- \*SCHUEBEL, (MISS) R.** Director. (R) Johnny Presents What's My Name (Mutual), Johnny Presents Where Are We? (Mutual), Johnny Presents (CBS and NBC Red) (all for Philip Morris & Co., Ltd.). (Associated with The Biow Company).
- SCHULLINGER, KARL W.** Director, producer. (R) Your Hit Parade (American Tobacco for Lucky Strike Cigarettes, CBS); Kay Kyser's College of Musical Knowledge (Lucky Strike Cigarettes, NBC Red). (On staff of Lord & Thomas, New York).
- SCHULTZ, JOHN W.** Announcer, sports and special events commentator, M. C., actor, WSTP, Salisbury.
- SCHULTZ, STANLEY N.** Organist, musical director, WLAW, Lawrence. (L) Stock. (V) Accompanist for Alice Faye; theatre organist.
- SCHULTZ, WALTER** (Sleepy). (Four Blackhawk Quartet). Singer, musician, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.
- \*SCHUTT, ARTHUR.** Pianist. (R) NBC shows.

## PROFESSIONAL RECORDS—Continued

- SCHWARTZ, AL.** Comedy writer. (R) Kate Smith's A & P Bandwagon, 1936-37 (Great Atlantic & Pacific Tea Co., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Texaco Town, 1938 (Texas Co. for Texaco Petroleum Products, CBS); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- \*SCHWARTZ, DAVID.** Script writer. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).
- SCHWARTZ, JEROME L.** Continuity editor, producer, KMPC, Beverly Hills. (L) Director, Summer Theatre.
- \*SCHWARTZKOPF, COL. NORMAN.** Narrator. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS). (Formerly head of New Jersey state police.)
- SCHWARZ, ROY M.** Commercial writer. (R) Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red).
- \*SCHWARZMAN, ARTHUR.** Conductor. (R) Standard School Broadcast (Standard Oil of California, NBC Blue).
- SCHWINN, JULIA MARIE.** Actress, WMC, Memphis.
- SCOBEE, MERLE.** Orchestra leader, musician, KRNT, Des Moines. (R) Also Iowa Network; WHO, Des Moines. (F) Monogram. (V) WHO Barn Dance, 1933-35; others.
- SCOBEE, RAY (Northwesterners).** Singer, musician, Iowa Broadcasting Co. (F) Monogram. (V) Iowa Barn Dance Frolic, 1935-36; personal appearances; member of The Banjo Kings troupe.
- SCOFIELD, CARTER.** Announcer, newscaster, actor, WDBO, Orlando. (V) Theatre appearances.
- SCOTT, ALAN.** News commentator, WCAU, Philadelphia. (R) Local programs for Remington-Rand, Gulf Oil and others; also WFIL, Philadelphia, transcriptions.
- \*SCOTT, ARCHIE.** (R) NBC shows.
- SCOTT, BLANCHE S.** Commentator script writer, WSAY, Rochester. (R) Also KFI, Los Angeles. (F) Scripts for shorts (Pathe, RKO). (V) 1921-23.
- SCOTT, FRED L.** Announcer, singer, KWKH-KTBS, Shreveport. (R) Also WLAC, WSIX, WSM, Nashville; local shows for Standard Oil Co.; others. (GA) WAPI, Birmingham; WFAA, Dallas; WHAS, Louisville; WNOX, WROL, Knoxville; WREC, Memphis; others. (V) 1933-35.
- SCOTT, G. HOWARD.** Organist, WCAP, Asbury Park. (Municipal organist, Convention Hall, since 1934).
- SCOTT, MARTHA.** Actress. (R) Intermittent roles: Famous Actors' Guild, 1937 (Bayer Aspirin, NBC Blue); Johnny Presents, 1937 (Philip Morris & Co. CBS); Pepper Young's Family, 1937-38 (P & G for Camay Soap, NBC Red and Blue); Second Husband, 1938 (Bayer Aspirin, CBS). (GA) Kate Smith's Bandwagon, 1938 (General Foods, CBS). Royal Desserts Hour, 1939 (Standard Brands, NBC Red). (L) Our Town, 1938 (f); summer stock, 1939.
- SCOTT, RALPH.** Producer, writer, actor, KNX, Los Angeles. (R) Vick's Open House, 1937-38 (Vick Chemical Co. CBS); also transcriptions. (L) Musical comedy, dramatic stock. (V) Theatre night club and hotel appearances (PR) Victor, Okeh.
- \*SCOTT, RAYMOND.** Pianist, director of Raymond Scott Quintet. (R) Your Hit Parade (American Tobacco Co., CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Theatre appearances. (PR) Brunswick.
- SCOTT QUINTET, RAYMOND.** See Pee Wee Irwin, Louis Schoobe, Dave Harris, Pete Pumiglio, Johnny Williams.
- \*SCOTT, VERA.** Singer. (R) NBC shows.
- SCRIBNER, JAMES L.** Actor. (R) Plays all characters in The Johnson Family, 1938-39 (Ramsdell, Inc., Mutual). (V) Theatre appearances.
- SCUDDER, RAYMOND.** Script writer. (R) Engineering Thrills, 1934 (A. C. Gilbert Co., NBC Blue); Thrills of Tomorrow, 1935 (A. C. Gilbert Co., NBC Red); also numerous other scripts including East of Cairo, Saki Get Rich, The First Wife, Dancer of Barcelona, Your Garden, Famous Homes of Famous Americans, American Portraits (dramatized biographies).
- SEABROOK, GAY.** Comedienne. (R) Park Avenue Penners, 1937-38 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); previously, 1934-37, Growin' Up (Tek Toothbrushes, Mission Bell and White King Soap). (F) 20th Century-Fox, Universal, Warner Bros., Paramount, Republic, Grand National (f); shorts. (L) Henry Duffy Coast produc-



## PROFESSIONAL RECORDS—Continued

- tions, *Crime Marches On* (New York); *Three Men on a Horse* (Australia) (s,f). (V) Theatre appearances.
- \*SEAGER, ALLAN.** Script writer. (R) *Scattergood Baines*, 1937-39 (William Wrigley, Jr., Co., CBS).
- SEAGLE, JOHN.** Singer. (R) *Cities Service Concert*, 1927-35, as member of the *Cavaliers Quartet* (Cities Service Petroleum Products, NBC Red); also programs for *Wildroot* and *Hoover Vacuum Cleaners*; transcriptions of hymns for the past two years. (F) (f). (V) *Cavaliers Quartet*.
- SEAGRAVE, ORVILLE B.** Announcer, WSAR, Fall River.
- \*SEAMAN, LADDIE.** Actor. (R) *Pepper Young's Family* (Procter & Gamble, NBC Red and Blue); *When a Girl Marries*, 1939 (Prudential Insurance Co., CBS); others.
- SEAMENS, PEARL & ADE.** Singers, WDGY, Minneapolis-St. Paul.
- SEARLES, NEIL.** Sports announcer, WEMP, Milwaukee. (R) Also WISN, Milwaukee.
- SEARS, CHARLES.** Singer. (R) *Happy Wonder Bakers*, 1931 (Continental Baking for Wonder Bread, NBC Red); *Household Evening Hour*, 1932-35 (Household Finance Corp., NBC Blue); *Climalene Carnival*, 1935-36 (Climalene Co., NBC Red); *Tea Time at Morrell's*, 1936-37 (John Morrell & Co., NBC Red). (GA) *Lives at Stake*, 1932 (General Tire & Rubber); *Hoover Sentinels*, 1934 (Hoover Co.); *Armour Hour*, 1936 (Armour Co.); *National Barn Dance* (Miles Laboratories); others.
- \*SEARS, JERRY.** Orchestra leader. (R) NBC shows.
- SEATON, ROBERT.** Musician (saxophone, clarinet), WHAS, Louisville.
- SEATON, WRETHA.** Actress, writer, KCKN, Kansas City. (R) Also KMBC and WDAF, Kansas City; KANS, Wichita.
- \*SEATTON, ANN.** Singer. (Member of the *Enna Jettick Seven*). (R) *Stepping Along*, 1939 (Enna Jettick Shoes, WABC).
- SEAUER, EDWIN.** Book critic and lecturer, WQXR, New York City. (Author of *The Company, Between the Hammer and the Anvil*; lecturer, New School for Social Research; formerly on literary staff, *New York Evening Post* and *New York Sun*).
- SECKLER, BILL.** See *Six Hits and a Miss*.
- \*SECREST, CECIL.** Script writer. (R) *The Right Thing to Do*, 1938-39 (George W. Luft Co. for Tangee Lipstick, NBC Red).
- SEDELL, AMY.** Dramatic ingenue. (R) *Kate Smith's Bandwagon*, 1937 (General Foods, CBS); *Easy Aces*, 1937 (Anacin, NBC Blue); *Your Unseen Friend*, 1937 (Personal Finance Corp., CBS); *Pretty Kitty Kelly*, 1937 (Continental Baking for Wonder Bread, CBS); *Mr. Keen, Tracer of Lost Persons*, 1937 (BiSoDol, NBC Blue); *Hecker's Information Service*, 1937-38 (Hecker Products, Mutual); *Emily Post*, 1937-38 (Florida Citrus Commission, CBS); *Death Valley Days*, 1938 (Pacific Coast Borax Co., NBC Blue). (LS) WMCA, WEAF, 1937.
- SEDGWICK, JANICE.** Actress, WHO, Des Moines. (R) Local shows including *Courteous Colonels* (Barnsdall Refining Co., 1936). (L) Little Theatre productions, 1935-36.
- SEEL, CHARLES.** Dramatic actor. (R) *The Life of Mary Sothorn*, 1934-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); *Just Plain Bill*, 1933-34 (Kolynos Dental Cream, CBS); *Crown & Headlight Overall Frolic*, 1935-37 (Crown & Headlight Overalls, Mutual); *Wonder Show-Jack Haley*, 1938-39 (Continental Baking, CBS); others, including shows for *Mennen Shaving Cream*, *Macfadden Publications*, *Ken-Rad Radio Tube Co.*, *Ovaltine* and *Princess Pat, Ltd.* (F) *Famous Players*, Fox, Warner Bros., Paramount; shorts. (L) *Productions by Wagnals & Kempner*, Cohan & Harris, Earl Carroll, A. H. Woods and the Selwyns. (V) *Dramatic sketches with Howard Kyle*, Dagmar Godowsky. (Currently associated with WLW-WSAI, Cincinnati).
- SEIBOLD, FRANK W.** Musician, WHAM, Rochester. Formerly member of *Rochester Philharmonic*, *Sousa's Band*, *Philadelphia Municipal Band*. (Also librarian).
- SELDES, GILBERT.** Commentator. (R) *Headlines and Bylines*, 1938-39 (sustaining, CBS). (GA) *Information Please*, 1939 (Canada Dry Ginger Ale, NBC Blue). (Director of CBS television programs; formerly columnist, *N. Y. Journal & American*; currently free lance).
- \*SELINGER, HENRY.** Director. (R) *Central City* (P & G, NBC Red); *Kitty Keene, Inc.* (P & G, NBC Red). (Associated with Blackett-Sample-Hummert).

## PROFESSIONAL RECORDS—Continued

**SELL, HILDEGARDE.** See Hildegard.

**SELLS, PAUL (Texas Rangers).** Pianist, accordionist, organist, arranger, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) 1925-28. (PR) Decca.

**\*SERENADERS QUARTET.** (R) Sunbrite Smile Parade, 1938-1939 (Swift & Co., NBC Blue).

**SERGIO, LISA.** Commentator, WQXR, New York City. (R) Also NBC sustaining programs; formerly with 2RO, Rome, Italy.

**SERRA, IRMA.** Singer, WSPR, Springfield. (V) Appearances with various bands.

**SERUMGARD, GENE.** Musician. (R) Horace Heidt's Brigadiers, 1935-37 (Stewart-Warner Corp., CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently staff musician, KSFO, San Francisco, and heard on several local shows). (V) West Coast theatres, 7 years; hotel and night club appearances.

**SEVERN, STEVE.** Writer, producer. (R) The Pet Club (sustaining, Mutual). (LS) Just Dog, 1935-36 and Dog Stories, 1937 (Humphrey's Homeopathic Medicine Co., WOR, N. Y.); The Pet Club, 1938 (Strongheart Dog Food, WOR). (Lectures on dogs).

**SEXTON, BILL.** Announcer, producer, actor, writer, WCFL, Chicago. (R) Also KMOX, WEW, St. Louis; KSO, WHO, Des Moines; WIND, Gary; WJJD, WMAQ, Chicago; WOC, Davenport; transcriptions. (F) Slide films, commercials. (L) 1934-38.

**SEXTON, JACK.** Producer, WMBD, Peoria. (L) Stock. (V) 1918-36.

**SEYMOUR, ANNE.** Actress. (R) Lead in The Story of Mary Marlin, 1937-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue). (L) Productions by William Brady, 1930; the Shuberts, 1931-32; Leo Bulgakov, 1932.

**SEYMOUR, DAN.** Announcer, commentator, M. C. (R) Bobby Benson & Sunny Jim, 1936 (Hecker H-O Products, CBS); Major Bowes Original Amateur Hour, 1936-37 (Chrysler Corp., CBS); News, 1937 (Baume Bengue, CBS); The Monday Night Radio Show, 1938 (The Brew-

ers' Assn., CBS); Benny Goodman's Swing School, 1937-38, and Benny Goodman's Orchestra, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes and Prince Albert, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Raymond Paige, 99 Men and a Girl, 1939 (U. S. Rubber Co., CBS); Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS). (F) Columbia (narrator, commentator), 1937; shorts.

**SEYMOUR, KATHARINE.** Writer. (R) Numerous NBC shows, including scripts for Cavalcade of America, 1936-38 (E. I. du Pont de Nemours & Co., Inc., CBS); Young Widder Brown, Oct. to Dec., 1938 (Cal-Aspirin and Haley's M-O, NBC Red); Second Husband, one program in 1938 (Bayer Aspirin, CBS); sustaining shows, including The Family Goes Abroad (NBC, 1929-30). (LS) WMCA, WOR, New York. (Assistant script editor, NBC, 1925-35; currently under contract to CBS. Author, in collaboration with J. T. W. Martin, of How to Write for Radio.)

**SHACKLEY, GEORGE H.** Orchestra leader, director of vocal units. (R) Dale Carnegie in Little Known Facts about Well Known People, 1935 (Maltex Cereal, CBS); Homemaker's Exchange, 1937-38 (National Ice Advertising, CBS, 1937; NBC Red, 1938); Moonbeams, 1938-39 (Gambarelli & Davitto, Mutual); transcriptions. (LS) Ave Maria Hour, 1935-39 (St. Christopher's Inn, WMCA, New York); Unseen Jury, 1938 (Morris Plan Bank, WEA, New York). (V) Theatre appearances.

**SHAFFER, JOHN.** Special events director, sportscaster and editor, announcer, WKY, Oklahoma City. (R) Also KFAB-KFOR, Lincoln; WJAG, Norfolk. (L) 1926.

**SHAFFER, LLOYD.** Orchestra leader. (R) Time to Shine, 1937 (Griffin Mfg. Co. for A.B.C. Shoe Polish, NBC Blue). (Musical director, WLW-WSAI, Cincinnati, WINS, New York City).

**SHANK, ARTHUR.** Commentator, M.C., KNX, Los Angeles. (R) Also CBS California Network; KFI, Los Angeles. (F) Bits as free-lance. (L) Musical comedies (f).

**SHANNA, MARGARETTE.** Actress. (R) Dan Harding's Wife, 1936 (National Biscuit Co., NBC Red); A Tale of Today, 1937 (Princess Pat, Ltd., NBC Red); Arnold Grimm's Daughter, 1937-38 (General Mills, CBS); others. (L) Dead End (Chicago Co.), 1936.

## PROFESSIONAL RECORDS—Continued

- \*SHANNON, EFFIE.** Actress. (R) Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue and Red); many daytime serials.
- SHANNON, JACK.** Tenor. (R) Transcriptions; CBS sustaining programs. (F) Shorts. (V) 2 years.
- SHANNON, RAY.** Actor, producer. (R) True Detective Stories (Macfadden Publications, Mutual); Famous Jury Trials, 1938-39 (local sponsors, Mutual); Front Page Parade, 1939 (Richman Clothes, Mutual); Vocal Varieties (Lewis-Howe for Tums, NBC Red). (LS) WSAI, Cincinnati. (F) Shorts. (L) Flying High (second company), Simple Simon. (V) Ray Shannon Co., 18 years.
- \*SHAPIRO, HARVEY.** Member of the Primrose Quartet. (R) NBC sustaining.
- SHARBUTT, DEL.** M.C., singer, announcer. (R) Lavender and Old Lace, 1934-36 (Bayer Aspirin, CBS and NBC Blue); Guy Lombardo and His Orchestra, 1934-38 (Bond Bread, CBS); Jack Pearl, 1935 (Frigidaire, CBS); Ray Noble's Orchestra, 1936 (Coca-Cola, CBS); Bob Hope program, 1936 (Atlantic Refining, CBS); The Songshop, 1937-38 (Coca-Cola, CBS); Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS); Myrt and Marge, 1938-39 (Colgate-Palmolive-Peet, CBS); Hour of Charm, 1938-39 (General Electric, NBC Red); Melody and Madness, 1938-39 (Old Gold Cigarettes, CBS); Colgate Ask-It Basket, 1938-39 (Colgate-Palmolive-Peet, CBS). (F) Shorts.
- SHARPLESS, LOIS E.** Actress, KMPC, Beverly Hills.
- \*SHAVELSON, MEL.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- SHAW & LEE (Al Shaw, Sam Lee).** Comedians. (R) Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Double Everything, 1937-38 (Wm. Wrigley, Jr., Co., CBS). (GA) Rudy Vallee Hour, Shell Chateau, Eddie Cantor Program, Ford Program. (F) Warner Bros., 20th Century-Fox (f); shorts. (L) Five O'Clock Girl, 1927-28; Shubert's Pleasure Bound; Artists & Models, 1930-32 (s). (V) Shaw & Lee, 1921-27; theatre appearances.
- SHAW, ARTIE.** Orchestra leader. (R) Melody and Madness, 1938-39 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (F) Shorts. (V) Theatre and hotel appearances. (PR) RCA Victor, Bluebird.
- SHAW, CLIFFORD.** Pianist, composer, arranger, WAVE, Louisville. (R) Also WNOX and WROL, Knoxville; WLAP, Louisville; guest, WBOW, Terre Haute; WDOD, Chattanooga; WGBF, Evansville. (V) Accompanist, 1929-33.
- SHAW, GLENN C.** Announcer, actor, narrator, commentator, KSL, Salt Lake City.
- SHAW, GORDON.** Announcer, newscaster, WLW-WSAI, Cincinnati. (R) Front Page Parade, 1939 (Richman Clothes, Mutual); Time to Shine, 1939 (Griffin Manufacturing Co., CBS); others, for Pinex Co., Oshkosh Overall Co.
- SHAW, HOLLACE.** Singer. (R) California Hour (California Chain Stores, CBS); Thrills (Union Oil Co., NBC Red).
- SHAW, JEAN.** Singer, WCAU, Philadelphia. (R) Local shows for Household Finance, General Mills, Mobiloil. (V) With Jack Denny, 1936-37.
- SHAW, MONETTE.** Singer, WOAI, San Antonio. (L) Recitals. (Also Columbia recordings.)
- SHAW, NANETTE.** Singer, WOAI, San Antonio. (R) Also Texas Quality Network; KMAC, San Antonio; WFAA, Dallas. (L) Concerts. (PR) Columbia.
- SHAW, OSCAR, M.C.,** singer, actor. (R) Broadway Varieties, 1935-37 (BiSoDol, CBS). Numerous guest appearances. (F) MGM, 20th Century-Fox, Paramount (s). (L) Oh Kay; Five O'Clock Girl; Flying High; Good Morning, Dearie; Everybody's Welcome; Petticoat Fever; Of Thee I Sing; various Ziegfeld and other shows (s). (V) Tours in England.
- SHAW, STAN.** Announcer, M.C., producer. (R) Saturday Night Party, 1937 (Sealtest Laboratories, NBC Red). (LS) Milkmen's Matinee, 1935-39 (cooperative program, WNEW, New York); also various shows, in 1933, over KYW, Chicago (station no longer in Chicago; call letters assigned to Philadelphia station). (F) Shorts. (L) Stock, repertory and light opera companies (s.f.). (V) Theatre appearances.
- SHAWN, NELSON.** Director. (R) Just Entertainment, March to July, 1938 (William Wrigley, Jr., Co., CBS); Catalina Islander, 1938 and '39 (Wilmington Transportation Co. for Santa Catalina Island, CBS). (Radio director, Neisser-Meyerhoff, Inc.).
- SHAYNE, AL.** Singer, M.C., WHN, New York. (R) Also WMCA, WOR, New York. (GA) NBC and CBS. (F) Shorts.

## PROFESSIONAL RECORDS—Continued

- (L) Musical comedies, road shows. (V) Appearances at theatres, night clubs.
- SHAYON, ROBERT L.** Writer, director, producer. (R) Special lyrics for Songs You Love to Hear, 1935 (Smith Brothers, NBC Red), Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Red) The O'Flynn, 1936 (Esso Co., CBS). (LS) Twenty Years Ago and Today, 1937 (Hearns Department Stores, WOR, New York). (F) Writer, M-G-M; shorts. (L) Sketches for the Shuberts; special material for theatre revues and units. (Currently associated with WOR and Mutual as producer of station and network commercial and sustaining shows).
- SHEA, CLAYTON.** Guitarist, KHQ-KGA, Spokane. (V) One year.
- SHEBEL, AL.** Script writer. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).
- SHEEHAN, RUTH M.** Commentator, actress, commercial announcer, WFIL, Philadelphia. (R) Also KYW, WHAT, Philadelphia; WBAL, Baltimore; WRC, Washington; WRVA, Richmond; WTAR, Norfolk; local shows for Sears, Roebuck & Co., others.
- SHELDON, JACK.** Announcer, actor. WSAZ, Huntington. (R) Your Family and Mine, 1938-39 (Sealtest, Inc., CBS); local shows.
- SHELDON, WALLY.** Announcer, WCAU, Philadelphia.
- SHELLEY, JACK.** Newscaster, WHO, Des Moines.
- SHELLEY, RAYMOND.** Musical director, pianist, organist, KANS, Wichita.
- \*SHELLEY, WILLIAM.** (R) Pretty Kitty Kelly (Continental Baking Co., CBS).
- SHELLON, BRIAN G.** M.C., sports and quiz broadcasts, CJKL, Kirkland Lake. (R) Hockey for Imperial Tobacco; others. (Also station manager).
- SHELTON, GEORGE.** Comedian. (R) Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc., NBC Red); Model Minstrels, since Feb., 1939 (U. S. Tobacco, CBS); (GA) 64 appearances on Rudy Vallee Program, 1935-36. (F) Shorts (Paramount, Educational). (V) Shelton, Tyler and Sharples, George Shelton & Co., Tom Howard and George Shelton; personal appearances. (Works as team with Tom Howard.)
- SHENKIN, ERNEST.** Script writer. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue).
- SHEPARD, ETHEL.** Singer, WHN, New York. Also WJZ, New York. (GA) Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red). (F) Shorts (Universal). (V) Ed Sullivan's Dawn Patrol, Larry Rich Revue, Ethel Shepard Revue.
- SHEPPARD, ALLAN.** Announcer. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Women's Page of the Air, 1938 (Tea Garden Products, CBS); Night Editor, 1938-39 (Cardinet Candy Co., CBS). (Currently on staff of KSFO, San Francisco.)
- \*SHEPPARD, BUDDY.** (R) CBS shows.
- SHERDEMAN, TED.** Writer, producer. (R) Standard Symphony, 1937-39 (Standard Oil, NBC Pacific Red); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice Co., NBC Blue); Olsen & Johnson, 1938 (Richfield Oil, NBC Pacific Red); Candid Lady, 1938 (Pepsodent Co., NBC Pacific Red); numerous others as NBC staff producer in Chicago and Hollywood.
- SHERMAN, BILLY.** Singer, KDKA, Pittsburgh. (R) Maurice Spitalny & Orchestra (sustaining, NBC Red). (V) With Gus Edwards, four years.
- SHERMAN, FLOYD.** Singer. (R) Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); Johnny Presents, 1937-39 (Philip Morris & Co., CBS, NBC Red); The Songshop, 1937-38 (Coca-Cola, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEAF, New York City); Stepping Along, as member of the Enna Jettick Seven, 1939 (Enna Jettick Shoes, WABC, New York).
- \*SHERMAN, RANSON.** Script writer. (R) Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue).
- SHERMAN, ROSALIND.** Interviewer, commentator, WNEW, New York.
- SHERMAN, WILLIAM N.** Announcer, WAVE, Louisville. (R) Also WGRC, New Albany.
- SHERMAN, WINTHROP.** Announcer, sportscaster, WBAP, Ft. Worth. (R) Also Texas Quality Network; KNOW Austin.

## PROFESSIONAL RECORDS—Continued

- \*SHERRY, ELINOR.** Singer, WOR, New York.
- SHERWOOD, BOB.** Announcer. (R) Jimmie Fidler (Procter & Gamble, NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue); Your Hollywood Parade (American Tobacco Co., NBC Red).
- \*SHEVLIN, PAT.** Conductor. (R) Dad & Junior, 1938 (Wheatena Corp., Mutual).
- \*SHIDELER, DOROTHY.** Actress. (R) Road of Life, 1938-39 (P & G, CBS).
- SHIELD, ROY.** Orchestra leader. (R) Interesting Neighbors, 1937-38 (F. W. Fitch Co., NBC Red); Win Your Lady, summer show, 1938 (Jergens-Woodbury Sales, NBC Blue). Musical director, NBC, Chicago.
- \*SHIELDS, FRED.** (R) Candid Lady, 1938-39 (Pepsodent Co., NBC Red).
- \*SHIELDS, JAMES.** Singer. (R) Eddy Duchin and his Orchestra (American Cigarette & Cigar, NBC Red); local shows on WABC, WOR, New York.
- SHIELDS, MARCELLA.** Ingenue comedienne, dialects, children. (R) Eveready Hour, 1928-29 (National Carbon Co., NBC Red); Rudy Vallee program, intermittently from 1930-38 (Standard Brands, NBC Red); Irvin S. Cobb, 1933 (Gulf Oil, CBS); Thru the Looking Glass with Frances Ingram, 1930-35 (Bristol-Myers, NBC Red); various programs over a period of years for Macfadden Publications (NBC and CBS); others, including sustaining programs. (L) In Dutch; Rose Marie (f).
- SHIER, STANLEY.** Actor (comedy, dramatic, dialect), M. C. (R) Horn & Hardart Children's Hour, 1935-37 (Horn & Hardart Baking Co., WABC, New York City); American Pageant of Youth, 1937 (Tastyeast, NBC Blue); Dog Heroes, 1937-39 (Modern Food Process Co. for Thrivo Dog Food, NBC Blue).
- SHINKOSKEY, EARL H.** Musical director, KHQ-KGA, Spokane.
- SHIPP, ANN.** Musician (violin, viola, saxophone), WBAP, Ft. Worth. (R) Helen's Home, 1937-38 (Hinds Honey & Almond Cream, Texas Quality Network).
- \*SHIRLEY, ALF.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- SHIRLEY, TOM.** Announcer, narrator, actor. (R) Jack Armstrong, 1937-39 (General Mills for Wheaties, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Those Happy Gilmans, 1937-38 (General Mills, WTMJ, Milwaukee); Just Plain Bill, 1938-39 (Anacin, Koly-nos, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); Smilin' Jack, 1939 (Tootsie Rolls, Mutual); Stepping Along, 1939 (Enna Jettick, WABC, N. Y.); Kate Smith, 1939 (General Foods CBS). (F) Associated with Cecil B. De-Mille, 1920-29, as assistant director and actor (f); shorts. (L) With Thomas Wilkes; Frederick and Fanny Hutton, 1924-26. (V) Squaring the Circle, one year; Willard Mack's sketch, Your Friend and Mine, one year; theatre appearances.
- SHIRLEY, VIVIAN.** Writer, commentator. (R) Leopold Stokowski, 1931-32 (Philco Radio Corp., CBS). (LS) WHAT, WIP, Philadelphia; WNEW, New York. (GA) Heinz Magazine of the Air (H. J. Heinz Co., CBS). (Former staff columnist for World-Telegram; also has written for Philadelphia Evening Ledger, N. Y. American).
- SHOOBE, LOUIS.** Bass and tuba (Raymond Scott Quintet). (R) Your Hit Parade, 1938-39 (American Tobacco for Lucky Strike Cigarettes, CBS); Pick and Pat in Pipe Smoking Time, 1938-39 (U. S. Tobacco for Model, CBS); Johnny Presents, 1938-39 (Phillip Morris & Co., CBS, NBC Red); Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Swing Club and appearances with Raymond Scott. (PR) Decca, Brunswick, RCA Victor.
- \*SHORE, VIOLA BROTHERS.** Script writer. (R) Joe E. Brown, 1938-39 (General Foods Corp., CBS).
- SHORTY & SUE.** See Odie and Olive Thompson.
- SHREDNIK, MILTON.** Musical director, arranger, pianist, KOA, Denver. (R) Local shows for RCA Victor, Ford Motors. Roi-Tan Cigars, Durkee Famous Foods.
- SHREFFLER, MAUDE.** Musical director producer, WIBW, Topeka. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.
- SHREVE, ROBERT G.** Singer, WOWO-WGL, Ft. Wayne. (V) Theatre appearances. (PR) Stark.
- SHRIVER, WILLIAM, JR.** Sports announcer, commentator, WFER, Balti-

## PROFESSIONAL RECORDS—Continued

- more. (R) Also WCAO, Baltimore. (L) Holiday, The Bat, others.
- \*SHULTZ, JOHN.** Announcer, director (R) Arthur Godfrey, 1938 (Barbasol Co., CBS); Gabriel Heatter, 1938-39 (R. B. Semler, Mutual; local on WOR since Jan., 1939); Hollywood News Girl, 1938-39 (Lydia Pinkham Medicine, '38; Aurora Laboratories, '39, Mutual). Voice of Experience, 1938-39 (Lydia Pinkham Medicine Co., Mutual). (Associated with Erwin, Wasey & Co., Inc.).
- SHULTZ, JOHN W.** Announcer, sports and special events commentator, actor, M.C., WSTP, Salisbury.
- SHUMATE, GENE.** Sports announcer, script writer, KSO-KRNT, Des Moines. (R) Also KMA, Shenandoah; WMT, Cedar Rapids; WNAX, Yankton; local shows for General Foods, others.
- SHUMATE, JAMES D.** Singer, KMOX, St. Louis. (V) Theatre appearances.
- \*SHUMSKY, OSCAR.** Member of the Primrose Quartet. (R) NBC sustaining shows.
- SHUTAN, HARRY ALBERT.** Actor. FTRD. (R) Jell-O Program Starring Jack Benny, 8 weeks (General Foods Corp., NBC Red). (F) RKO (f); shorts. (V) The Right Man; appearances with William Desmond.
- SILBER, ROSLYN.** Actress (dramatic, comedy). (R) Role of Rosie in The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1937-39 (Procter & Gamble for Oxydol, NBC Red, 1937; WHN, N. Y., 1938; CBS, 1938-39); others. (V) Theatre appearances with The Goldbergs.
- SICKLES, WALTER S.** Program director, announcer, producer, WWSW, Pittsburgh.
- SIGMAN, THURSE F.** Newscaster, WICA, Ashtabula. (Also does publicity).
- SIGNALEER QUARTET.** See Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton.
- SILLS, TED.** Director. (R) Talkie Picture Time, 1933 (Luxor, Ltd., NBC Red); First Nighter, 1933 (Campana, NBC Red); Just Plain Bill & Nancy, 1934 (Anacin, BiSoDol and Kolynos, NBC Red); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC Blue); and the following transcriptions; Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (LS) KMOX-WBBM, St. Louis. (F) 1926-32 (actor, director, assistant director) Beaumont, Pathe, Universal, Essanay, First National. (L) 1932-34, director for Chicago Light Opera Co., Gilbert & Sullivan Theatre Association of America, and others. (Formerly associated with Grombach Productions, Inc.).
- SILVERS, LOUIS.** Musical director. (R) Al Jolson, 1934 (General Motors, NBC Red); Lux Radio Theatre, 1936-39 (Lever Bros. for Lux, CBS). (F) Currently general musical director, 20th Century-Fox. (L) Musical director for Al Jolson, 10 years (score for Jazz Singer); George M. Cohan, 2 years; producer of Hasty Pudding shows at Harvard, 10 years. (V) Musical director for Gus Edwards, 10 years.
- \*SIMEONE, HARRY.** Chorus director. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS).
- SIMMONS, ARVID K. (Knights of Note).** Singer, guitarist, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.
- SIMMONS, DAVID N.** Assistant program director, news commentator, announcer, KDYL, Salt Lake City. (R) Also NBC commercials originating in Salt Lake City. (V) Theatre appearances. (Also publicity director.)
- \*SIMMONS, ED.** Producer. (R) Uncle Ezra and Uncle Ezra's Sunday Afternoon in Rosedale (Miles Laboratories, NBC Red).
- \*SIMMONS, ROBERT.** (R) Cities Service Concert (Cities Service, NBC Red).
- SIMMS, VIRGINIA ("Ginny").** Singer. (R) Elgin Football Revue, 1936 (Elgin Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willys Motor Car Co., Mutual); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco for Lucky Strike Cigarettes, NBC Red). (V) Appearances with Kay Kyser. (PR) Brunswick, Vocalion.
- SIMON, FRANK.** Bandmaster. (R) Armco Band, 1933-39 (American Rolling Mill Co., NBC Blue). (Appearances at national and state band concerts and with

## PROFESSIONAL RECORDS—Continued

- various musical organizations, as bandmaster and judge.)
- SIMONS, NINA.** Actress, FTRD. (R) Shows on WABC, WOR, New York. (F) Shorts. (L) 1932-35. (V) Carl Shaw & Co., one year.
- SIMONS, SEYMOUR.** Conductor. (R) Romantic Rhythms (Chevrolet Motor Co., CBS).
- SIMPSON SISTERS (Mary, Loessa, Jessie).** Singers, WOAI, San Antonio. (R) Also KABC, KMAC, KONO, KTSA, San Antonio. (V) Theatre appearances.
- SIMPSON, ORA D.** Guitarist, singer, KWJB, Globe.
- SIMS, DON.** Announcer, newscaster, CKLW, Detroit.
- SIMS, HARRY.** Musician (violin, mandolin), singer, WLS, Chicago. (R) Also WGN, Chicago. (V) 1928-29; theatre appearances.
- SIMS, JAY.** Announcer. (R) Arnold Grimm's Daughter, 1937-39 (General Mills' Gold Medal Hour, CBS, NBC Red and Blue); Sinclair Headliner, 1937-38 (Sinclair Refining Co., WBBM, Chicago).
- SIMS, LEONARD (Curley).** Mandolin player, WWVA, Wheeling. (R) Also KQV-WJAS, Pittsburgh; WHK-WJAY, Cleveland. (V) Theatre appearances.
- SIMS, W. B. ("Pappy").** Hill-billy band leader, WQAM, Miami. (V) Happy Sims, 1910-14.
- SINCLAIR, JEAN.** Singer, CHAB, Moose Jaw.
- SINDER, EDWIN F.** Musician (clarinet, violin, piano), WHAS, Louisville.
- \*SINGER, SALLY.** Singer. (R) NBC shows.
- SINGIN' SAM (Harry Frankel).** Ballad singer. (R) Singin' Sam, 1936-37 (Wasey Products, Inc. for Barbasol, NBC Blue). (GA) Appearances on The Songshop (Coca-Cola Co., CBS). Now on WHN, New York (for Coca-Cola of N. Y.).
- SINGING MURALTS.** Vocalists, WDAY, Fargo.
- SINGISER, FRANK K., JR.** Newscaster, commentator. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS). (LS) Newscasts over WOR, New York, for various sponsors, including Hotel Bar Butter, Richfield Oil, Harvester Cigars, B. C. Headache Remedy, North American Accident Insurance Co. (F) Shorts. (V) Theatre appearances, 1930. (PR) RCA Victor.
- SIPLING, ESTHER.** Script writer, KSO-KRNT, Des Moines.
- SISSON, ALLEN ("Doc").** News editor and commentator, WHAM, Rochester. (R) Esso Reporter (Esso Marketers); others.
- SISSON, KENN.** Network conductor, musical arranger. (R) Maxwell House Coffee Revue, 1930 (General Foods Corp., NBC Blue); Armour Hour, 1934 (Armour & Co., NBC Blue); Log Cabin Revue, 1935 (General Foods Corp., NBC Red); Let's Dance, 1936 (National Biscuit Co., NBC Red); Rhythm at Eight, 1936 (Lehn & Fink for Lysol, CBS); Maxwell House Showboat (General Foods Corp., NBC Red); Your Hit Parade, 1936-37 (American Tobacco Co., NBC Red); Canada, 1938 (Imperial Tobacco Co. of Canada, Ltd., Canadian Broadcasting Corp.). (F) Shorts (Wm. Fox Studios, 1928; Warner Bros., 1930). (V) Clover Leaf Inn, 1920; Pearl Regay & Rialto Five; Ben Bernie and Orchestra.
- SISSON, TED.** Director. (R) Magic Key of RCA, 1936-37 (Radio Corporation of America, NBC Blue); Your Hit Parade, 1936-38 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Kay Kyser's Musical Class and Dance, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Red); For Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red); Lady Esther Serenade (NBC Red) and Guy Lombardo & His Orchestra (CBS), 1939 (Lady Esther Cosmetics). (Associated with Pedlar & Ryan, since June, 1938; with Lord & Thomas, 1936-38; with NBC, 1933-36).
- SISTERS OF THE SKILLET.** See Ed East and Ralph Dumke.
- SISTERS THREE.** Singers, musicians, KGKO, Fort Worth. (R) Also KMMJ, Clay Center; KTAR, Phoenix; WAAW, Omaha; NBC sustaining.
- SIVERSON, CHARLES.** Musical director, WHAM, Rochester.
- SIX HITS AND A MISS (Pauline Byrnes, Bill Seckler, Vincent Degan, Marvin Bailey, Howard Hudson, Mack McLean).** Swing style singers. (R) Your Hollywood Parade, 1937-38 (American Tobacco for Lucky Strikes, NBC Red); Peps-

## PROFESSIONAL RECORDS—Continued

- dent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) Universal, Warner Bros., M-G-M (f); shorts. (PR) Brunswick.
- SIZEMORE, BETTY MARIE.** Singer, WHAS, Louisville. (V) Gordon & Little Betty, 3 years.
- SIZEMORE, GORDON.** Guitarist, singer, WHAS, Louisville. (V) Gordon & Little Betty, 3 years.
- SIZER, ALICE.** See Music Maids.
- \*SIZER, LARRY.** Script writer. (R) Frank Simon & His Armco Band (American Rolling Mills, NBC Blue). (Associated with N. W. Ayer & Son, Inc.).
- SKAGGS, WARREN ("Tiny").** Accordionist, WHAS, Louisville. (V) Theatre appearances, 1 year.
- \*SKEEN, RICHARD.** Script writer. (R) Carnation Contented Program (Carnation Milk Co., NBC Red).
- SKELTON, KENNETH W.** Program director, announcer, WDAE, Tampa. (R) Also WDBO, Orlando.
- SKELTON, RICHARD ("Red").** Comedian. (R) Royal Gelatin Hour, 1937-38 (Standard Brands, NBC Red); Avalon Time, 1939 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red). (F) RKO (f); shorts. (L) Gentlemen Unafraid, 1938 (f). (V) Circus, burlesque, tent shows, etc.; single act, 1935-39.
- SKINNER, PAUL F.** Singer. (R) Shows on WGN, Chicago; WIBA, Madison; WTMJ, Milwaukee. (L) 1936-37. (V) Theatre appearances.
- SKOLSKY, SID.** Commentator. (R) Sid Skolsky-Hollywood News, 1937-38 (Emerson Drug Co., NBC Blue). (Newspaper columnist.)
- SKULLY, AL.** Musician (guitar, accordion), WHK-WCLE, Cleveland. (R) Lum & Abner (Ford Motor Co., NBC Red). (V) Hotel and club engagements with various orchestras.
- SKYLAND SCOTTY (Scott Wiseman).** Singer (hillbilly). (R) National Barn Dance, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Blue). (Associated with WLS, Chicago, since 1933). (F) Republic; shorts. (V) Theatre appearances. (PR) American Record Corp.
- SLAGLE, JOHN.** Announcer, WXYZ, Detroit. (R) The Lone Ranger (various sponsors, Mutual and Michigan Radio Network); others. (F) Shorts. (V) Theatre appearances.
- SLATER, BILL.** Sports commentator, M. C. (R) Gold Medal Fast Freight, 1931-32 (General Mills for Gold Medal Flour, CBS); Bicycle Party, 1937 (Cycle Trades of America, NBC Red); Yale Football Games, 1937 (Socony-Vacuum, Yankee); replaced Jim McWilliams as M.C., April, 1939, on Jim McWilliams' Question Bee (George Washington Coffee Refining Co., NBC Blue). (Sustaining sports broadcasts, WCCO, Minneapolis-St. Paul, CBS and NBC, 7 years). (F) Sports shorts, Paramount Newsreel.
- SLATER, HELEN.** Script writer. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams Paint Co., NBC Blue).
- SLATER, NORVELL.** Program director, producer, special events commentator, KVOO, Tulsa. (R) Also WBAP, Ft. Worth; WHB, Kansas City; transcriptions. (V) Personal appearances at theatres, county and state fairs.
- SLATER, TOM.** Announcer, producer. (R) Lou Little, 1937 (American Chicle Co., Mutual); Professional Football Games, 1937 (Tydol Gasoline, WOR, New York City); True or False, 1938 (J. B. Williams Co. for Williams Shaving Cream, Mutual); Headlines, 1938 (P. Lorillard Co., Mutual); Court of Human Relations, 1938-39 (Vadeco Products, Mutual); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, Mutual). (Staff announcer and producer, Mutual).
- SLATTERY, BART.** Announcer, WIL, St. Louis. (R) Also KMOX, St. Louis. (F) Hearst International Newsreel. (L) Musical and legit stock, 1929-32 (f). (V) Theatre appearances.
- SLICER, HERNDON.** Singer, pianist, entertainer, WDBJ, Roanoke. (V) Circuit, 1920-21; theatre appearances.
- SLIM JIM & THE VAGABOND KID.** Hillbilly singer, WDGY, Minneapolis-St. Paul. (R) Local shows for Crazy Water Crystals Co., others.
- SLOANE, EVERETT.** Actor. (R) True Story Magazine programs, 1931-39 (Macfadden Publications, NBC Red); The Goldbergs, 1932-39 (currently sponsored by P & G for Oxydol over CBS; also heard, previously, over NBC Red and Blue and local stations); The Shadow, 1935-39 (Delaware, Lackawanna & West-



## PROFESSIONAL RECORDS—Continued

- ern Coal for Blue Coal. Mutual); Easy Aces, 1935-39 (Anacin, NBC Blue); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros. for Spry, CBS); Big Sister, 1937-39 (Lever Bros. for Rinso, CBS); Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS); Popeye, the Sailor, May to July, 1938 (Joe Lowe Corp. for Popsicles, CBS); Joyce Jordan—Girl Interne, 1938-39 (McKesson & Robbins for Calox Toothpowder, CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual); intermittent roles on Grand Central Station (Lambert Pharmacal Co. for Listerine, CBS). (L) Boy Meets Girl, 1935-37; All That Glitters, 1938.
- SLOANE, JUD.** Singer. (R) Hollywood Hotel (Campbell Soup Co., CBS); Thrills (Union Oil Co., NBC Red); also network shows for Texas Co., Vick Chemical Co., Packard Motor Co., others. (F) Shorts. (V) Theatre appearances. (PR) Decca, RCA Victor. (Currently associated with KNX, Los Angeles).
- SLOANE, ROBERT.** Actor (juvenile character). (R) The Shadow, 1933 (D. L. & W. Coal Co. for Blue Coal, NBC Blue); Central City, 1938-39 (P & G for Oxydol, NBC Red and Blue). (L) Productions by George Abbott, William Harris, Jr., Laurence Schwab, Richard Aldrich, and others.
- \***SLONE, SIDNEY.** Actor. (R) Famous Jury Trials (Mennen Co., Mutual).
- SMALL, FRANKLIN H.** Program director, announcer, WARD, New York City. (R) Local shows for Jacob Ruppert Brewery, Nash-Kelvinator, and others.
- SMALL, MARVIN.** Script writer. (R) Let's Play Games (E. Fougere & Co., Mutual).
- SMALL, MARY.** Singer. (R) Ben Bernie and All the Lads, 1938-39 (American Tobacco for Half and Half Smoking Tobacco, CBS). (GA) Rudy Vallee. Joe Cook and Al Pearce programs; Magic Key of RCA; others. (LS) George Jessel's Jamboree, 1939 (Reid's Ice Cream, WJZ, New York). (F) Shorts. (V) Theatre appearances: debut, 1933, latest engagement, 1939.
- SMALLENS, ALEXANDER.** Conductor. (R) Sealtest Rising Musical Stars (Sealtest, Inc., NBC Red); Ford Sunday Evening Hour (Ford Motor Co., CBS).
- \***SMALLEY, JACK.** Producer. (R) It Happened in Hollywood, 1939 (George A. Hormel & Co., CBS).
- SMART, JACK.** Actor. (R) Mr. and Mrs., 1929-31 (Graybar Electric Co., Inc., CBS); March of Time, 1931-36 (successively sponsored by Time, Inc., and Remington Rand, CBS); Town Hall Tonight, 1934-38 (Bristol-Myers Co., NBC Red); Log Cabin Jamboree, 1937-38 (General Foods, Inc., NBC Red); others. (F) Universal (f). (L) Stock; New Faces, 1936.
- SMART, WILLIAM B.** Program director, WTOG, Savannah.
- \***SMEDBERG, JOHN.** Member of **Kay Thompson Rhythm Singers**. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- SMIFFIN, HARRISON.** See the Adrian Rollini Trio.
- SMILIN' SAM.** See Albert Bysinger.
- SMITH BROTHERS, THE.** Hillbilly vocal trio, WOAI, San Antonio.
- SMITH, ABRAHAM.** Announcer, actor, WOKO-WABY, Albany. (L) Stock.
- SMITH, ARTHUR J.** Program director, announcer, WNAX, Yankton. (R) Also KRNT, Des Moines; local shows for Sears, Roebuck, others. (F) Newsreels.
- SMITH, BECKLEY.** News editor, commentator, WJAS, Pittsburgh.
- SMITH, BERT M.** Announcer, sportscaster, KOWH, Omaha.
- SMITH, C. B. M.** Musician. WHO, Des Moines. (L) 1930-37. (V) 1911-30. Formerly member of various concert bands and dance orchestras.
- SMITH, CECIL (Louisiana's Boyfriend).** Entertainer, KYSM, Mankato. (R) Also ABC Network; WHIP, Hammond; local shows for Purina, Standard Oil, others.
- SMITH, CHESTER.** See Prairie Pioneers.
- SMITH, CHESTER.** Musical director. (R) A Toast to the Town (Roma Wine Co., CBS); local shows. (Associated with KFRC, San Francisco).
- SMITH, CLARA WRIGHT.** Question and answer program. (R) The Fact Finder, 1938-39 (sustaining, CBS). (Previously associated with the U. S. Information Service).
- \***SMITH, EARL.** Singer. (Member of the **Eton Boys**). (R) Pick and Pat in Pipe Smoking Time (U. S. Tobacco, CBS); Model Minstrels (U. S. Tobacco, CBS).
- SMITH, ED.** Announcer, producer, WHP, Harrisburg. (R) Programs for Gold Dust

## PROFESSIONAL RECORDS—Continued

Corp., General Electric and Listerine Toothpaste, since 1934. (V) Lonely Troubador.

**SMITH, EMERSON** ("Trigger"). Announcer, M.C., special events commentator, KGO-KPO, San Francisco. (R) Also KFAB, KFOR, Lincoln; KOIL, WOW, Omaha.

**SMITH, ERNIE**. Sports commentator. (R) MJB Demi-Tasse Revue, 1933-34 (MJB Coffee Co., NBC Blue); Associated Oil Football Broadcasts (all networks). Currently on staff of KYA, San Francisco.

**SMITH, ERNIE**. Program director, announcer, WBIG, Greensboro. (R) Your Family and Mine, 1939 (Sealtel, Inc., CBS); also transcriptions for Coca-Cola Bottling Co. and others.

**SMITH, HAL**. M.C., singer, announcer, writer, producer, WBX, Utica. (R) Also WEBR, Buffalo. (L) Chonita, 1933; Miss Cherry Blossom, 1934; Count and the Co-ed, 1935 (s). (V) Smith Brothers; Hal Smith, Impersonator, 1930-38.

**\*SMITH, HASSEL W.** Director. (R) Professor Puzzlewit (Gallenkamp Stores, Inc., NBC Red). (Radio director, Long Advertising Service).

**SMITH, HOMER R.** Actor, announcer, WKOK, Sunbury. (L) Theatre Guild productions (f).

**SMITH, HOWARD**. Character actor, director, producer. (R) True Story (Macfadden Publications, NBC Blue); John's Other Wife (Old English Wax and others, NBC Red); Stella Dallas (Chas. H. Phillips Chemical Co., NBC Red); Renfrew of the Mounted (Continental Baking, CBS); Campbell Playhouse (Campbell Soup, CBS); Forty-five Minutes in Hollywood (Borden Co., CBS); Palmolive Beauty Box Theatre (Colgate-Palmolive-Peet, NBC Blue); Gang Busters (Colgate-Palmolive-Peet, CBS); Your Hit Parade (American Tobacco for Lucky Strike, CBS); Kay Kyser's College of Musical Knowledge (Lucky Strike, NBC Red); Pretty Kitty Kelly (Continental Baking, CBS); Jane Arden (Ward Baking, CBS); Believe It or Not (General Foods, NBC Red); Eno Crime Clues (Eno Effervescent Salts, NBC Blue); Shell Chateau (Shell Union Oil, NBC Red); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Big Sister (Lever Bros., CBS); The Shadow (Blue Coal, NBC Red); Lux Radio Theatre (Lever Bros., CBS); Death Valley Days (Pacific Coast Borax, successively NBC Blue and Red); numerous others, in past 10 years. (F) Shorts. (L) Productions

for John Golden, Vincent Freedley, Charles Dillingham and others. (V) Smith & Barker, about 17 years.

**SMITH, J. W.** Commercial and sports announcer, KGKL, San Angelo. (R) Play-by-play football, 1938 (Texas Co. and Continental Oil Co.); others.

**SMITH, JERRY**. Cowboy singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, Brown & Williamson Tobacco Co., others. (V) Theatre appearances. (PR) Decca, RCA Victor.

**\*SMITH, JOE BATES**. Script writer. (R) Dr. Christian (Chesebrough Mfg. Co., CBS).

**SMITH, KATE**. Singer, mistress of ceremonies. (R) Kate Smith & Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith's A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS); Kate Smith Hour, 1938-39 (General Foods Corp., CBS); Kate Smith—Noondays Chats, 1938-39 (General Foods Corp., CBS); also sustaining commentator, CBS. (F) Paramount. (L) Flying High, Honeymoon Lane; others. (V) Swanee Musical Tour. (PR) Victor and others.

**\*SMITH, KENT**. Actor. (R) Central City, 1938-39 (P & G, NBC Red).

**SMITH, LEROY E.** Producer, singer, actor, writer, KVOO, Tulsa. (R) Also KCMO, KMBC, Kansas City. (L) Stock and opera.

**SMITH, LLOYD W.** Trumpeter, WHIO, Dayton. (L) George White's Scandals, 1923. (V) Appearances with stage bands, pit musician. (PR) Columbia, RCA Victor, Banner, Vocalion.

**SMITH, LOIS T.** Musician, KSAL, Salina.

**\*SMITH, MARJORIE**. Actress. (R) My Secret Ambition, 1937-38 intermittently (Durkee Famous Foods, CBS).

**SMITH, MARSHALL**. See the Foursome.

**\*SMITH, MARY**. Actress. (R) Road of Life, 1938-39 (P & G, CBS).

**SMITH, OLIVER**. Singer. (R) A & P Gypsies, 1928-29 (Atlantic & Pacific Tea Co., NBC Red); Jack Frost Melody Moments, 1929-32 (National Sugar Refining Co., NBC Red); Songs My Mother Used to Sing, 1933-34 (Hill's Cascara, CBS);

## PROFESSIONAL RECORDS—Continued

- Melodiana, 1934-36 (Phillips' Dental Magnesia, CBS); Manhattan Merry-Go-Round, 1934-38 (Dr. Lyon's Toothpowder, NBC Red). (GA) Evening in Paris, American Album of Familiar Music, others. (L) Pied Piper of Hamelin (American Opera Co.), 1925 (s).
- SMITH, PATRICIA M.** Organist, pianist, musical director, WCMJ, Ashland.
- SMITH, ROBERT H.** Producer. (R) Dog Heroes, 1937-39 (Thrivo Dog Food, NBC Blue). (Member of Clements Advertising Agency.)
- \*SMITH, SALLIE.** Actress. (R) Backstage Wife, 1938-39 (R. L. Watkins Co., NBC Red).
- SMITH, SUSAN A.** Singer, WBLK, Clarksburg. (R) Also West Virginia Network.
- SMITH, THOMAS B.** Program director, M.C., announcer, sportscaster, WPEN, Philadelphia. (V).
- \*SMITH, TOM.** Script writer, producer. (R) Town Hall Tonight (Bristol-Myers, NBC Red). (Associated with Young & Rubicam).
- SMITH, VERNE.** Actor (juvenile, comedy). (R) Arnold Grimm's Daughter (General Mills, Inc., CBS); Bachelor's Children (Cudahy Packing Co. for Old Dutch Cleanser, CBS).
- \*SMITH, VIC.** Actor. (R) The Carters of Elm Street, 1939 (Wander Co., NBC Red).
- SMITH, VIRGIL S.** Newscaster, KGW-KEX, Portland.
- SMITHLINE, LILLIAN.** Pianist, organist, KTUL, Tulsa. (R) The Fun Bug, 1936-37 (Barnsdall Refining, CBS); local shows.
- SMOLEN, VIVIAN.** Ingenue. (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co. for Milk of Magnesia, NBC Red); David Harum, 1938-39 (B. T. Bab-bitt for Bab-O, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); also appearances on Gang Busters (Colgate-Palmolive-Peet, CBS), Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue), Central City (P & G for Oxydol, NBC Red and Blue) and other programs.
- \*SMOOTHIES, THE (Babs Perran, Charlie Ryan, Little Ryan).** Singers. (R) Vocal Varieties, 1936-39 (Lewis-Howe Co., NBC Red).
- SMYTHE, J. ANTHONY.** Actor. (R) Father Barbour in One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red). (L) Leading man on dramatic stage over 20 years.
- SMYTHE, PETER D.** Producer, orchestra leader, singer, announcer, KLZ, Denver. (L) Stock. (V) Theatre appearances.
- SNELL, GEORGE.** Program director, KDYL, Salt Lake City.
- SNIDER, DWIGHT.** See the Foursome.
- SNODGRASS, CATHERINE.** See Jane Porter.
- SNODGRASS, DUANE.** Actor. (R) Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Uncle Walter's Dog House, 1939 (Brown & Williamson Tobacco for Raleigh, NBC Red). (LS) Mad Hatterfields, 1937-39 (Horlick's Malted Milk, WLW, Cincinnati); others.
- SNOW, AMANDA.** Singer (hymns and ballads). (R) Amanda Snow (sustaining, NBC). (GA) We, the People, 1937 (General Foods for Sanka Coffee, CBS); On Broadway, 1938 (General Foods for Diamond Crystal Salt, NBC Blue). (Known as "The Voice in the Old Village Choir").
- SNOW, CLARENCE E.** Musician, CHNS, Halifax. (R) Local and Canadian Broadcasting Corp. programs since 1935. (L) (f). (V) Cowboy singer. (PR) RCA Victor.
- SNOWDEN, THOMAS, JR.** Announcer, continuity writer, WEED, Rocky Mount.
- SNYDER, C. THORNTON.** Organist, musical director, KFBB, Great Falls. (V) Theatre appearances.
- SNYDER, DONALD C.** Dramatic actor, WHJB, Greensburg.
- SNYDER, GUY V.** Pianist, organist, KFH, Wichita.
- SNYDER, HOWARD.** Writer. (R) Jell-O Program Starring Jack Benny, 1936-37 (General Foods, NBC Red); Maxwell House Showboat, 1937-38 (General Foods, NBC Red); Jack Oakie's College, 22 weeks (R. J. Reynolds Tobacco Co., CBS); Laugh Liner, 1938 to Jan., 1939 (Wm. Wrigley, Jr., Co., CBS); Tuesday Night Party, with Dick Powell (formerly Al Jolson Show), 1938-39 (Lever Bros., CBS). Material for guest appear-

## PROFESSIONAL RECORDS—Continued

- ances of John Barrymore, Gregory Ratoff, Anna Sten, Bert Wheeler, Lupe Velez, Adolphe Menjou, Sophie Tucker, Martha Raye, Ruby Keeler, Charles Butterworth and others. (F) 20th Century-Fox, 1937. (All of the above in collaboration with Hugh Wedlock, Jr.)
- SNYDER, RALPH B.** Announcer, WKZO, Kalamazoo.
- SOBOLEWSKI, KAROL.** Producer, writer, director, WMBC, Detroit. (R) Also WBEN, WEBR, Buffalo; WHIP, Hammond; local show for Carnation Milk Co., others. (L) 1915-24.
- \*SODJA, JOE.** (R) CBS programs.
- \*SOKOLOFF, NIKOLAI.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red).
- \*SOLLOWAY, DAISE.** Member of *Kay Thompson Rhythm Singers*. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- SOLON, JACK.** Announcer, WFIL, Philadelphia. (R) Pontiac Varsity Show, 1937 (Pontiac Motor Co., NBC Blue); also WSBT, South Bend.
- SOMERVILLE, KERWIN.** See *Voices Three*.
- SONDERGAARD, HESTER.** Actress (characters, leads, dialects). Great Moments in History, 1933 (Standard Brands for Fleischmann's Yeast, NBC Blue); Paul Whiteman's Orchestra, 1933 (Kraft-Phenix Cheese Corp., NBC Red); Home Sweet Home, 1935 (P & G for Camay Soap, NBC Red); Personal Column of the Air, 1937 (P & G for Chipso, NBC Red); Pepper Young's Family, 1937 (P & G for Camay Soap, NBC Red and Blue); Johnny Presents, 1937-39 (Philip Morris & Co., CBS, NBC Red); Road of Life, 1938 (P & G for Chipso, NBC Red); Americans All-Immigrants All, 1938-39 (CBS); numerous others, not current, including network programs for Luden's Cough Drops and Pond's Creams. (L) Man Who Reclaimed His Head, 1932; Black Pit, 1936; Bitter Stream, 1936; Marching Song, 1937; others.
- SONGER, WAYNE E.** Musician, WHO, Des Moines. (R) Local shows for Barnsdall Refining Co., Virginia Dare Extract Co., Budweiser Beer Co.
- SONGSHOP QUARTET (Harold [Scrappy] Lambert, Robert Moody, Leonard Stokes, Randolph Weyant).** (R) The Songshop, 1937-38 (Coca-Cola Co., CBS). (See also the Songsmiths).
- \*SONGSMITHS, THE (Harold [Scrappy] Lambert, Leonard Stokes, Robert Moody, Randolph Weyant).** (R) Your Hit Parade (American Tobacco Co., CBS). (See also the Songshop Quartet).
- SONG STYLISTS, THE.** (Delores Taylor, Kenneth Adams). Harmony team, KANS, Wichita.
- SOPHISTICATED LADIES (Jeannie Baxter, Henrietta Rosenberg, Dorothy Latterman).** Harmony trio, WCAE, Pittsburgh.
- SORCE, CHARLES.** Tenor. (R) Dog Heroes, 1935-37 (Modern Food Process for Thrivo Dog Food, NBC Blue); American Pageant of Youth, 1937 (Tastyeast, NBC Blue). (LS) Horn & Hardart Hour, 1930-32 (Horn & Hardart Baking Co., WABC, New York); Red Robin Hosiery Program, 1934 (WWJ, Detroit). (V) Appearances with Horn & Hardart troupe, 1932.
- \*SORENSEN, NORMAN.** Pianist, KOA, Denver.
- SOREY, VINCENT.** Violinist, conductor, composer. (R) Vincent Sorey Orchestra, 1929 (Jewel Tea, CBS); Gauchos, 1932 (Lucky Strike Cigarettes, CBS); Vincent Sorey Orchestra, 1933 (Old Gold Cigarettes, CBS; Pontiac Motors, CBS); Charis Musical Review, 1934 (Charis Corsets, NBC Red); others, not current. (LS) White Fleet, WOR, 1927; National Grocery, WOR, 1928; Planter's Peanuts, WINS, 1935-36; Childs Restaurants and General Mills, WOR, 1937-39. Transcriptions for Bristol-Myers, Cutex. (Musical director, CBS, 1929-35; WOR, New York, 1924-29; WINS, New York, 1935-36).
- SORG, THEODORA.** Dramatic actress. (R) Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently associated with KSFO, San Francisco.)
- SOSNIK, HARRY.** Orchestra leader, composer, pianist. (R) Al Pearce and His Gang, 1936 (Pepsodent Co., NBC Red); Harry Sosnik Orchestra, 1936-37 (Real Silk Hosiery Mills, NBC Blue); Your Hit Parade, 1937 (American Tobacco Co., NBC Red); Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales Corp., NBC Blue); Joe E. Brown, 1938-39 (General Foods, CBS). (V) Theatre and hotel engagements. (PR) Decca.
- SOTHERN, JEAN.** Actress. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Bobby Benson (Hecker H-O Co., CBS); News of Youth (Ward Baking Co., CBS).

## PROFESSIONAL RECORDS—Continued

**SOUBIER, CLIFFORD.** Character comedian. (R) First Nighter, 1931-37 (Campana Sales for Italian Balm, NBC Red); Sinclair Minstrels, 1931-36 (Sinclair Refining Co., NBC Blue); Sealed Power Side Show, 1933-34 (Sealed Power Piston Ring Co., NBC Blue); Wooley the Moth, 1934-35 (Enoz Chemical Co., NBC Blue); Uncle Ezra, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Red). (F) Warner Bros. (f). (L) 1910-30. (V) Theatre appearances.

**SOULE, OLAN E.** Actor (juvenile leads, light comedy). (R) We are Four, 1936-37 (Libby, McNeill & Libby, Mutual); A Tale of Today, 1936-37 (Princess Pat, Ltd., NBC Red); Bachelor's Children, 1935-39 (Cudahy Packing Co., for Old Dutch Cleanser, CBS, 1936-39; Mutual, 1935-38); Science in the News, 1936-38 (University Broadcasting Council, NBC Red); Jenny Peabody, 1937 (F & F Laboratories, CBS); Zenith Foundation, 1937-38 (Zenith Radio, CBS). (L) Dramatic stock; Morgan Wallace, Ralph Bellamy, E. G. Gifford (f).

\***SOUTHERNAIRES, THE.** (R) NBC shows.

**SOUTHWORTH, JOHN V. D.** Writer. (R) Cavalcade of America, 1937-38 (E. I. du Pont de Nemours, CBS). (LS) Sustaining shows on WFBL, WSYR, Syracuse, including Syracuse Chamber of Commerce Programs, 1933; Federal Housing Program, 1934; Meet the Composers, 1934-35; others.

**SOUVAINE, HENRY.** Producer, writer, composer. (R) Voice of America, 1933-34 (Underwood-Elliott Fisher, CBS); Cadillac Concerts, 1933-34 (Cadillac Motor Car Co., NBC Blue); General Motors Concerts, 1934-37 (General Motors Corp., NBC Red and Blue); Pontiac Sunday Night Party, 1934-35 (Pontiac Motor Car Co., NBC Red); La Salle Fashion Show, 1936-37 (Cadillac Motor Co., NBC Red); Washington Merry-Go-Round, 1936 (Gruen Watch Co., Mutual); Pontiac Varsity Show, 1937 (Pontiac Motor Car Co., NBC Red and Blue); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Your Family & Mine, 1938-39 (Seatest, Inc., NBC Red); Jim McWilliams' Question Bee, 1938-39 (George Washington Coffee Refining Co., NBC Blue). (President of Henry Souvaine, Inc. program producers.)

**SPARGROVE, WILLIAM E.** Announcer. (R) Chase & Sanborn Hour, two programs (Standard Brands, NBC Red);

True or False (J. B. Williams for shave cream, NBC Blue); Esso News Reporter (Esso Gasoline, NBC Blue). (NBC staff announcer).

**SPARKS, JEFF.** Announcer, commentator, actor, M. C., writer. (R) Gus Edwards' Show, 1936 (Warner Bros., Mutual); Bide Dudley, 1937 (Glame Nail Polish, Mutual); health commentator for a series of transcriptions, 1937-38; Victor H. Lindlahr, 1937-38 (Journal of Living, Mutual); The Lamplighter, 1938-39 (local sponsors, Mutual). (LS) Winx Varieties, 1937 (Winx Mascara, WOR, New York). (V) Theatre appearances.

\***SPARKS, NED.** Comedian, actor. (R) Texaco Star Theatre, 1938-39 (Texas Co. CBS). (F) First National, Universal, RKO, 20th Century-Fox, Paramount, M-G-M, Warner Bros.

**SPARLING, EARL.** Script writer. (R) Kitchen Cavalcade (C. F. Mueller Co., NBC Blue).

**SPARLING, GEORGE.** Script writer. (R) Hello, Peggy (The Drackett Co., NBC Red).

**SPARNON, KEN.** Musical director, producer, WHEC, Rochester. (R) Also Schrafft program, NBC, 1936; WSYR and WFBL, Syracuse. (F) First National, Warner Bros., RKO. (V) Theatre musical director.

\***SPEAKER, ROBERT.** Singer. (R) Hymns of All Churches, 1938-39 (General Mills, Inc., NBC Red and Blue).

**SPEAKS, MARGARET.** Soprano. (R) Voice of Firestone since 1934 (Firestone Tire and Rubber Co., NBC Red). Has also made numerous concert appearances. (L). (V) 1927.

**SPEARS, HENRY.** Guitarist, violinist, WCCO, Minneapolis-St. Paul. (R) Also WEBC, Duluth; local shows for Pure Oil Co., others. (V) Theatre appearances.

**SPEER, CHARLES C.** Writer. (R) How to Win Friends (Colgate-Palmolive-Peet Co., NBC Red); Believe It or Not (General Foods Corp., NBC Red); Capt. Tim Healy's Stamp Club, Sept.-Dec., 1938 (Kellogg Co., Mutual); many sustaining CBS shows, including Columbia Dramatic Laboratory, Columbia Workshop. At present associated with Douglas Storer; previously with CBS continuity department, 9 years.

**SPENCER, CLYDE.** Musical director, 'cellist, WWNC, Asheville.

## PROFESSIONAL RECORDS—Continued

- SPENCER, EDITH.** Actress (dramatic, character). (R) Friendship Village, 1932 (Chesebrough Mfg. for Vaseline, NBC Blue); Death Valley Days, 1933-37 (Pacific Coast Borax, NBC Blue); Marie, the Little French Princess, 1934-35 (Louis Philippe Cosmetics, CBS); Magic Voice, 1936 (Procter & Gamble for Chipso, NBC Blue); The Gumps, 1936-37 (Lehn & Fink for Pebecco Toothpaste, CBS); Five Star Jones, 1936-37 (P & G for Oxydol, NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937-38 (for BiSoDol, NBC Blue); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros. for Spry, CBS); others including local shows, transcriptions. (L) Productions by John Golden, William Harris, Jr., and others; stock; 25 years. (V) Wronged from the Start, 1914; Lady from Reno, 1915.
- SPENCER, JOSEPHINE.** Pianist, arranger, WWNC, Asheville.
- SPENCER, L. LOIS.** Pianist, soprano, CKCK, Regina. (R) Also Canadian Broadcasting Corp.
- SPENCER, LESTER.** Announcer, program director, WHIO, Dayton. (R) Also stations in Columbus, Oklahoma City and Fort Wayne; transcriptions.
- SPENCER, RAY.** Announcer, WADC, Akron.
- SPICER, DOROTHY R.** Writer, commentator, WWJ, Detroit. (R) Also WCCO, Minneapolis-St. Paul.
- SPIECKERMAN, HERB.** Baritone (The 8 Men). (R) Vocal Varieties, 1936-39 (Lewis-Howe for Tums, NBC Red). (F) Warner Bros., as member of male octette.
- \*SPIER, WILLIAM.** Producer, director, script writer. (R) Tune-Up Time (Ethyl Gasoline Corp., CBS); March of Time (Serval, Inc., Time, Life and Fortune Magazines, NBC Blue). (Associated with Batten, Barton, Durstine & Osborn).
- SPIKER, ROGER P.** Pianist, WWJ, Detroit. (R) NBC Red sustaining program; local shows. (V) Joe Shore's band, 1930.
- SPILLMAN, SANDY S.** Commentator, script writer, sound effects, KSFO, San Francisco. (R) I Want a Divorce (S & W Fine Foods, CBS); local shows.
- SPINEY, WILLIAM H.** Musician, WSOC, Charlotte. (F) Universal; shorts. (V) Big Apple Revue.
- SPINKS TRIO.** See Mr. and Mrs. Ed Spinks and Harold Cooper.
- SPINKS, MR. & MRS. ED.** Religious singers, WGAU, Athens. (R) Local shows as The Spinks Trio—Mr. and Mrs. Ed Spinks, and Harold Cooper, pianist.
- SPITALNY, MAURICE.** Orchestra leader, musical director, KDKA, Pittsburgh. (R) Hupmobile Musketeers (Hupmobile Motor Co.); also WTAM, Cleveland. (L) Concert master for Cleveland Symphony, 3½ years. (Musical director for a number of theatres).
- SPITALNY, PHIL.** Orchestra leader. (R) General Electric Hour of Charm, 1936-39 (General Electric, NBC Red); previously, Nestle Chocolateers. (F) M-G-M. (V).
- SPOONER, MILL.** Organist, pianist, WFIL, Philadelphia. (V) Theatre organist; orchestra leader for stage shows.
- SPRAGUE, E. A.** Sportscaster, singer, WWVA, Wheeling. (F) Shorts. (V) Theatre appearances.
- \*SPRAGUE, EDMUND.** Actor. (R) Little Orphan Annie (Wander Co., NBC Red).
- SPRAGUE, GORDON.** Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- SPRAGUE, PRISCILLA W.** Script writer, playwright, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; local shows for General Foods, others. (L) Stock, repertoire.
- SPRAGUE, RUTH.** Dramatic actress. (R) Shell Show, 1934 (Shell Oil, CBS); Wheatonville, 1934-35 (Wheatena, CBS); Sperry program, 1934-35 (Sperry Flour, NBC Pacific Coast Red); Death Valley Days, 1935-36 (Pacific Coast Borax, NBC Blue); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS Pacific Coast); One Man's Family, 1937-38 (Standard Brands for Tender Leaf Tea, NBC Red); Hawthorne House, 1938-39 (Wesson Oil & Snowdrift, NBC Pacific Coast Red); Woman's Magazine of the Air (participation, NBC Pacific Coast Red); others in past 10 years, including programs for Folger Coffee, Spratts Dog Biscuits, Occidental Life Insurance, S. & W. Fine Foods. (L) Alice in Wonderland, 1935; The Bluebird, 1936; Counsellor-at-Law, 1938 (f). (V) Theatre appearances.
- SPRIGGS, MARJORIE.** See Jean Allen.
- SQUIRES, ENOCH ("Bud").** Special events commentator, news editor, WFBL, Syracuse. (R) Also WHAM, Rochester; local show for Socony-Vacuum, others.



## PROFESSIONAL RECORDS—Continued

- SQUIRES, LUCILLE.** Singer, yodeler (Cowboy songs), KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1937-39 (participating, NBC Red).
- SQUIRES, LUISE.** Actress. (R) Famous Jury Trials (Mennen Co., Mutual).
- STAFFORD, CHRISTINE.** Singer, KNX, Los Angeles. (R) Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Music From Hollywood, 1938 (Liggett & Myers Tobacco Co., CBS); others. (F) Shorts. (V) Theatre appearances.
- STAFFORD, GENE.** Writer. (R) Treasure Adventures of Jack Masters, 1938 (Maltex Cereal, CBS); You, the Unseen Jury, 1938 (Morris Plan, local New York program); Quite By Accident, 1938-39 (Nestle's Everready Cocoa, NBC Red); K-7, 1939 (various sponsors, coast-to-coast transcriptions); others, including programs for Hearst Newspapers, 1938.
- \*STAFFORD, GRACE.** (R) Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS).
- STAFFORD, HANLEY.** Actor (dramatic, comedy). (R) Eno Crime Clues, 1935-36 (Harold F. Ritchie & Co., NBC Blue); Palmolive Beauty Box Theatre, 1935-36 (Colgate-Palmolive-Peet Co., NBC Blue); Maxwell House Showboat, 1935-36 (General Foods Corp., NBC Red); True Story Court of Human Relations, 1935-37 (Macfadden Publications, Inc., NBC Red and CBS); Thatcher Colt, 1936-37 (Packer's Tar Soap, NBC Red); Woodbury's Hollywood Playhouse, 1937-39 (Jergens-Woodbury Sales Corp., NBC Blue); Big Town, 1937-39 (Lever Bros. Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Good News of 1938 and 1939, with Fannie Brice, as comedy team (General Foods Corp., NBC Red); many others. (L) Several shows including Double Dummy (Mark Hellinger), 1937.
- STAFFORD, JACK M.** Program director, announcer, sportscaster, KWJB, Globe. (R) Local shows for Sears Roebuck, Union Oil, others.
- \*STAFFORD, R. W.** Director. (R) Martha Meade (Sperry Flour Co., NBC Red); Dr. Kate (Sperry Flour, NBC Red). (Associated with Westco Advertising Agency).
- STAHL, BOB.** Guitarist, singer, KWTO-KGBX, Springfield. (R) Also KGNC, Amarillo; KCMO, Kansas City; XEPN, Mexico. (V).
- STAHL, DICK.** Musician, singer, KWTO-KGBX, Springfield. (R) Also KGNC, Amarillo; KCMO, Kansas City; XEPN, Mexico. (V) Bob & Dick and Their Texas Tune Tusslers, 1934-36.
- STAHL, GEORGE L.** Sports announcer, WKOK, Sunbury. (R) Football games for Rea and Derrick, Inc., and Atlantic Refining.
- STAHL, GERTRUDE W. (Kay Irving).** Vocalist, commentator, KWTO-KGBX, Springfield. (R) Local shows including one for Allis-Chalmers Co.
- \*STALEY, ARNOLD.** (R) As member of Range Riders: Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); Neighbor Boys: Avalon Time, 1938-39 (Brown & Williamson, NBC Red).
- STAMPS, FRANK.** Singer, director of quartet, KVOO, Tulsa. (R) Also KTHS, Hot Springs. (PR) RCA Victor Bluebird. (Composer of many hymns).
- \*STANBURY, DOUG.** (R) Shows on WOR, New York.
- \*STANDER, ARTHUR.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- \*STANFORD, ANTHONY.** Producer. (R) Royal Desserts Program (Standard Brands, Inc., NBC Red). (Associated with J. Walter Thompson).
- STANLEY, BOB.** Orchestra conductor. (R) Famous Fortunes, 1938 (General Shoe Corp., Mutual). (V) Theatre orchestra conductor, 10 years. Played violin in Wallenstein Sinfonietta, Wallenstein Sinfonic Strings, Bamberger Symphony and Cesare Soderò's Opera Hour, WOR, New York City; staff conductor, WOR.
- STANLEY, BOB.** Production manager, news editor, KGMB, Honolulu. (R) Also Hawaiian Broadcasting System; California Radio Network; programs for Alka-Seltzer, H. J. Heinz, Maxwell House, Listerine and others, including football broadcasts for Standard Oil, 1937-38. (V) Theatre appearances.
- STANLEY, CHARLES.** M.C., script writer, WMBC, Detroit. (L) Musical stock. (V) University Trio, Stanley & Mack.
- \*STANLEY, CLINT.** Producer. (R) Vic and Sade (P & G, CBS, NBC Red and Blue); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red).
- STANLEY, JACK.** Musical director and producer, KEHE, Los Angeles. (V) Theatre appearances as M.C.

## PROFESSIONAL RECORDS—Continued

- STANTON, ANDREW T.** Announcer. (R) Pretty Kitty Kelly, 1937-39 (Continental Baking Co., CBS). Announcer, producer and sports commentator, free lance and as staff member of WCAU, 1927-30; WIP, Philadelphia, 1932-34; WLW, Cincinnati, 1935. Former partner, Shilkinton Service, an electrical transcription firm, 1931-32. (F) Commercial shorts.
- STANTON, BOB.** Announcer, WWJ, Detroit. (V) Melody Boys.
- STANTON, CARL M.** Producer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); others, not current. (Associated with Lord & Thomas, Hollywood).
- \***STANTON, HARRY.** Member of the Signaleer Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).
- STARK, CHARLES.** Announcer, commentator, actor, M.C. (R) Scattergood Baines, 1939 (William Wrigley, Jr., Co. CBS); CBS special events. (LS) Phil Cook's Morning Almanac, 1939 (F. Fischer Co. for Astor Coffee, WABC, N. Y.); Oddities in the News, 1939 (Peter Paul, Inc., for Mounds Candy Bars, WABC, N. Y.) (F) Paramount Newsreel, trailers, shorts. (V) Theatre appearances.
- STARK, EVELYN.** Director. (R) Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue) others. (Associated with Hays MacFarland & Co. as radio director).
- STARKEY, ROY.** Singer, guitarist, actor. KDKA, Pittsburgh. (V) The Smiling Cowboy, 1931-38; personal appearances at theatres and rodeos.
- STARR, JACK.** Sports announcer, WTAM Cleveland. (R) Also KMBC, Kansas City; shows for Sinclair Oil, General Mills, others. (F) Commercials. (L) Stock. (V) Theatre appearances.
- STARR, JOSEPHINE.** Singer, pianist. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (V) Theatre appearances.
- \***STARR, JUDY.** (R) Time to Shine, 1937 (Griffin Mfg. Co., CBS). (V) Appearances with Hal Kemp Orchestra.
- STARR, MARTIN.** Hollywood news commentator, film reviewer, drama critic, M.C., WMCA, New York.
- STARR, ROBERT P.** Musician, KSO, Des Moines. (R) Also transcriptions; WHO Des Moines. (V) Hexin Merry-men.
- STEARNS, PEGGY.** Actress, singer. WCOA, Pensacola.
- \***STEBBINS, BARTON A.** Director. (R) Signal Carnival (Signal Oil Co., NBC Red). (President of Barton A. Stebbins, advertising agency).
- STECK, JACK.** M.C., singer, WFIL, Philadelphia. (R) Also WCAU, Philadelphia. (V) Guilbert & Steck, 7 years.
- STEED, HY.** Orchestra and program director, WMBC, Detroit. (R) Local show for Plymouth Motors, others. (V) Steed's Septette; theatre appearances.
- STEELMAN, STUART.** Singer, WHO, Des Moines. (R) Betty & Bob, 1936 (General Mills, NBC Blue); also WGN, Chicago including American Family Soap program, 1936.
- STEGMEYER, BILL.** Arranger, WWJ, Detroit. (PR) RCA Victor.
- STEIN, EDWARD G.** Organist, pianist, WHBF, Rock Island.
- STEIN, MYRL H.** Announcer, WELL, Battle Creek.
- STEINER, GEORGE.** Violinist, arranger, composer. (R) Bob Haring's Orchestra, 1928-29 (Baker's Chocolate, CBS); Myrt & Marge, 1937 (Colgate-Palmolive-Peet, CBS). (F) Paramount as arranger and scorer for shorts and cartoons and as composer and arranger for Paramount News, since 1928.
- STEINKE, WILLIAM (Jolly Bill).** Entertainer. (R) Jolly Bill and Jane, 1929-33 (Cream of Wheat, NBC Red); Santa Claus program, 3 seasons (Columbia Bicycle Co., NBC); No School Today (sustaining, NBC). (L) (f). (V) Chalk talk. (Cartoonist for Nick Kenny's radio column, New York Mirror).
- STEMMLER, NICK.** Sports announcer, director, WSYR, Syracuse. (R) Baseball for Atlantic Refining, General Mills, Socony-Vacuum.
- STEN, RUDOLPH.** Musician, WNAX, Yankton. (V) Theatre appearances. (PR) Decca, RCA Victor, Columbia.
- STERLING, LEN.** Announcer, actor. (R) Joyce Jordan—Girl Interne, 1937-39 (McKesson & Robbins, CBS); Gospel Singer, 1938 (P & G for Ivory Soap, CBS); Radio Newsreel, 1938 (Cummer Products for Energine, NBC Red); roles, intermittently, on Gang Busters (Colgate-Palmolive-Peet, CBS); Town Hall Tonight (Bristol-Myers, NBC Red); We,



## PROFESSIONAL RECORDS—Continued

- the People (Sanka Coffee, CBS); Our Gal Sunday (Anacin, Kolynos, CBS); Pretty Kitty Kelly (Continental Baking, CBS) and others. (LS) Household Finance News, 1937 (Household Finance Corp., WABC, New York). (F) Narrator for newsreels, industrial films, travelogues.
- STERLING, STEWART.** Writer. (R) Eno Crime Clues, Jan., 1933 to June, 1936 (Harold F. Ritchie & Co. for Eno Effervescent Salts, NBC Blue); Red Trails, 1935 (American Tobacco, NBC Blue). (LS) Maverick Jim, 1933-34 (Ronko Malt, WOR, N. Y.). Associated with Douglas Storer, production firm.
- STERN, BILL.** Sports announcer. (R) Pontiac Varsity Show, 1934 (Pontiac Motors, NBC Red); Championship Fights on NBC Blue, for RCA, 1936-37, and Adam Hats, 1937-39. (F) Newsreels. (V) Stage director, 1930-35; appearances with own band.
- STERN, HARRY.** Violinist, WPTF, Raleigh. (V) Theatre appearances.
- STERRITT, CHARLES R.** Announcer, WJBK, Detroit. (F) Shorts. (L) Summer stock. (Also publicity director).
- STEVENS, ALSTON.** News commentator, WFIL, Philadelphia. (R) Local shows for Tidewater Associated Oil, Pinex Co., others.
- \*STEVENS, BOB.** Member of the Signaller Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).
- STEVENS, EDMOND ST. J.** Actor (comedy, character), announcer. (R) Dorothy Thompson—With People in the News, 1938 (American Cigarette & Cigar Co. for Pall Mall, NBC Blue); Capt. Tim Healy, 1938 (Kellogg Co., Mutual); Howie Wing, 1938-39 (Kellogg Co., CBS); True or False, 1938-39 (J. B. Williams Co. for shave cream, NBC Blue). (L) English productions, 1912-24; The Family, 1939 (f).
- STEVENS, HARMON L.** Program director, announcer, continuity writer, WHLS, Port Huron.
- \*STEVENS, KENNETH.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successively CBS, NBC Red & Blue).
- STEVENS, LARRY.** Actor, announcer, KNX, Los Angeles. (R) Also CBS.
- STEVENS, LEITH.** Musical director. (R) Network programs for Mollie Shave Cream General Motors, Chevrolet Motors, H. J. Heinz; conductor of This Is New York (sustaining, CBS); composer of special scores used on Columbia Workshop (sustaining) and other CBS dramatic programs.
- STEVENSON, JAMES.** News and sports commentator, WJR, Detroit. (R) Local shows for B. F. Goodrich, Penn Tobacco, others; transcriptions. (V) Theatre appearances.
- STEVENSON, WILLIAM D.** Tenor. (R) The Musical Steelmakers, 1937-38 (Wheeling Steel Corp., Mutual). (Church soloist, 3 years).
- STEWART, ELLIOTT.** Special events announcer (formerly program director). WIBX, Utica. (R) Armour Program with Phil Baker, 1933 (Armour Co., NBC); local shows on WLW, Cincinnati; WIBX, Utica. (F) Short. (L) Mme. Pompadour; The Student Prince; The Love Song; The Desert Song; The New Moon (f). (V) Personal appearances. (PR) Edison.
- STEWART, FRANK H.** Announcer, KTSA, San Antonio. (R) Local shows for Packard Motors, Borden and others.
- STEWART, FRANKLYN.** See Rex Davis.
- STEWART, MICHAEL.** Singer. (The 8 Men). (R) Lilac Time, 1935-37 (Pinaud, NBC Red); Smoke Dreams, 1935-39 (H. Fendrich for LaFendrich and Charles Denby Cigars, NBC Blue); Vocal Varieties, 1936-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-39, as soloist (Brown & Williamson Tobacco for Bugler Cigarettes, NBC Blue); staff bass, WLW, Cincinnati, 1934-39. (V) Theatre appearances.
- STEWART, PAUL.** Actor, producer, M.C. (R) Easy Aces, 1935-39 (American Home Products for Anacin, NBC Blue); Tommy Dorsey's Orchestra, 1936-38 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue); March of Time, 1934-39 (Serval, Inc., and Time, Inc., NBC Blue); Gang Busters, 1936-39 (Colgate-Palmolive-Peet, CBS); Cavalcade of America, 1936-39 (E. I. du Pont de Nemours, CBS); assistant producer to Orson Welles in Mercury Theatre of the Air and Campbell Playhouse, 1938-39 (Campbell Soup, CBS); Tune-Up Time, 1939 (Ethyl Gasoline, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); The Shadow, 1937-38 (Blue Coal, Mutual); others. (F) Shorts. (L) Subway Express, 1929-30; East of

## PROFESSIONAL RECORDS—Continued

- Broadway, 1932; Two Seconds, 1931-32; Wine of Choice, 1937-38 (f). (V) Theatre appearances.
- STEWART, PHIL.** Announcer, narrator, actor. (R) Lady Esther Serenade, since 1931 (Lady Esther Co., NBC Red, 1931-39; CBS, 1935-38); Guy Lombardo and His Orchestra, since Oct., 1938 (Lady Esther Co., CBS). Other network and local shows as free lance.
- STEWART, RUSSELL O.** Announcer, KSL, Salt Lake City.
- STEWART, VIRGINIA L.** Commentator, actress. (R) Vanette Fashion Preview, 1939 (Vanette Hosiery Mills, NBC Blue).
- STIDGER, WILLIAM L.** Speaker. (R) Getting the Most Out of Life, 1937-39 (Standard Brands for Fleischmann's Foil Yeast, Yankee Network, Sept., 1937, to June, 1938; NBC Blue since June, 1938). (Author, clergyman, lecturer. Numerous books include Giant Hours with Poet Preachers, 1918; Flames of Faith, 1922; A Book of Sunsets, 1923; Preaching Out of the Overflow, 1929. Formerly head of Dept. of Preaching, Boston University School of Theology).
- STIER, JOSEPH C.** Musician, WNOX, Knoxville. (V) Theatre appearances. (PR) Bluebird.
- STILES, PAUL W.** Producer, special events, sports, M.C., WNBH, New Bedford.
- STIMERS, REX.** Sports announcer, CKTB, St. Catharines. (R) Also Canadian Broadcasting Corp. and Mutual.
- STINSON, JOHN B.** Announcer, WJR, Detroit. (R) Also WADC, Akron; WGAR, Cleveland; transcriptions.
- STOCKDALE, JULIAN L.** Guitarist, singer, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.).
- STOCKTON, ROSCOE K.** Dramatic director, producer, actor, composer, KOA, Denver. (F) Shorts.
- STODDARD, HAILA.** Actress. (R) True Story Court of Human Relations, 1936 (Macfadden Publications, NBC Red); Big Sister, 1936-39 (Lever Brothers for Rinso, CBS). (L) Merrily We Roll Along, 1935; Tobacco Road, 1935-36; Yes, My Darling Daughter, 1937 (f); stock.
- STOESS, WILLIAM C.** Musical director. (R) Turns Vocal Varieties, 1936-39 (Lewis-Howe Co., NBC Red); Also Mutual sustaining and local shows. (Currently with WLW-WSAI, Cincinnati).
- STOKER, HELEN LOUISE.** Soprano (light opera, musical comedy, concert). (R) Mutual sustaining programs.
- STOKES, HAROLD.** Orchestra leader. (R) Harold Stokes Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Lifetime Review, 1938 (W. A. Sheaffer Pen Co., Mutual). (Currently associated with WGN, Chicago).
- STOKES, LEONARD.** See the Songsmiths and the Songshop Quartet.
- STOKOWSKI, LEOPOLD.** Conductor. (R) Philadelphia Orchestra (Group of American Banks, NBC Blue). (GA) Magic Key of RCA (RCA, NBC Blue). Conductor of the Cincinnati Orchestra, 1909-12; Philadelphia Orchestra since 1912; world-famed conductor, organist. (F) Paramount, Universal (f).
- STOLL, GEORGIE.** Musical director. (R) Eddie Dooley, Sports Talk, 1934-35 (Shell Petroleum Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Camel Caravan, 1936-38 (R. J. Reynolds Tobacco Co., CBS). (F) M-G-M, Paramount, Columbia (musical director).
- \*STONE, ANN.** Actress. (R) Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue); Candid Lady, 1938-39 (Pepsodent Co., NBC Red).
- STONE, CHARLIE.** Producer, announcer, singer, WMBR, Jacksonville. (R) Scattergood Baines, 1938-39 (Wm. Wrigley, Jr., Co., CBS); also KOKO, La Junta; transcriptions. (F) Newsreel commentator. (V) Four Maniacs, 1930.
- \*STONE, EZRA.** Actor. (R) Kate Smith's Hour (as member of the Aldrich Family) (General Foods, CBS); Aldrich Family, summer 1939 (General Foods, NBC Red). (L) What a Life; summer stock, 1939.
- STONE, JAMES H., JR.** Announcer, singer, KWKH-KTBS, Shreveport. (R) Local shows for Standard Oil Co., others.
- STONE, JOE C.** Musician (bass fiddle), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS). (V) Kramer & Boyle.
- STONE, LYNN.** Script writer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS).

## PROFESSIONAL RECORDS—Continued

**STONEMAN, LLOYD** (The WSPR Concert Trio). Violinist, director of trio, WSPR, Springfield.

**STOOKEY, CHARLEY.** Farm editor, KMOX, St. Louis. (R) Also WLS, Chicago; local shows including the Pinex Cough Syrup program.

**STOOPNAGLE, COLONEL LEMUEL Q.** (F. Chase Taylor). (R) Tastyest Gloomchaser, 1931 (Tastyest, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors, CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); Schlitz Spotlight Revue, 1934 (Schlitz Beer, CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Devoe & Reynolds Show, 1935 (Devoe & Reynolds Paint Co., CBS); Ford Program, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Bromo-Seltzer Show, 1938 (Emerson Drug Co., Yankee Network); Town Hall Varieties, 1938 summer show (Bristol-Myers, NBC Red). (GA) RCA Magic Key, Maxwell House Showboat, For Men Only, Packard Mardi Gras, A & P Bandwagon; others. (F) Paramount; shorts. (V) Stoopnagle and Budd. (Until recently teammate of Budd Hulick as "Stoopnagle and Budd").

**\*STOPAK, JOSEPH.** Conductor. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue).

**\*STORDAHL, ALEX.** Music arranger. (R) Tommy Dorsey's Orchestra (Brown & Williamson, NBC Red).

**\*STORER, DOUGLAS.** Producer. (R) Dale Carnegie, How to Win Friends and Influence People (Colgate-Palmolive-Pett Co., NBC Red). (President, Douglas Storer, program producers).

**STORM, JOY.** Announcer. (R) Harriet Parsons, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue); Welch Presents Irene Rich, 1938-39 (Welch Grape Juice, NBC Red); co-announcer, Royal Desserts Program, 1939 (Standard Brands, NBC Red).

**STOUGH, RAY.** Announcer, special events and sports commentator, KRMC, Jamestown.

**STOUT, ALLEN.** Sports and special events announcer, WKRC, Cincinnati. (R) Also WHAS, Louisville; WROL, Knoxville; local shows for General Mills, Socony-Vacuum, others.

**STOVALL, JOE.** Musical arranger, KMOX, St. Louis.

**STOWE, ARTHUR W.** ("Tiny"). Producer, writer. (R) Gold Medal Minstrels, 1935-36 (General Mills, Mutual); Ma Perkins, 1935-36 (P & G for Oxydol, NBC Red); Modern Cinderella, 1936 (General Mills, CBS); Hollywood in Person, 1937-38 (General Mills, CBS); others. (LS) Studio director, KRDL, Dallas, 1924-29; general program manager, KTAT, Fort Worth, 1929-30; master of ceremonies, KSTP, Minneapolis-St. Paul, 1930-31; production manager, continuity editor, WSM, Nashville, 1931-34; continuity editor, assistant program director, WLS, Chicago, 1934-35. (Currently president of Stowe-A-Gram Productions, Chicago; previously, 1936-37, radio director of Hays MacFarland).

**STRACKEY, AL.** See The Cadets.

**STRAETER'S CHORUS, TED.** (R) Kate Smith's Hour, 1937-39 (General Foods Corp., CBS). Night club engagements with own orchestra.

**STRAHORN, LEE P.** Writer, producer. (R) Woman's Magazine of the Air (participating program, NBC Pacific Coast Red).

**STRANDT, GEORGE F.** Pianist, organist, WHBF, Rock Island. (R) Also WGN, Chicago. (V) Featured theatre organist.

**STRATTON, ALAN.** Announcer, WOV-WBIL, New York. (R) Local show for P. Lorillard & Co.; others.

**STRATTON, CHESTER** ("Chet"). Actor (juvenile leads). (R) The O'Neills, 1935-39 (Procter & Gamble for Ivory Soap, NBC Red and Blue, 1935-39, CBS, 1938); Johnny Presents, 1937-38 (Philip Morris & Co., NBC Red, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Hilltop House, 1938 (Colgate-Palmolive-Pett, CBS); Her Honor, Nancy James, 1938-39 (Kleenex, CBS); Smilin' Jack, 1939 (Sweets Co. of America, for Tootsie Rolls, Mutual). (L) Productions by Brock Pemberton, Kenyon Nicolson, Robert Rockmore, Frank Merlin, Hymen Adler (f). (V).

**STRATTON, ROBERT J.** Organist, pianist, producer, musical director, WDNC, Durham. (F) Shorts.

**STRAUSS, JOSEPH M.** Newscaster, announcer, WCHV, Charlottesville. (R) Programs for Esso, BC Remedy and others.

## PROFESSIONAL RECORDS—Continued

- STRAUSS, ROBERT W.** Actor (character, comedy). (R) The Stebbins Boys, 1931-32 (Swift & Co., NBC Red); Soconyland Sketches, 1932-34 (Socony Oil, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1935-37 (Old English Floor Wax, NBC Red); Snow Village Sketches, 1936-37 (Loose-Wiles Biscuit Co., NBC Red); Our Gal Sunday, 1937-39 (Anacin and Kynos Tooth Paste, CBS). (L) Fritz Leiber Shakespearian Co., 1920-31; Rachel Crothers productions, 1923, 1925-26. (V) Appearances with James Young and Clara Kimball Young, 1908-09; Valerie Bergere, 1910-11; own sketches, 1911-15.
- STRAUSS, WILLIAM.** Announcer, script writer, producer, WQXR, New York. (R) Also transcriptions. (L) Productions by Baltimore Players, 1935-36; Max Gordon, 1936; Westport Playhouse, 1936; others (f).
- STREED, IVAN.** Program manager, WHBF, Rock Island. (L) Streed Concert Co. (V) 1909-18.
- STRETCH, DAVE.** Conductor. (R) Treasure Island (The Owl Drug Co., NBC Red).
- STRICKLAND, GLENNA.** Home economist, WNEW, New York. (R) Also WDOF, Chattanooga; WINS, WMCA, New York.
- STRIEWSKI, EARL.** Musician, WWJ, Detroit. (R) NBC sustaining Red program; local shows.
- STRIKER, FRANCIS H. (Fran).** Chief script writer, WXYZ, Detroit. (R) Author of The Lone Ranger, which started Nov., 1933, and is currently sponsored by General Baking for Bond Bread over Mutual (previously sponsored by Gordon Bakeries); also sponsored by various local companies over Mutual, Michigan Radio Network, Don Lee and independent stations; author of The Green Hornet, which started on the Michigan Radio Network in Jan., 1936, and on Mutual in Jan., 1937 (sponsored by local companies). (F) Republic (co-author of Lone Ranger films). (The Lone Ranger cartoons also appear in 100 newspapers).
- STRONG, BOB.** Arranger, conductor. (R) Uncle Walter's Dog House, 1939 (Brown & Williamson Tobacco for Sir Walter Raleigh, NBC Red); Avalon Time, 1939 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red).
- STROUD TWINS (Claude, Clarence).** Comedians. (R) Chase & Sanborn Program, 1937-38 (Standard Brands, NBC Red); previously guest appearances for Rudy Vallee. (F) Radio, 1933. (V) Song-dance-acrobatic act; also Stroud & White, 1927; theatre appearances, 1939.
- \*STROZZI, KAY.** (R) Her Honor, Nancy James (International Cellucotton Products, CBS).
- STRYKER, ELLSWORTH.** Violinist, KTAR, Phoenix.
- STRYKER, JEAN L.** Cellist, KTAR, Phoenix.
- STUART, BONNIE.** Singer, KYW, Philadelphia. (V) Night clubs, hotels.
- STUART, ELEANOR.** Actress (French dialect), CFCF, Montreal. (R) The Red Ledger, 1937-38 (Standard Brands, Canadian Broadcasting Corp.); others, including shows on CBM, Montreal. (L) Plays in England and America (f).
- STUART, GEORGE.** Announcer, producer, actor, WOPI, Bristol. (R) Also WJSV, Washington; WEVD, New York City; WHIS, Bluefield; West Virginia Network. (V) Theatre appearances.
- STUART, MARLYN.** Actress (dramatic, comedy), singer. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS). (F) Educational short (s); shorts with Buster Keaton, Yacht Boys, Timburlone, Buster West and Tom Patricola (f). (L) Earl Carroll's Sketch Book, 1935; Ziegfeld Follies, 1936 (f). (V) Theatre, hotel and night club appearances, alone and with Edgar Bergen and Ken Murray.
- \*STUART, PAUL.** (R) The Mighty Show, 1938-39 (Penick & Ford, CBS).
- STUART, VANCE.** Actor, specialties (dog imitator, etc.), KSFO, San Francisco. (F) Oz Film Co., 1914 (f). (L) Frank Eagan productions; others (f). (V) Skits.
- STUART, WILLIAM L.** Producer. (R) Silver Theatre, as assistant producer (International Silver Co., CBS); Lum and Abner, as producer (General Foods for Postum, CBS). (West Coast manager and publicity director, Young & Rubicam, Inc.).
- STUDEBAKER, HUGH.** Actor, pianist, organist. (R) Bachelor's Children (Cudahy Packing Co., CBS); Fibber McGee & Co., as Silly Watson (S. C. Johnson & Son, Inc., NBC Red); Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS); Road of Life,

## PROFESSIONAL RECORDS—Continued

- 1938-39 (P & G); Midstream, 1939 (P & G NBC Red). (V) 1922-28.
- STUDER, ALEX.** Pianist, organist, arranger, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.
- STULL, LENORE.** Organist, pianist, WHO, Des Moines.
- STYLES, ANNA LEE.** Actress, WWNC, Asheville.
- STYRES, EARLE.** See The Madrigal Singers.
- SUBER, RAY.** Dramatic actor. (R) Intermittent roles; Betty & Bob (General Mills, NBC Red and Blue); Story of Mary Marlin (P & G for Ivory, NBC Red and Blue); Betty Crocker (General Mills, CBS); Don Winslow of the Navy (Kellogg Co., successively NBC Red and Blue); Inside Story (Ralston Purina, NBC Blue). (LS) WOW, KOIL and WAAW, Omaha; KFAB and KFOR, Lincoln; 10 years. (Under contract to NBC, Chicago, and known as "The man of a thousand voices").
- SUEHLA, MARJORIE.** Actress, WWJ, Detroit. (R) Lone Ranger and Green Hornet (participating, Mutual).
- SUITS, GORDON.** Baritone, WFAA, Dallas. (R) Also Texas Quality Network.
- SULLIVAN, FRED.** Dramatic actor. (R) Today's Children, 1937-38 (Pillsbury Flour Mills, NBC Red); Story of Mary Marlin, 1937-39 (Procter & Gamble for Ivory Flakes, NBC Red and Blue); Zenith Foundation, 1937-38 (Zenith Radio Corp., CBS); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Blue); Girl Alone, 1937-39 (Kellogg Co., Quaker Oats Co., NBC Red); Don Winslow, 1937-39 (initially sustaining show; sponsored by Iodent Tooth Paste for 13 weeks in 1937; since May, 1938, by Kellogg Co., NBC Red and Blue); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Inside Story, 1939 (Ralston Purina Co., NBC Blue). (F) Shorts. (L) 40 years; dramatic stock and productions by the Theatre Guild, David Belasco, H. W. Savage, H. G. Fiske, James K. Hackett and others.
- SULLIVAN, JACKIE.** Juvenile singer, WLAW, Lawrence.
- SULLIVAN, JOHN.** (R) Formerly actor, announcer on KFJZ, Ft. Worth; KPND, Pampa. (L) Stock repertoire, 1918-30. (Currently manager of KVWC, Vernon).
- SULLIVAN, JOSEPH.** Organist, CKOC, Hamilton.
- SULLIVAN, LILLIAN.** Singer, pianist, WLAW, Lawrence.
- SULLIVAN, MAXINE.** Swing singer. (R) CBS shows; guest appearances on various network programs. (V) Night club engagements. (PR).
- SULLIVAN, NORMAN.** Comedy writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); also, in the past, programs for Judge Magazine, 1931-37, and Life Magazine, 1933-37.
- SULLIVAN, PAUL.** News commentator. (R) News, 1937 (Kentucky Club Tobacco, WLW, Cincinnati); News, 1938 (Sinclair Gasoline, WLW); Paul Sullivan Reviews The News (Brown & Williamson Tobacco Corp., WHAS, Louisville; scheduled to go CBS in Sept. 1939); also narrator of Let's Explore Ohio, series of transcriptions for Standard Oil of Ohio. (V) Theatre and club appearances. (Currently associated with WHAS, Louisville).
- SUMMERS, EARLE.** Musical director. (R) It's Wheeling Steel, 1938-39 (Wheeling Steel Corp., Mutual). Currently musical director, WWVA, Wheeling.
- SUMNER, WILLIAM.** Organist. (R) Hymns of all Churches (General Mills, NBC Red and Blue). (LS) Chicago Motor Club, WBBM; International Harvester, WLS, Chicago.
- SUNSHINE SUE & ROCK CREEK RANGERS (Mary, John, Sam & George Workman).** Musicians, WHAS, Louisville. (V) Theatre appearances.
- SUTHERLAND, HERBERT.** Singer, KARK, Little Rock.
- SUTHERLAND, WILBUR (Bill).** Announcer, KDKA, Pittsburgh. (R) The Music You Love, 1935 (Pittsburgh Plate Glass Co., NBC Blue); Football Games, 1937-38 (Atlantic Refining Co.); Champions of the Keyboard, 1937-38 (Pittsburgh Coal Co., NBC Blue). (V) Theatre appearances.
- \*SUTTER, DAN.** Actor. (R) Kitty Keene, Inc., (Procter & Gamble, CBS); Manhattan Mother, since March, 1939 (P & G for Chipso, CBS); The Woman in White (Pillsbury Flour, NBC Red).

## PROFESSIONAL RECORDS—Continued

**SUTTERFIELD, PHIL.** News, special events and sports commentator, WCSC, Charleston. (R) Also WLAP, Lexington; local shows for Bulova Watch Co., Pure Oil Co., others.

**SUTTON & BLISS.** See Grenadier Double Quartet.

**SUTTON, PAUL N.** Script writer, WXYZ, Detroit. (R) Also WLW, Cincinnati; Famous Jury Trials (Mennen Co., Mutual); many others including transcriptions.

**SUTTON, TOMMY.** Entertainer, WDZ, Tuscola. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual); others on WLW, Cincinnati, WWSW, Pittsburgh. (V) Theatre appearances.

**\*SVEDROFSKY, HENRY.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red).

**SVEHLA, MARJORIE.** Actress, WXYZ, Detroit. (R) Lone Ranger (local sponsors, Mutual and Michigan Radio Network); also Don Lee Broadcasting System.

**SVEHLA, WALTER.** Announcer, singer, WQAM, Miami.

**SWAIN, KENNETH B.** Producer, WMBR, Jacksonville. (R) Local shows for Chevrolet Motor Co., others. (F) Robert Cowan Studios. (L) 1929-38.

**SWALES, STANLEY.** Announcer, WWJ, Detroit. (R) Local shows for Loose-Wiles Biscuit Co., Socony-Vacuum, others.

**SWAN, HARRY B.** Actor, (character, dialect, animal imitator), script writer. (R) Dog Heroes, 1936-39 (Modern Food Process, NBC Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS).

**SWART, HOWARD C.** Writer, actor, producer. (R) Gravel Pit Courtroom, 1935 (Autobank Loan Corp., Don Lee); The Newlyweds, 1937-38 (Lambert Pharmacal for Listerine, CBS Pacific Coast). (LS) KHJ, Los Angeles; KFRC, San Francisco. (V) 1920-33; single act, Ben Carter Co. and Swart & Krell, successively.

**SWARTHOUT, GLADYS.** Opera singer, actress. (R) Palmolive Beauty Box Theatre, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Voice of Firestone, 1934-35 (Firestone Tire & Rubber, NBC Red); Gladys Swarthout, 1937 (National Ice Advertising, NBC Red). (GA) 1933-39: General Motors, Ford, Camel Cigarettes, Packard, Radio Corp of America,

General Electric, Chase & Sanborn, Ethyl Gasoline and others. (F) Paramount (s). (L) Currently, and for past 7 years with Metropolitan Opera; previously appeared with Minneapolis Symphony Orchestra, roles in Chicago Civic Opera; appearances in Europe; concerts; Ravinia Opera Co. (PR) RCA Victor.

**SWEETHEARTS OF THE AIR.** See May Singhi Breen and Peter De Rose.

**SWEETLAND, AL.** Singer. (R) Vick's Open House, 1938 (Vick Chemical Co., CBS); Hollywood Mardi Gras, 1938 (Packard Motor Co., NBC Red); Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Columbia shorts. (Currently with KNX, Los Angeles).

**SWEETS, WILLIAM.** Script writer. (R) True Story Court of Human Relations (Macfadden Publications, Inc., NBC Red).

**\*SWEETSTER, NORMAN.** Director. (R) Lorenzo Jones (Charles H. Phillips, NBC Red).

**SWENSON, ALFRED.** Dramatic character actor. (R) Captain Blackstone, 1929-35 (Blackstone Cigars, NBC Blue); Adventures of Captain Diamond, 1936-37 (General Foods Corp. for Diamond Crystal Salt, NBC Blue); The O'Neills, 1936-38 (Procter & Gamble for Ivory Soap, NBC Blue); True Story Court of Human Relations, 1936-38 (Macfadden Publications, NBC Red); Pretty Kitty Kelly, 1938-39 (Continental Baking Co., CBS); Alias Jimmy Valentine, 1938-39 (Larus & Bro. Co., 1938, NBC Blue; Dr. Lyon's Toothpowder, 1938-39, NBC Blue); Hilltop House, 1937-39 (Colgate-Palmolive-Peet, CBS); Big Sister, 1938-39 (Lever Bros., CBS). (L) Stock; Graustark; The Wolf; American Tragedy; Great Power; One Way Street.

**SWENSON, KARL.** Actor (leads, comedy, romantic, character). (R) Cafe of the Red Dagger, 1936 (Spud Cigarettes, Mutual); March of Time, 1936-38 (Time, Inc., NBC Blue); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue); Cavalcade of America, 1937-38 (E. I. DuPont, CBS); Our Gal Sunday, 1937-39 (Anacin, Kolyons, CBS); Lorenzo Jones, 1938-39 (Chas. H. Phillips Chemical Co., NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); Spy Secrets, 1938 (Cummer Products for Engine, NBC Red); The Mighty Show,

## PROFESSIONAL RECORDS—Continued

- 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); transcriptions, local and regional shows. (L) Miracle at Verdun (Theatre Guild); One Sunday Afternoon; New Faces; Fools Rush In.
- SWIFT, BETTY.** Home economist, WMFF, Plattsburg.
- SWIMELAR, PAUL R.** Announcer, script writer, program supervisor, WTHT, Hartford. (R) Local shows for Ward Baking Co., others. (V) Theatre appearances.
- \*SWING FOURTEEN.** (R) Johnny Presents, 1938-39 (Philip Morris & Co., Ltd., NBC Red).
- SWING, RAYMOND GRAM.** News Commentator. (R) American Commentary, 1935 (British Broadcasting Corp.); Columbia School of the Air, 1935-36 (CBS); World Events, 1936, '39 (Mutual); American Commentary, 1938 (Canadian Broadcasting Corp.). Also author, writer.
- SWINK, CHARLES.** Announcer. (R) Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red). (LS) Breakfast Express, 1938-39 (participation, WHIO, Dayton); Rise and Shine, 1938-39 (participation, WHIO); others. (Staff announcer, WHIO, Dayton).
- \*SWOR, BERT.** Comedian. (Member of the team, Swor & Lubin). (R) NBC shows.
- \*SYLVESTER, E. E.** Director. (R) Dr. Kate (Sperry Flour Co., NBC Red); Martha Meade (Sperry Flour Co., NBC Red). (Radio director Westco Advertising Agency).
- \*SYMPHONETTES, THE.** Vocal trio. (R) CBS shows.
- SZPINALSKI, GEORGE.** Violinist, WIBA, Madison. (Concert violinist.)
- SZUWALSKI, W. ZADORA.** Director of Polish programs, WHOM, Jersey City.
- # T
- TAILLON, SY.** Announcer for KTUC, Tucson, Ariz.
- TALLEY, MARION.** Soprano. (R) Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina Co., NBC Red). (F) Republic Pictures (s); Warner Bros.; Republic. Metropolitan Opera prima donna.
- TALMADGE, NORMA.** Actress. (R) Thirty Minutes in Hollywood, 1937-38 (Local sponsors, Mutual). (F) United Artists, Vitagraph; many pictures, mostly silent.
- TANNER, EARL.** Tenor. (R) Member of Continental Quartet, Contented Hour, 1932-39 (Carnation Milk, NBC Red); Silken Strings, 1934 (Real Silk Hosiery Mills, NBC Blue); Uncle Ezra, 1939 (Miles Laboratories for Alka-Seltzer, NBC Red); others, including programs for Armand Cosmetics, Consolidated Edison. (F) 1925-28, as singer. (V) Theatre appearances, 1926-27.
- TANNER, PEARL K.** Actress. (R) Eno Crime Club, 1932 (Harold F. Ritchie & Co., CBS); Death Valley Days, 1935-38 (Pacific Coast Borax Co., NBC Blue); Hawthorne House, 1935-39 (Wesson Oil & Snowdrift, NBC Red); others. (F) Selig Studio (f); shorts. (L) Stock.
- TANSEY, JIMMY.** Actor. (R) The O'Neills (Procter & Gamble, NBC Red).
- TAPLINGER, SYLVAN.** Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- TARPLIN, MAURICE.** Actor, announcer. (R) Gang Busters, 1936-39 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Believe It or Not, 1938 (General Foods for Huskies, NBC Red); The Shadow, 1938-39 (Blue Coal, Mutual); Valiant Lady, 1938-39 (General Mills for Wheaties, NBC Red and Blue); Easy Aces, 1938-39 (Anacin Co., NBC Blue); others. (F) Shorts; feature films as free lance. (L) Stock.
- TARSHISH, JACOB** (The Lamplighter). Inspirational speaker, commentator. (R) The Lamplighter, since 1934 (various sponsors, including Wasey Products, over NBC, CBS and Mutual; also local sponsors in Boston, Columbus, Cleveland, Detroit and Cincinnati). (Personal appearances as speaker and lecturer throughout the country before various kinds of organizations).
- TATE, HAL.** Commentator, writer, WCFL, Chicago. (R) Also NBC Red; WBBM, WMAQ, Chicago.



## PROFESSIONAL RECORDS—Continued

**TAUB, SAM.** General sports and blow-by-blow fight announcer. (R) Madison Square Boxing Bout, for past 8 years (Adam Hats, NBC Blue since 1937; previously local). (LS) Hour of Champions, currently (Adam Hats, WHN, New York). (F) Fight shorts; film narrator for fights and wrestling bouts.

**TAUBER, RICHARD.** Singer. (R) General Motors Concerts, 1937 (General Motors Corp., NBC Blue). (F) Debut in British films, 1935, for which he also wrote the songs. (L) Formerly member State Operas in Berlin, Vienna and Dresden.

**TAYLOR, ALMA & JO.** Harmony team, WLW-WSAI, Cincinnati. (R) Vick's Open House, 1938 (Vick Chemical Co., CBS); also WLS, Chicago; local shows for Aladdin Lamp Co., Kentucky Club Tobacco, others. (V) WLS Barndance, WLW Road Shows, Boone County Jamboree. (PR) American Record Corp.

**TAYLOR, CLAUDE.** Announcer, producer, M.C., WEED, Rocky Mount. (R) Also WGH, Newport News; WRTD, Richmond. (V).

**TAYLOR, DAVE.** Announcer, arranger, WBIG, Greensboro. (Formerly manager, Little Jack Horner's Orchestra).

**TAYLOR, DEEMS.** Music commentator, critic. (R) Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co., CBS); Philharmonic Symphony Orchestra (CBS sustaining). (Formerly newspaper critic; author of numerous articles and books, his most recent being "Of Men and Music"; composer of the opera Peter Ibbetson; currently music consultant, CBS).

**TAYLOR, DELORES.** Singer, KANS, Wichita. See the Song Stylists and Lee and the Lads.

**\*TAYLOR, ELEANOR.** (R) One Man's Family (Standard Brands, Inc., NBC Red).

**TAYLOR, F. CHASE.** See Colonel Lemuel Q. Stoopnagle.

**TAYLOR, GLENHALL.** Producer, writer. (R) S. & W. Merrymakers, 1934-35 (S. & W. Fine Foods, CBS-Don Lee); Road to Fame, 1935 (Rocket Oil, CBS-Don Lee); Mobil Magazine, 1935-36 (General Petroleum, CBS-Don Lee); California's Hour, 1936 (California Chain Stores, CBS-Don Lee); Silver Theatre, 1937-39 (International Silver Co., CBS); Phil Baker, 1938 (Gulf Oil Corp., CBS); others, including

material for Hollywood Hotel (Campbell Soup, CBS); special song material for Eddie Cantor; dramatic and comedy shows, commercial and sustaining, on CBS and Don Lee. (Currently associated with Young & Rubicam, Hollywood; previously, since 1925, conducted several bands and was second house leader for NBC Pacific Coast Division; program director and production manager, KTAB (now KSFO), San Francisco; manager, KTM (now KEHE), Los Angeles; continuity editor, production manager and program director, KHJ, Los Angeles; staff writer and producer, CBS Pacific Division). (V) Glenhall Taylor and His Music Makers; musical and comedy routines in personal appearances of radio shows. (Composer of Dream of Love and You, Weeping Willow, Count the Stars, Forgotten and others).

**\*TAYLOR, IRENE.** Singer. (R) NBC shows.

**TAYLOR, JACK (Prairie Ramblers).** Musician, singer, WLS, Chicago. (R) Also WHB, Kansas City; WHO, Des Moines; Pinex program, NBC, 1936. (V) Prairie Ramblers, 1931-32; WLS National Barn Dance Show, 1932-38. (PR) American Record Corp., Vocalion.

**TAYLOR, JOHN.** Supervisor, director. (R) The O'Neills, 1935-39 (P. & G. for Ivory Soap, NBC Red); The Guiding Light, 1937-39 (P. & G. for White Naphtha Soap, NBC Red); Story of Mary Marlin, 1937-39 (P. & G. for Ivory Soap, NBC Red and Blue); This Day Is Ours, 1938 (P. & G. for Crisco, CBS); others. (L) Theatre Guild and others, as actor and stage manager. (Associated with Compton Advertising, Inc.).

**TAYLOR, LARRY.** Commentator (formerly singer). (R) As baritone singer: Roxy's Gang, 1934-35 (Fletcher's Castoria, CBS); Studebaker Champions, 1934-35 (Studebaker Motor Cars, CBS, NBC Red); Forty-five Minutes in Hollywood, 1934 (Borden Co., CBS). (LS) As singer: programs for Vogeler's Mayonnaise, WOR, N. Y.; Wheaties, Socony-Vacuum and Household Finance, WCAU, Phila.; as commentator: Town & Turf News (Philadelphia Brewing, WCAU). Also transcriptions for Chevrolet, 1937. (V) Theatre appearances. (PR) Brunswick.

**TAYLOR, M. SAYLE** ("Voice of Experience"). Inspirational speaker. (R) Voice of Experience, since 1933 (Wasey Products, 1933-36, CBS; Wasey Products, 1936-37, NBC Red; Lydia Pinkham Co., 1937-



## PROFESSIONAL RECORDS—Continued

- 39, Mutual). (F) Series of 10 shorts. Columbia Pictures (s). (V) Voice of Experience, 1934-35. (Columnist, Paul Block Syndicate and independent papers; author of Voice of Experience, Stranger Than Fiction, Making Molehills of Mountains, etc.).
- TAYLOR, MARY LEE.** Home economist. (R) Pet Milky Way, since Nov., 1933 (Pet Milk, CBS).
- TAYLOR CHORISTERS, PAUL.** See Paul Taylor Choristers.
- TAYLOR, POLLY.** Pianist, WKY, Oklahoma City. (R) NBC sustaining show.
- TAYLOR, REESE.** Dramatic actor. (R) Wife vs. Secretary, 1936-38 (Bayer Aspirin, transcriptions); Romance of Helen Trent, 1938-39 (Edna Wallace Hopper, Old English Floor Wax, CBS); Road of Life, 1938-39 (P & G, NBC Red, CBS); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Manhattan Mother, 1938-39 (P & G, CBS); Backstage Wife, 1939 (Dr. Lyon's Toothpowder, CBS); others. (L) Stock. (V) 1927-34.
- TAYLOR, ROBERT.** Actor, M.C. (R) Good News of 1938 (General Foods Corp., NBC Red). (GA) Hollywood Hotel, July 16, 1937 (Campbell Soup Co., CBS); Jell-O Program Starring Jack Benny, Feb. 13, 1938 (General Foods Corp., NBC Red). (F) M-G-M, Universal, 20th Century-Fox (s); shorts.
- TAYLOR, SAMMY.** (R) Formerly shows on KALE, Portland. (V) Orchestra leader, 1935-37; theatre and night club appearances. (Currently publicity director, KWWJ, Portland).
- TAYLOR, TOMMY.** Vocalist, WNEW, New York. (R) Rhythm School of the Air (NBC sustaining); also WAAT, Jersey City. (V) Theatre appearances.
- \*TAZEWELL, CHARLES.** Script writer. (R) Hollywood Guild, 1939 (Gulf Oil, CBS).
- TEAGARDEN, JACK.** Orchestra leader, trombonist. (R) As a member of Paul Whiteman's Orchestra: Paul Whiteman's Orchestra, 1934-35 (Kraft-Phenix Cheese Corp., NBC Red); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1937-38 (Liggett & Myers Tobacco Co., CBS); with own orchestra: Columbia Dance Hour and Columbia Swing Club, 1939 (sustaining, CBS). (GA) Teagarden Orchestra, Fitch Bandwagon, 1939 (F. W. Fitch for Shampoo, NBC Red); Camel program, 1939 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (V) Theatre and hotel engagements. (PR).
- TEBBS, GEORGE W.** Poem, philosophy reader, CKOC, Hamilton.
- \*TEDRO, HENRIETTA.** Actress. (R) Little Orphan Annie (The Wander Co., NBC Red); The Woman in White (Pillsbury Flour, NBC Red); Those Happy Gilmans (General Mills, NBC Red and Blue).
- TEEL, JOHN.** Singer. (R) Woman's Magazine of the Air, past 5 years (participating program, NBC Pacific Coast Red); Texaco Program with Eddy Duchin, 1935 (Texas Co., NBC Red); others, not current. (V) Theatre appearances.
- TELLEZ, WALTER.** Announcer, KTUC, Tucson.
- TEMPLE, FRED.** Announcer, WBAL, Baltimore. (R) Also NBC, New York.
- TEMPLETON, ALEC.** Concert pianist, satirist. (R) You Shall Have Music, 1935-36 (Standard Oil, CBS); Jack Hylton and His Continental Revue, 1936 (Real Silk Hosiery Mills, NBC Blue); Studebaker Champions, 1937 (Studebaker Motors, NBC Blue); Universal Rhythm, 1937 (Ford Motors, NBC Red); appearances on Magic Key of RCA, 1937, '38 (Radio Corp. of America, NBC Blue); Kraft Music Hall, 1938 (Kraft-Phenix Cheese Corp., NBC Red); National Barn Dance, 1937, '38, '39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Alec Templeton program, 1939 (S. C. Johnson & Son, NBC Red). (F) Has written several musical numbers for Paramount. (V) Theatre and club engagements. (PR).
- \*TERRELL, CLEMENTINE.** (R) Criminal Case Histories with Warden Lewis E. Lawes (William Warner Co., NBC Blue).
- TERRISS, TOM.** Actor, narrator. (R) Series based on own adventures over KFI, Los Angeles, for over 2 years, sponsored by various companies including Shell Oil in 1930; similar series on NBC Red Network as sustaining feature; later sponsored, in 1934, by the U. S. Lines over WOR, New York; currently has sustaining program, Letters from Abroad, over the NBC Red. (F) Vitagraph, Gaumont-British, M-G-M and Paramount, as director; various world tours for material for travelogues released by RKO. (L) Produced and played in musical comedies in London, Paris and New York; leading juvenile in drama with Charles Frohman and others; famous for Dickens characterizations, and formed a Dickens repertoire company which toured Canada. (V) Specialty dances and acts in

## PROFESSIONAL RECORDS—Continued

- Mexico; toured England, the Continent and Russia with own troupe of Hawaiians; gave over 1,000 performances of Scrooge in the U. S. (PR) RCA Victor.
- TERRY, GENE.** Newscaster, special events commentator, WTAD, Quincy.
- TERRY, (MISS) BEL.** Actress, FTRD. (R) Shows on KYW, Philadelphia; WABC, WEAF, WOR, New York; WBBM, Chicago. (F) Educational films. (L) Since 1929; Hired Husbands, Companionate Marriage, others (s.f.). (V) Jordan-Terry, 1928-29.
- TERWEY, TYS.** Announcer, newscaster, WNOX, Knoxville. (R) Also WCMI, Ashland; WOOD, Grand Rapids. (F) Shorts. (L) Good News, 1926, '28; Manhattan Cocktail, 1929. (V) Zell and Terwey.
- TESSMAN, ABBOTT.** Announcer, KGO-KPO, San Francisco. (R) Hawthorne House (Wesson Oil & Snowdrift Sales, NBC Red); Good Morning Tonite (Alber Bros. Milling, NBC Red).
- \*TETZEL, JOAN.** Actress. (R) When a Girl Marries, 1939 (Prudential Insurance Co., CBS).
- TEUDER, ROBERT.** Script writer. (R) Your Hollywood Parade (American Tobacco Co., NBC Red).
- TEXAS RANGERS.** See Roderick May, Francis Mahaney, Robert Crawford, Edward Cronenbald, Clarence Hartman, Paul Sells, Gomer Cool, Herb Kratoska, Tex Owens.
- THALL, GEORGE.** Musician. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc. for Alka-Seltzer, NBC Blue).
- THERIAULT, JACK.** Announcer, M.C., singer, producer, sportscaster. (R) Local shows on CHLN, Three Rivers; CHNC, New Carlisle.
- \*THOMAS, CLIFF.** Script writer. (R) Those Happy Gilmans, 1938-39 (General Mills, NBC Red & Blue).
- THOMAS, GEORGE.** Announcer, WCAU, Philadelphia. (R) Also WHAT, Philadelphia.
- THOMAS, GORDON.** Announcer, KGLO, Mason City.
- \*THOMAS L. W.** Script writer. (R) Breezing Along 1939 (Philip Morris & Co., Ltd., Mutual).
- THOMAS, LOWELL.** Commentator, writer. (R) Lowell Thomas (Literary Digest, 1930 to June, 1932, NBC Blue; Sun Oil Co., June, 1932 to 1939, NBC Blue). (F) Narrator, Universal and Educational shorts; commentator, Fox Movietone News, Pathe News. Lecture tours, including 4-year world tour. Author, writer.
- THOMAS, ROLLYN.** Announcer, producer, writer. (R) Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Sisters of the Skillet (Procter & Gamble, NBC Blue); also one-time programs: Horace Heidt's Brigadiers, 1935 (Stewart-Warner Corp., CBS); Walter Winchell, 1935 (Andrew Jergens Co., NBC Blue). (LS) KHJ, Los Angeles; WGR, Detroit. (Currently with KHJ, Los Angeles).
- THOMAS, RUTH R.** Singer, mistress of ceremonies, WDBJ, Roanoke. (R) Log Cabin program with Lanny Ross (General Foods Corp., NBC Red); Seth Parker (Vick Chemical Co., NBC Blue); also programs on Mutual. (F) Shorts. (L) Road shows. (V). (PR).
- THOMLINSON, ROBERT E.** Announcer, M. C., KGW-KEX, Portland. (Also technical advisor).
- \*THOMPSON, BILL** (Nick de Popolus and Old Timer). (R) Fibber McGee & Co. (S. C. Johnson & Son, Inc., NBC Red).
- THOMPSON, DONALD.** Announcer, producer, actor, writer. (R) 1939, as actor: Manhattan Mother (P & G for Chipso, CBS); Bachelor's Children (Cudahy Packing for Old Dutch Cleanser, CBS); Kitty Keene, Inc. (P & G for Dreft, NBC Red); Houseboat Hannah (P & G for Lava Soap, NBC Red and Blue); as announcer: Those Happy Gilmans (General Mills for Corn Kix, NBC Red); as announcer, producer: Kenneltime (Ken-L-Ration, transcriptions); numerous others, in following capacities: production director, NBC Chicago, 1937 to Jan., 1939; production manager, WHO, Des Moines, 1935-37; announcer, producer, WMCA, New York, 1934; announcer, continuity writer, producer, WTIC, Hartford, 1933, and others. (F) Trailers and commercials, as actor and narrator. (L) Killers, 1928; The Criminal Code, 1929; Getting Even, 1929; Trade Winds, 1930; others.
- THOMPSON, DOROTHY.** Commentator. (R) People in the News, 1937-38 (American Tobacco for Pall Mall Cigarettes, NBC Red, 1937-38; NBC Blue, 1938); Hour of Charm, 1938-39 (General Electric, NBC Red). (Writes political-economic column for New York Herald Tribune Syndicate).

## PROFESSIONAL RECORDS—Continued

- \*THOMPSON, EDNA.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successfully CBS, NBC Red and Blue).
- THOMPSON, ELSIE.** Organist. (R) Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Life of Mary Sothern (Lehn & Fink, CBS).
- THOMPSON, H. W. (Bill).** Announcer, actor, KWYO, Sheridan. (R) Also WSM, Nashville; local shows for Pure Oil Co., others. (L) 1934-37.
- THOMPSON, HAL.** Announcer, sports commentator, producer, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others.
- THOMPSON, HOWARD L.** Saxophone and clarinet player, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air (participating, NBC Red).
- THOMPSON, JACK.** Announcer, CJRC, Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CKY, Winnipeg; CJGX, Yorkton. (F) Shorts. (L) No More Depression, 1933 (f). (V) Theatre appearances.
- THOMPSON, JEAN.** Actress. (R) WMCA, WHN and WOR, New York.
- THOMPSON, JIMMIE.** Sports announcer, WFBC, Greenville. (R) Play-by-play sports for Coca-Cola Bottling Co., Kellogg Co., Atlantic Refining Co.
- THOMPSON, JOAN.** Announcer, KRFO, Longview.
- THOMPSON, KAY.** Singer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS); The Monday Night Show (The Brewers' Radio Show Association, CBS).
- \*THOMPSON RHYTHM SINGERS, KAY.** See Jean Norman, Marion Thompson, Elizabeth Newburger, Jessie Mahr, Beverly Freeland, Daise Silloway, Jude Freeland, Helen Jackson, John Smedberg, Ken Lane, Harold Cook.
- THOMPSON, LUCIA MAE.** Pianist, WHBF, Rock Island. (V) Three Boys and a Girl, 1932-36.
- \*THOMPSON, MARION.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).
- THOMPSON, ODIE (Shorty) (Shorty & Sue).** Guitarist, singer, KMMJ, Grand Island. (R) Local shows, including Armour Noonday Melodies (Armour & Co.).
- THOMPSON, OLIVE (Sue) (Shorty & Sue).** Accordionist, singer, KMMJ, Grand Island. (R) Local shows, including Armour Noonday Melodies (Armour & Co.).
- THOMPSON, WADE.** Program director, production manager, writer, KVI, Tacoma.
- THORGERSEN, ED.** Sports commentator. (R) Elgin Football Revue, 1936 (Elgin Watch Co., CBS); Ed Thorgersen's Football Dope, 1937 (Sun Oil Co., NBC Blue); Highlights in the World of Sports, 1938 (Sinclair Refining Co., CBS). (F) 20th Century-Fox (f); shorts; Fox Movietone News.
- THORNBERG, BOB.** Master of ceremonies, WKZO, Kalamazoo.
- THORNBURGH, VERNSON S. ("Red").** Sports and special events commentator, WCPO, Cincinnati.
- THORNDYKE, GEORGE.** Writer, director, announcer. (R) Hymns of All Churches, since 1936 (General Mills, CBS, 1936-38; NBC Red and Blue, 1936-39); Romantic Serenades, 1937 (Olson Rug Co., Mutual); Rube Appleberry, 1937 (Campbell Cereal Co., Mutual and transcriptions).
- THORNE, BILL.** Singer. (R) Saturday Night Dancing, 1934 (Hudson-Essex Motor Co., NBC Blue); Trioliann, 1935 (Sparton Radios, NBC Blue); Matt Clemens, the Melody Man, 1935-36 (General Electric, NBC Red); Town Hall Tonight, 1936-37 (Bristol-Myers Co., NBC Red); Gulf Program, 1936 (Gulf Refining Co., CBS); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists; theatre and hotel appearances.
- \*THORNHILL, CLAUDE.** Music arranger. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).
- THORNHILL, JAMES H.** Trumpeter, WFAA, Dallas. (R) Also Texas Quality and Dixie Networks. (V) Heads Up Review, 1933; Major Bowes Unit, 1936; with Dave Apollon, 1937.
- THORNTON, GLADYS.** Actress. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Gang Busters (Colgate-Palmolive-Peet, CBS); Believe It or Not (General Foods, NBC Red); Pretty Kitty Kelly (Continental Baking, CBS); Easy Aces (Anacin, NBC Blue); Maxwell House Showboat (General Foods, NBC Red); Your Family and Mine (Sealtest, NBC Red); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Her Honor, Nancy James (Inter-

## PROFESSIONAL RECORDS—Continued

- national Cellucotton for Kleenex, CBS); Hilltop House (Colgate-Palmolive-Peet, CBS); Life Can Be Beautiful (P & G, CBS).
- THORNTON, SNYDER C.** Organist, musical director, accompanist, KFBB, Great Falls. (V) Theatre appearances.
- THORP, JOHN.** Announcer, KYW, Philadelphia. (R) Local shows for Quaker Oats Co., others. (L) Stock.
- THORPE, H. B. (Bud).** Announcer, special events commentator, KOIL, Omaha. (R) Local shows including Quizzer Bee, 1938-39 (RCA Victor).
- THORSEN, ARTHUR R.** Manager, Horace Heidt's Brigadiers. (R) Horace Heidt's Brigadiers since 1935 (Stewart-Warner Corp.; 1935-37, CBS; since Dec., 1937, NBC Blue). (Associated with Horace Heidt 13 years, formerly as bass player and comic with orchestra).
- THORSTEINSON, A. LARRY.** Pianist, singer, CFAR, Flin Flon.
- THREE DREWS.** Vocal trio, WHN, New York. (R) Also WJZ, New York. (V) Theatre appearances.
- THREE ESQUIRES (Earl Hagen, Jack Leonard, Allen Store Dahl).** Singers. (R) Tommy Dorsey's Orchestra, 1936-39 (Brown & Williamson Tobacco Co., NBC Blue).
- \*THREE GRACES, THE.** (R) Shows on WGN, Chicago.
- THREE HARMONICS.** See Beverly and Jude Freeland, Helen Jackson.
- THREE J'S AND JANET.** Singers, WDAY, Fargo.
- THREE JESTERS.** See "Wamp" Carlson, Guy Bonham, Dwight B. Latham.
- THREE LITTLE PIGS (Martha, Mary and Mildred Duncan).** Singers, WBRC, Birmingham. (R) Also CBS sustaining program. (V) Theatre appearances.
- THREE LITTLE WORDS (Frances Cook, Fern Griggs, Connie Backus).** Vocal Trio. (R) Phil Spitalny's Hour of Charm, 1936 (Sales Affiliates for Zotos Machineless Permanent Wave, CBS); General Electric Hour of Charm, 1936-39 (General Electric for Mazda Lamps, NBC Red). (F) Shorts. (L) Goin' Places, 1935 (f). (V) 5 years. (PR) RCA Victor.
- THREE MARSHALLS, THE (Peggy, Kay & Jack).** Harmony trio. (R) The Big Show, 1935 (Ex-Lax, CBS); Rolls Razor Program, 1937 (Rolls Razors, Mutual).
- (GA) Log Cabin Revue, 1935 (General Foods, NBC Red); Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS); Town Hall Tonight, 1936 (Bristol-Myers, NBC Red); Joe Cook, 1937 (Shell Union Oil, NBC Red); Nash Speed Show, 1937 (Nash-Kelvinator, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds, CBS). (F) Warner Bros. (f); shorts. (V) Theatre, hotel and night club appearances.
- \*THREE ROMEOS, THE. (Gil Jones, Lou Perkins, Sam Cowley).** (R) NBC sustaining shows.
- \*THREE SINGING STRINGS.** (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red & Blue).
- THREE TONES.** Singers, WDAY, Fargo.
- \*THREE TRUMPETERS, THE.** (R) Horace Heidt & His Brigadiers (Stewart Warner Corp., NBC Red).
- TIBBALS, WALTER A., JR.** Producer. (R) Johnny Presents, 1936-39 (Philip Morris & Co., NBC Red, 1936-39; CBS, 1937-39; Mutual, 1938-39). (Associated with the Biow Co., Inc.).
- TIBBETT, LAWRENCE.** Baritone. (R) Voice of Firestone, 1932-33 (Firestone Tire & Rubber Co., NBC Red); Packard Presents Lawrence Tibbett, 1934-36 (Packard Motor Car Co., NBC Blue); Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS); The Circle, 1939 (Kellogg Co., NBC Red). (F) Metro-Goldwyn-Mayer; 20th Century-Fox (s). (L) Grand Opera, Metropolitan Opera Co., New York, since 1923 (s).
- TICE, J. OLIN.** Program director, WDNC, Durham. (R) Also WAIM, Anderson; WFBC, Greenville.
- \*TILTON, MARTHA.** Singer. (R) Benny Goodman's Orchestra (R. J. Reynolds Tobacco Co., CBS).
- TIM & IRENE.** See Tim Ryan and Irene Noble.
- TINNEY, CAL.** Humorist. (R) Voice of America, 1933 (Underwood Elliott Fisher Co., CBS); Robinson Crusoe, 1934-35 (New York State, CBS); Bobby Benson, 1936 (Hecker H-O Co., CBS); Vanity Fair, 1937 (Campana Sales Co., NBC Blue). (F) Shorts. Has also done lecture work under management of Alber & Wickes. (Newspaper columnist).
- TIPLADY, GEORGE.** Actor (straight, character, dialect, comedy). (R) March of Time, 1934-39 (sponsored, at various times, over NBC and CBS by Time, Life

## PROFESSIONAL RECORDS—Continued

- and Fortune Magazines; Servel, Inc.; Remington-Rand; Gang Busters, 1937-39 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner Co. for Sloan's Liniment, NBC Blue); intermittent appearances on Valiant Lady (General Mills, NBC Red and Blue) and The Right Thing to Do (George W. Luft Co., NBC Red). (V) Specialty acts, past 3 years.
- TISS, WAYNE.** Director. (R) It Happened in Hollywood, 1939 (George A. Hormel & Co., CBS).
- TITO & HIS SWING ACCORDIONISTS.** (R) NBC shows.
- TITUS, KAY.** See Jean Abbey.
- \*TOBIN, LOU.** (R) I Want a Divorce (Sussman Wormser & Co., CBS, NBC Red); My Secret Ambition (Durkee Famous Foods Corp., CBS).
- TODD, JACK.** Program director, announcer, KANS, Wichita. (R) Also WHB, Kansas City; KGW, Portland.
- \*TODD, JOHN.** Actor. (R) Lone Ranger (Gordon Bakeries, Mutual).
- TODD, RICHARD J. (Dick).** Singer. (R) Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, CBS); Canadian network programs, 1937-38. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor, Bluebird.
- TOLMAN, C. TOLEY.** Announcer, actor, orchestra leader, KGW-KEX, Portland. (R) Shell Happy Time, 1929-31 (Shell Union Oil Corp., NBC Red); Memory Singer, 1934-35 (Swift & Co., KGW); transcriptions. (L) Countess Maritza Shuberts). (V) Roxy's Gang; Little Rebel, 1925-28; Whispering Cowboys & Toley Tolman, 1932-38.
- TOM, DICK & HARRY.** See Bud Van Dover, Marlin Hurt, Gordon Van Dover.
- TOMLIN, PINKY.** Orchestra leader, musician, actor. (R) Texaco Town (The Texas Co., CBS). (F) M-G-M, Universal, 20th Century-Fox. (V) Also writer of popular songs.
- TOMLINSON, EVERETT F.** Writer. (R) Gateway to Hollywood, 1939 (William Wrigley, Jr., Co., CBS). (Currently with KNX, Los Angeles).
- TOMMY & SHERLOCKE.** Harmony yodelers, WPIC, Sharon. (R) Also West Virginia Network; WADC, Akron. (V) Theatre appearances.
- \*TOMPKINS, JOAN.** (R) Kale Smith-Noonday Chats, 1938-39 (General Foods, CBS); Your Family & Mine, 1938-39 (Sealtest Inc., NBC Red); Orphans of Divorce, 1939 (Dr. Lyons, NBC Blue).
- TOMPKINS, JOHN.** Singer, WDAF, Kansas City. (V) Theatre appearances.
- TOMY, NEAL.** Children's programs, WJR, Detroit. (R) 10 years. (Also publicity director).
- TOOKE, FRANKLIN.** Program and production manager, WOWO-WGL, Ft. Wayne. (L) 1934-39.
- TOOTLE, HARRY KING.** Writer. (R) Special Delivery, 1937-38 (NBC Red, sustaining).
- \*TOSCANINI, ARTURO.** Symphony orchestra conductor, 'cellist. (R) NBC Symphony Orchestra, 1937-39 (sustaining, NBC Red and Blue, 1937-38; NBC Blue, 1938-39). (L) Metropolitan Opera, 1908-15; tour of the United States with own orchestra, 1920-21; New York Philharmonic Orchestra, 1926; European tour with the New York Philharmonic Orchestra, 1930; also concerts throughout Europe; guest conductor.
- \*TOTTEN, HAL.** Sports caster. (R) Various events via NBC.
- TOURTELLOTTE, WESLEY.** Organist, KFI-KECA, Los Angeles. (R) One Man's Family, 1938 (Standard Brands, NBC Red); local shows, past 7 years.
- TOVROV, ORIN.** Writer. (R) Sally of the Talkies, 1935 (Armour & Co., NBC Red); Toy Band, 1936 (General Mills, Mutual); For Men Only, 1936 (Shelvardor, Mutual); Manhattan Mother, since 1937 (started as network show on CBS under sponsorship of P & G, 1939); Ma Perkins, 1938-39 (P & G, NBC Red). (F) RKO, 1933. (L) Assistant stage manager, Gilbert & Sullivan Cycle, New York, 1934.
- TOYO, RAYMOND.** Actor, WXYZ, Detroit. (R) The Green Hornet (local sponsors, Mutual and Michigan Radio Network).
- TRACE, GENE.** Program director, announcer. (R) Renfro Valley Barn Dance, 1937-38 (Pinex, Mutual, 1937; Allis-Chalmers, Mutual, 1938); Smilin' Ed McConnell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Ballard Ovenready Biscuit Program, 1938-39 (Ballard & Ballard Co., NBC Red and Blue). (LS) Boone County Court

## PROFESSIONAL RECORDS—Continued

- House, 1938 (International Harvester Co., WLW, Cincinnati); Time to Shine, 1938-39 (Griffin Mfg., WLW). (V) Theatre appearances. (Staff announcer, WLW, Cincinnati, 1937 to Jan., 1939; currently program director, WMBD, Peoria).
- TRAST, ARTHUR E.** Script writer. (R) Smoke Dreams, 1938-39 (H. Fendrich, Inc., NBC Red). (On staff of Ruthrauff & Ryan, Inc.).
- TRAUM, WILLIAM R.** Announcer, special events commentator, WROK, Rockford.
- \*TRAUTNER, ELSA.** Member singing ensemble. (R) Good Morning Tonight (Alber Bros. Milling Co., NBC Red).
- TRAVERS, RUTH.** Writer. (R) WMCA, WOR, New York; KDKA, Pittsburgh. (L) New York Harbor Theatre Permanent Co., 1936 (f).
- \*TRAVIS, JUNE.** Actress. (R) NBC shows. (F) First National, Warner.
- TRAXLER, BERT.** Saxophonist, WBRC, Birmingham. (F) Shorts. (V) Theatre appearances.
- TRAYNOR, MART.** Sports commentator, WMFF, Plattsburg.
- TREDWAY, BILL.** Program director, news director, special events director, continuity chief, special events and commercial announcer, KFBB, Great Falls. (R) Also KGDY, Huron; KGNF, North Platte; KTRI, Sioux City.
- TREMAYNE, LESTER.** Dramatic actor. (R) First Nighter, since 1936 (Campana Sales for Italian Balm, NBC Red 1936-38; CBS, 1938-39); Burns & Allen, 1936 (Campbell Soup Co., CBS); Sears, Then and Now, 1936 (Sears, Roebuck, CBS); Grand Hotel, 1936-37 (Campana Sales, NBC Red); Betty & Bob, 1938-39 (General Mills, NBC Red and Blue); numerous other network shows, not current, include National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); Edgar Guest in Welcome Valley (Household Finance, NBC Blue); Amos 'n' Andy (Pepsodent Co., NBC Red); Jack Armstrong (General Mills, CBS); Romance of Helen Trent (American Home Products, CBS); also many transcriptions. (LS) WMAQ, WENR, WGN, WLS, WBBM, WCFL and WSBC, Chicago; WROK, Rockford; KMOX, St. Louis; KYW, Philadelphia; WTMJ, Milwaukee, and others. (F) Shorts. (L) Gates of Paradise, 1932; The Messiah, 1933 (s); others. (V) WLS Road Show Units, theatre appearances.
- TRENDLER, ROBERT.** Pianist, arranger, conductor. (R) House by the Side of the Road, 1934 (S. C. Johnson & Son, NBC Red); Fibber McGee & Molly, 1935 (S. C. Johnson & Son, NBC Red); Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow for Mar-O-Oil Shampoo, NBC Red); It Can Be Done, 1936 (Household Finance Co., NBC Blue); Then and Now, 1936 (Sears, Roebuck, CBS); Pickens Sisters, 1936 (Cycle Trades of America, NBC Blue); Lovely Lady, 1937 (Lovely Lady Cosmetics, Mutual); Vanity Fair, 1937 (Campana Sales, NBC Blue); Harold Stokes' Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Sunday Afternoon with Smilin' Ed McConnell, 1937-38 (Acme White Lead & Color Works, NBC Blue); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Sunbrite Smile Parade, 1938-39 (Swift & Co. for Sunbrite Cleanser, NBC Blue); others. (V).
- TRENT, KATHRYN.** Singer, WDAF, Kansas City.
- TRENT, SYBIL.** Dramatic actress (juvenile). (R) A & P Bandwagon, 1937 (Great Atlantic & Pacific Tea Co., CBS); March of Time, 1937 (Life Magazine, CBS); We, The People, 1938 (General Foods for Sanka Coffee, CBS); Hill Top House, 1939 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Hobby Lobby, 1939 (Fels Co. for Fels-Naphtha Soap Chips, NBC Blue); March of Games, 1939 (CBS, sustaining). (F) (RKO) (f). (L) Earl Carroll's Vanities, 1932; Jumbo; Away From It All (f). (PR) Brunswick.
- TRESLER, JANE.** Singer, actress. (R) Programs for Pursang Tonic and Sayman Soap, 1938 (WLW, Cincinnati); Phillips 66, 1938; Ideal Packing (WSAI, Cincinnati); others. (V) Theatre and hotel appearances.
- TREVOR, CLAIRE.** Dramatic actress. (R) Big Town, 1937-39 (Lever Bros. for Rinso, CBS). (F) Fox, 20th Century-Fox, Paramount, Warner Bros. (s,f); shorts. (L) Stock, 1931; Whistling in the Dark (lead opposite Ernest Truex), 1932; same production on road, 1933; lead in The Party's Over, 1933.
- TRIETSCH, KENNETH H.** Novelty musician, singer, "Hoosier Hot Shots." (R) National Barn Dance, since 1934 (Miles Laboratories for Alka-Seltzer, NBC Blue); Station E.Z.R.A. Uncle Ezra, since 1935 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, since 1938 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Featured in Sis Hopkins, Way Down East. (V) Buzzington Rube Band and Rustic Revelers, 12 years. (Also recordings for Brunswick).

## PROFESSIONAL RECORDS—Continued

- TRIETSCH, PAUL E. (Hezzie).** Novelty musician, singer, comedian (Hoosier Hot Shots). (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions of Hoosier Hot Shots. (F) Short. (L) Sis Hopkins and The Old Homestead, 1927-28 (f). (V) Various circuits and theatres, 1922-29. (PR) Columbia, Brunswick, Vocalion, Banner, Perfect.
- TRIPLE A RANCH GIRLS, THE.** Harmony trio, KPLT, Paris. (R) Texas State Network.
- TROTTER, JOHN SCOTT.** Conductor. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Music arranger, Columbia.
- TROTTER, PAT.** Violinist, KGNC, Amarillo. (R) Programs for Goodrich, 1938-39; International Harvester, 1938. (V) Theatre appearances. (PR) Decca.
- \*TROUT, FRANCES.** (R) Scattergood Baines, 1937-39 (William Wrigley, Jr., Co., CBS).
- TROUT, ROBERT.** News reporter, special events commentator, ad-lib announcer. (R) Professor Quiz, 1937-39 (Nash-Kelvinator Corp., 1937-38, CBS; Noxzema Chemical Co., 1938-39, CBS). CBS staff; has covered world news events for the past 6 years, and is heard currently on sustaining show, Today with Bob Trout, previously on Headlines and Bylines.
- TRUE, HAROLD.** Announcer, WXYZ, Detroit. (R) Lone Ranger, 1939 (Bond Bread, Mutual); also Michigan Radio Network. (F) Shorts. (Also station manager).
- \*TRUEX, ERNEST.** Actor, comedian. (R) Hall of Fun, 1939 (sustaining, NBC Red). (GA) Ipana Troubadours, 1938 (Bristol-Myers, NBC Red); Rudy Vallee Program, 1934 (Standard Brands, NBC Red); RCA Magic Key, 1937 (RCA, NBC Blue). (F) M-G-M, 20th Century-Fox. (L) The Fall Guy, The First Year, Five O'Clock Girl, many others.
- TRUITT, ROLLIE.** Sports announcer, KGW-KEX, Portland. (R) Baseball, 1936-38 (General Mills and B. F. Goodrich); football, 1938 (General Mills).
- TRUMAN, EDWARD.** Musician, KSO-KRNT, Des Moines. (R) Accompanist for Jackie Heller, NBC; vocalist on NBC Blue, 1935; also WHO, Des Moines. (V) Theatre appearances with Jackie Heller.
- TRUXELL, EARL.** Musical director, pianist, WCAE, Pittsburgh. (R) The Airliners and Muted Music, 1938-39 (sustaining, Mutual). (LS) Muted Brass, 1938 (May Stern Co.); Big Swing to Isaly, 1938-39 (Isaly Dairy Products); others, since 1934.
- TUCKER, FRANCES.** Singer, WSJS, Winston-Salem. (V) The Girl with the Velvet Voice.
- TUCKER, JANE.** Director, announcer, writer (women's programs), KFAB, Lincoln. (R) Also WGN, WAAF and WLS, Chicago; National Barn Dance, 1936 (Miles Laboratories, NBC Blue). (L) 1934-36.
- TUCKER, JOE.** Sports announcer, WWSW, Pittsburgh. (R) Local programs for B. C. Remedy, Philco Radio & Television Corp., others.
- TUCKER, LILIAN W.** Actress, dramatic readings, WCAP, Asbury Park. (L) Monmouth Players, WPA Theatre Project (f).
- TUCKER, SOPHIE.** Singer, actress. (R) Sophie Tucker & Her Show, 1938-39 (American Tobacco for Roi-Tan Cigars, CBS). (F) Warner Bros., 1929; British Lion; M-G-M, 1938 (s.f.). (L) Leave It to Me, 1938-39; Shubert Revues; Le-Maire Affairs (s). (V) 1909 to 1939. (PR) RCA Victor, Brunswick, Decca.
- TUCKER, TOMMY.** Orchestra leader. (R) Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (F) Shorts. (V) Theatre appearances with George Jessel.
- \*TUFTS, NATHAN.** Director. (R) The Shadow, 1938-39 (Delaware, Lackawanna & Western Coal Co., Mutual). (Associated with Ruthrauff & Ryan).
- TULLEY, TOM.** Actor (leads, characters). (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Famous Fortunes, 1937 (General Shoe Corp., Mutual); Your News Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes, CBS); The O'Neills, 1938 (Procter & Gamble for Ivory Soap, NBC Red and CBS); Court of Human Relations, 1938 (Vadco Sales, Mutual); Design for Happiness, 1938 (American Tobacco Co., Mutual). (F) Shorts. (L) Dead End, 1937; Behind Red Lights; with Jack Pearl in One Flight Down; others.



## PROFESSIONAL RECORDS—Continued

- TUPPER, HOWARD L.** Announcer, script writer, actor, producer, WGY, Schenectady. (R) Transcriptions and local shows.
- \*TURLEY, AGATHA.** Member of singing ensemble. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).
- TURNER, HARRY.** Program director, band manager, KOBH, Rapid City. (R) Also KFYR, Bismarck. (V) Tours with Ted Weems' orchestra, 1935-36.
- TURNER, HAZEL M.** Musician, singer (The Novelty Aces). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati: Melody Grove, 1937 (Bromo-Quinine); Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) WLS road shows, 1934-37; Blue Ridge Mountaineers, 1935; WLW road show, 1938. (PR) Bluebird.
- TURVEY, BERTRAM L.** Pianist, pipe organist, CHWK, Chilliwack.
- TUTTLE, ELSIE C.** Musical director, pianist, announcer for women's programs, WSJS, Winston-Salem. (L) 1937.
- TWEED, TOMMY.** Writer, director, actor, CJRC, Winnipeg. (R) Also Canadian Broadcasting Corp.
- TWERP, JOE.** Comedian, writer. (R) Merrymakers, 1933-34 (Ford Motor Co., CBS, Don Lee); Funfest, 1934 (General Petroleum, CBS, Don Lee); Sunday Night Hi Jinks, 1934-35 (Warner Bros., Pacific Coast network); Radio City Party, 1935 (Radio Corp. of America, NBC Blue); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Blue); Joe E. Brown, 1938-39 (General Foods, CBS). (F) M-G-M, Paramount, Columbia, 20th Century-Fox, RKO (f). (L) All God's Chillun Got Wings (O'Neill). (V) Theatre appearances.
- TWIN TRIO.** See Roy Ringwald, Craig Lietch, Paul Gibbons, Margaret Bullard, Lucy James, Jean Norman.
- \*TWISS, BUDDY.** Announcer. (R) Jergens' Journal (Andrew Jergens, NBC Blue).
- TWISS, CLINTON.** Script writer. (R) The Best of the Week, 1937-38 (Globe Grain & Milling Co., NBC Red); Standard Symphony, 1938 (Standard Oil of California, NBC Red).
- TWO BEES AND A HONEY.** See Hal Kanner, Murray Kane, June Perron.
- TWYMAN, HARVEY.** Announcer, KOIL, Omaha. (L) 1934-37.
- TYLER, BETTY L.** Juvenile actress. (R) Twin Stars, 1937 (National Biscuit Co., NBC Blue); Heinz Magazine of the Air, 1938 (H. J. Heinz Co., CBS); Death Valley Days, 1939 (Pacific Coast Borax Co., NBC Red); Carson Robison and His Buckaroos, 1939 (Musterole Co., NBC Blue); Al Pearce and His Gang, 1939 (General Foods for Grape Nuts, NBC Red); Central City, 1939 (P & G for Oxydol, NBC Red and Blue); Dr. Christian, 1939 (Chesebrough Mfg. for Vaseline products, CBS); Aunt Jenny's Real Life Stories, 1939 (Lever Bros. for Spry, CBS); also NBC and CBS sustaining. (LS) Echoes of New York, 1937 (Consolidated Edison Co., WEAF, New York).
- \*TYLER, C. P.** Director. (R) Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red).
- TYLER, NOAH C.** Announcer, WIOD, Miami. (R) Walter Winchell, Dec., 1938 (Andrew Jergens Co., NBC Blue).
- TYSON, E. LLOYD.** Announcer, sportscaster, WWJ, Detroit. (R) Baseball for General Mills, Socony-Vacuum, others; has handled play-by-play football for 14 years, baseball for 13 years.

## U

- ULMER, ROCH.** Announcer, special events commentator, actor, KVOO, Tulsa. (R) Also KGGM, Albuquerque; KSO, WHO, Des Moines; KSOO, Sioux Falls; KSTP, WDGY, WTCN, Minneapolis-St. Paul; KTUL, Tulsa; WMBH, Joplin; locals for General Motors, Phillips Petroleum Co., others.
- ULSRUD, JOHN.** Announcer, KOVC, Valley City. (R) Also KGCU, Mandan; sports announcer, WDAY, Fargo; program director, KOVC, Valley City.



## PROFESSIONAL RECORDS—Continued

**UNCLE EZRA.** See Patrick J. Barrett.

**\*UNDERWOOD, CECIL.** Director. (R) Fibber McGee & Co. (S. C. Johnson & Son, Inc., NBC Red). (Associated with Needham, Louis & Brorby).

**UNGER, STELLA.** Script writer, commentator. (R) Information Service, 1937-38 (Hecker Products Corp., Mutual); Myra Kingsley, 1937-38 (Hecker Products Corp., Mutual); Hollywood News Girl, summer show, 1938 (Lydia E. Pinkham Medicine Co., Mutual); Hollywood News Girl, 1939 (Aurora Laboratories, Mutual).

**UNIVERSITY A CAPPELLA CHOIR.** Singers, WJRD, Tuscaloosa.

**UPTON, MONROE.** Writer, comedian. (R) Appeared on Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); script writer for Universal Rhythm, Jan. 1, 1936 to April 2, 1937 (Ford Motor Co. Dealers, CBS); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce and His Gang, 1938-39 (General Foods, NBC Red). (V) Act as Lord Bilgewater, since 1930.

**URQUHART, CHARLES.** Production manager, commentator, KDKA, Pittsburgh. (R) Women and the News, 1939 (Loose-Wiles Biscuit Co.).

**URRY, FRANCIS L.** Character actor, announcer, KSL, Salt Lake City. (R) Also transcriptions. (L) New Moon, 1931; Vagabond King, 1932; others.

**USSELMAN, HILDEGARDE.** Organist, WDAY, Fargo.

**UTTAL, FRED.** Announcer, M.C., producer, script writer. (R) Big Sister, 1936-39 (Lever Bros. for Rinso, CBS); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); for Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue); Kay Kyser's College of Musical Knowledge, 1938-39 (Lucky Strike Cigarettes, NBC Red); Chesterfield Program, 1939 (Liggett & Myers Tobacco, CBS); Steinnie Bottle Boys, 1937-38 (Glass Container Assn. of America, NBC Blue); What's My Name?, 1939 (Bristol-Myers); others, not current.

## V

**VACKETTA, ORE H.** Musician (string bass, violin), singer, WDAN, Danville.

**\*VAGABONDS QUARTET.** (R) NBC sustaining shows.

**\*VAIL, LESTER.** Director. (R) Famous Actors Guild Presents Second Husband (Bayer Aspirin, CBS); Alias Jimmy Valentine (R. L. Watkins Co., NBC Blue); David Harum (B. T. Babbitt, NBC Red); John's Other Wife (Old English No Rubbing Floor Wax, BiSoDol, NBC Red).

**VAIL, MYRTLE.** See Myrt & Marge.

**VALENTINE, GRACE.** Actress. (R) Big Sister, 1937 (Lever Bros. for Rinso, CBS); The Road of Life, 1938 (Procter & Gamble for Chipso, CBS); Myrt & Marge, 1938 (Colgate-Palmolive-Feet for Super Suds, CBS); The Gospel Singer, 1938 (P & G for Ivory Soap, NBC Blue); local shows, transcriptions, since 1931. (F) M-G-M, 1915-16; Ivan Pictures, 1916-17; Independent Pictures, 1933-34 (f). (L) Yellow Jacket, 1914 (original production); Dorian's Divorce, with Lionel Barrymore, 1916; Lombardi, Ltd., with

Leo Carillo, 1917; Night Hawk (road), 1927; Three Men on a Horse, 1935-36; others, including stock (s,f). (V) Four Flush, 1923-24; night club and theatre appearances.

**VALENTINE, HELEN.** Actress, commentator. (R) Death Valley Days, 1934-35 (Pacific Coast Borax, NBC Red); Black Chamber Mysteries, 1935 (Forhan's Toothpaste, NBC Red); Doctor Music, 1938 (sustaining, NBC Red); others.

**VALENTINE, LEW.** Master of ceremonies, actor. (R) Dr. I. Q., 1939 (Mars, Inc., NBC Blue); Life of Mary Sothern, 1936 (Lehn & Fink for Hinds, Mutual); Mennen Jury Trials, 1935 (Mennen Co., Mutual); programs for Gebhardt Chili Powder, 1934-36.

**VALENTINE, RANCE.** Announcer, writer, singer, WTAM, Cleveland. (R) NBC sustaining programs, 1938-39; Cobwebs and Cadenzas, Do Your Remember, and others.

**VALLEE, RUDY (Hubert Prior Vallee).** Orchestra leader, singer, M.C. (R) Fleischmann Hour, 1929-36 (Standard

## PROFESSIONAL RECORDS—Continued

- Brands for Fleischmann's Yeast for Health, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Royal Desserts Program, 1938-39 (Standard Brands for Royal Desserts and Aspic, NBC Red). (LS) WMCA, New York City, 1928. (F) RKO, Fox, Warner Bros. (s); shorts. (L) George White's Scandals, 1931, 1935. (V) Theatre, hotel and night club appearances. (PR) RCA Victor, Brunswick, Columbia, Durium and Bluebird.
- VAN, LYLE.** Announcer. (R) Tommy Dorsey and His Orchestra, 1938-39 (Brown & Williamson Tobacco for Raleigh and Kool, NBC Red); Horace Heidt & His Brigadiers, 1938 (Stewart-Warner Corp., NBC Red); Billy & Betty (General Mills, NBC Blue); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue).
- VAN CAMP, BOB.** Announcer, organist, WSJS, Winston-Salem. (R) Also WDNC, Durham. (V) Sing with Bob Van Camp.
- \*VAN DEN BERG, WILLEM.** Conductor. (R) Standard Symphony, 1938-39 (Standard Oil of California, NBC Red).
- VAN DOVER, BUD.** (Tom, of Tom, Dick and Harry Trio). Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue). (LS) WGN, Chicago. (V) 1934-36.
- VAN DOVER, GORDON.** (Harry, of Tom, Dick and Harry). Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue). (LS) WGN, Chicago.
- VAN DYK, JAMES.** Dramatic actor, announcer. (R) Death Valley Days, 1935-37 (Pacific Coast Borax, NBC Blue); On Broadway, 1937 (Diamond Crystal Shaker Salt, NBC Blue); currently Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets & A. S. Boyle Co.'s Old English Floor Wax, NBC Red); Pretty Kitty Kelly (Continental Baking Co., CBS); David Harum (B. T. Babbitt, NBC Red); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red); also frequently on Easy Aces (Anacin, NBC Blue); Gang Busters (Colgate-Palmolive-Peet, CBS); others. (F) Commercials.
- VAN DYNE, WAYNE.** Singer. (R) Your Parlor Playhouse, 1937 (Lovely Lady Cosmetics, Mutual); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue); NBC Jamboree, 1939 (sustaining). (V) Theatre appearances, 1938.
- VAN HARVEY, ART.** Actor. (R) Vic and Sade, 1934-39 (Procter & Gamble, NBC Red and Blue; also CBS, May to Nov., 1938).
- \*VAN HOOGSTRAATEN, WILLEM.** Conductor. (R) Standard Symphony, 1938-39 season (Standard Oil of California, NBC Red). Famed musician, symphony conductor.
- VAN KUREN, JAMES.** Announcer, CKLW, Detroit.
- VAN NOSTRAND, JACK.** Writer, producer. (R) Hollywood Hotel, 1934 (Campbell Soup, CBS); Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, CBS); Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Town Hall Tonight, 1937-39 (Bristol-Myers for Sal Hepatica and Ipana, NBC Red); Ben Bernie and All the Lads, 1938 (American Tobacco for Half and Half Smoking Tobacco, CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS); others. (Associated with Young & Rubicam since June, 1937; with Lord & Thomas, 1937; production manager, KFRC, San Francisco, 1935-36; staff of KHJ, Hollywood, as writer, producer, continuity editor, 1932-35).
- VAN ROOTEN, LUIS.** Actor (characters, leads, dialects). (R) All 1939: Kate Smith Hour (General Foods for Calumet Baking Powder and Swans Down Cake Flour, CBS); Johnny Presents (Philip Morris & Co., Ltd., CBS); Philip Morris Program (Philip Morris & Co., Ltd., NBC Red); Gang Busters (Colgate-Palmolive-Peet Co., CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue); John's Other Wife (Bi-So-Dol and Old English Floor Wax, NBC Red); Young Widder Brown (Cal-Aspirin and Haley's M-O, NBC Red).
- VAN STEEDEN, PETER.** Orchestra leader. (R) Ray Perkins (Barbasol Co., NBC Red); Jack Pearl (Standard Brands, Inc., NBC Red); For Men Only (Bristol-Myers Co., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red); Lucky Strike Hit Parade (American Tobacco Co., CBS); Town Hall Big Game Hunt, summer show (Bristol-Myers, NBC Red); Town Hall Varieties, summer show (Bristol-Myers, NBC Red). (F) Shorts (Warner Bros.). (V) Various hotels and clubs.
- \*VAN TUYL, HELEN.** Actress. (R) The

## PROFESSIONAL RECORDS—Continued

- Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).
- VAN VOORHIS, C. W.** (also known as Hugh Conrad). Announcer. (R) March of Time, 1931-39 (most recent series sponsored by Time, Inc., NBC Blue; other sponsors in the past, including Remington Rand, Servel). (F) March of Time.
- VANCE, H. WILLIAM.** Bass violinist, WIND, Gary.
- VANCE, KENNETH C.** Announcer, WMFO, Decatur. (R) Local shows for Feenamint, others.
- VANCE, WILLIAM C.** Actor, continuity writer, WTAD, Quincy. (L) 1934.
- "VANDA."** Philosopher, author, commentator, KTAR, Phoenix. (F) Shorts. (V) Theatre appearances.
- \*VANDA, CHARLES.** Producer. (R) Gateway to Hollywood, 1939 (William Wrigley, Jr., Co., CBS).
- VANDAGRIFT, CARL W.** Announcer, WOWO-WGL, Ft. Wayne. (R) Local shows for Pinex and others. (Also publicity).
- VANDER PYL, ELLIS C.** Sports and special events commentator, WGAR, Cleveland. (R) Local shows for Pontiac Motor Co., Buick Motor Co., others. (Also merchandising manager).
- VANN, C. E.** Program director, actor, readings, poetry, WCOA, Pensacola.
- VANN, FRANK.** Announcer, continuity writer, singer, M.C., WGH, Newport News.
- \*VASILIEFF, NICHOLAS.** Singer. (R) NBC shows.
- VASS FAMILY** (Sally, Virginia, Emily, Louisa and Frank Vass). Novelty vocal group. (R) Ben Bernie & All the Lads, 1937 (American Can, NBC Blue); National Barn Dance, 1938-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); transcriptions. (GA) With Joe Cook, Paul Whiteman, Fred Allen, and others. (Individual members have also appeared on various other programs). (F) RKO.
- VAUGHAN, BERYL.** Assistant children's director, actress, WWJ, Detroit. (R) NBC Red sustaining show; also Michigan Radio Network. (F) Commercial shorts.
- VEILLER, BAYARD.** Writer. (R) Valiant Lady, 1938 (General Mills, Inc., CBS).
- \*VENDIG, IRVING.** Script writer. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).
- VENTER, MEL.** Announcer, M.C., KFRC, San Francisco. (R) Also Stewart-Warner program, CBS, 1936. (L) What Price Glory, Trial of Mary Dugan, 1929.
- VENUTA, BENAY.** Singer, actress, M.C. (R) Benay Venuta, 1938-39 (sustaining, Mutual). (F) Shorts. (L) Anything Goes, 1935-36; Kiss the Boys Goodbye, 1938-39 (f). (V) Theatre and night club appearances.
- VERBA, GILBERT T.** Announcer, KOA, Denver. (R) Jack Armstrong, 1939 (General Mills, Inc., NBC Red). (F) Voice for commercial films.
- VERMILYEA, HAROLD.** Actor. (R) The Couple Next Door (Procter & Gamble, Mutual).
- VERRILL, VIRGINIA.** Singer, dramatic actress. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red); Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); numerous others, including transcriptions. (F) Sam Goldwyn (f); shorts. (V) Vocals by Verrill, since 1933.
- VE VERKA, EVE.** Beauty, fashion and health commentator. (R) Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual). (Has conducted Charm Schools for numerous newspapers.)
- VIC AND SADE.** See Art Van Harvey and Bernardine Flynn.
- VICKERS, LEE E.** Announcer, WJSV, Washington. (R) Also WDNC, Durham.
- VICTOR, DAVID.** Script writer. (R) In collaboration with Herbert Little, Jr.: Her Honor, Nancy James, 1938-39 (International Cellucotton Products for Kleenex, CBS).
- VICTOR, FRANK.** See the Adrian Rollini Trio.
- VIKTOR, ERVIN.** Announcer, M.C., actor, WJJD, Chicago. (L) Stock. (V) Theatre appearances with Francis X. Bushman, Jr.
- VILLELLA, JOE.** M.C., KQV, Pittsburgh. (V) Theatre appearances.
- VINCENT, CHICK.** Producer, director. Singin' Sam, 1936 (Barbasol Co., NBC

## PROFESSIONAL RECORDS—Continued

- Blue); True Detective Mysteries, 1936 (Macfadden Publications, Mutual); Universal Rhythm, 1937 (Ford Motor Co., CBS); Life of Mary Sothern, 1937-38 (Lehn & Fink, CBS); Life Can Be Beautiful, 1938-39 (P & G, NBC Red); This Day Is Ours, 1938-39 (P & G, CBS); Bert Lytell in Golden Theatre Group, 1939 (Lewis-Howe for Tums, NBC Blue); also transcriptions for Libby, McNeil & Libby, 1937; Gruen Watch, 1938-39; Royal Baking Powder, 1938-39; Ipana Toothpaste, 1939. (Associated with Trans-American Broadcasting & Television Corp.).
- VINCENT, ELMORE** (Senator Fishface). Comedian. (R) Carefree Carnival, 1934-35 (Crazy Water Crystals, NBC Blue); Senator Fishface & Professor Figgsbottle, 2½ years (sustaining, NBC Blue); numerous guest appearances; NBC The-saurus transcriptions. (V) Senator Fishface.
- VINCENT, LARRY**. Singer, pianist, WCAU, Philadelphia. (R) Local shows for Graham-Paige, Sweetheart Soap and others. (V) Circuit and theatre appearances.
- VINEY, HENRY**. Announcer, sports commentator, CJOC, Lethbridge. Guest appearance, Imperial Oil Hockey Broadcast, 1937 (Imperial Oil Co., Canadian Broadcasting Corp.).
- \*VINTON, ARTHUR**. (R) Stella Dallas (Charles H. Phillips Chemical Co., NBC Red).
- VOICE OF EXPERIENCE**. See M. Sayle Taylor.
- VOICES THREE** (Amy Arnell, Archie Berdahl, Kerwin Somerville). Vocal trio. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (Featured with Tommy Tucker's Orchestra).
- VOLA, VICKI**. Dramatic actress. (R) 1938-39; Howie Wing (Kellogg Co., CBS); Easy Aces (Anacin, NBC Blue); True Story (Macfadden Publications, NBC Blue); Valiant Lady (General Mills, NBC Red and Blue); Vic and Sade (P & G for Ivory Soap, NBC Red and Blue); I Want a Divorce (S & W Fine Foods, NBC Red and CBS); Dr. Kate (Sperry Flour, NBC Pacific Red). 1938: Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); Death Valley Days (Pacific Coast Borax, NBC Blue); Lux Radio Theatre (Lever Bros., CBS); First Nighter (Campana Sales, NBC Red); Calling All Cars (Rio Grande Oil, CBS).
- VON AMMON, FRED**. Actor. (R) Today's Children (Pillsbury Flour Mills Co., NBC Red).
- VON EGGER, HAROLD K.** Production director, KPLT, Paris. (R) Also Texas State Network.
- VON EGIDY, "BARON" K.** News editor, KMPC, Beverly Hills. (L) 17 years. (V) With Marjorie Rambeau.
- VON LINDER, L.** Announcer, copy writer, WMT, Cedar Rapids. (R) Also Mutual programs.
- VON ROTH, ROGER**. Sports and special events announcer, M.C., WAIR, Winston-Salem.
- VON ZELL, HARRY**. Announcer, producer. (R) Paul Whiteman, 1928-29 (Old Gold Cigarettes, CBS); Henry & George, 1930-31 (Henry & George Cigars, CBS); Joe & Vi, 1931-34 (Graybar Electric, CBS); Vitality Parade, 1931-32 (Vitality Shoes, CBS); March of Time, 1931-35 (Time, Inc., CBS); La Palina Presents, 1932-33 and Smoke Rings, 1933-34 (La Palina Cigars, CBS); All American Football Show, 1932 (Postum, CBS); Van Heusen Presents, 1932 (Van Heusen Collars, CBS); Henry Burbig, 1932 (Necco Candy Co., CBS); Weed Variety Program, 1932 (Weed Tire Chains, CBS); Roy Atwell, 1932-33 (Tidewater Oil, CBS); Grace Moore and Lou Holtz, 1932-33 (Chesterfield Cigarettes, CBS); Whispering Jack Smith, 1933 (Musterole, CBS); Elmer Everett Yess, 1933 (Plymouth Motors, CBS); Stoopnagle & Budd, 1933 (Pontiac Motors and Camel Cigarettes, CBS); Will Rogers, 1933 (Gulf Refining, CBS); Newspaper of the Air, 1933-34 (Gulf Refining, CBS); Byrd Antarctic Expedition, 1933-35 (Grape-nuts, CBS); Vick's Open House, 1934 (Vick Chemical Co., CBS); Socony Snow Village Sketches, 1934 (Socony-Vacuum, CBS); Walter O'Keefe, 1934-35 (Camel Cigarettes, CBS); Feenamint Amateur Hour, 1934-35 (Feenamint, CBS); Flying Red Horse Tavern, 1934-35 (Socony-Vacuum, CBS); Great American Tourist, Phil Baker, 1935 (Gulf Refining, CBS); Julia & Frank Crumit, 1935 (Gulf Refining); Good Gulf Gasette, Phil Baker, 1935 (Gulf Refining, CBS); Packard Presents Lawrence Tibbet, 1935-36 (Packard Motors, CBS); Town Hall Tonight, 1935-39 (Bristol-Myers, NBC Red); Good Gulf Summer Stars, 1936 (Gulf Refining, CBS); The Perfect Fool, Ed

## PROFESSIONAL RECORDS—Continued

- Wynn, 1936-37 (Spud Cigarettes, NBC Blue); Minute Men, Stoopnagle & Budd, 1936-37 (Minute Tapioca, NBC Blue); Phil Baker, 1937-38 (Gulf Refining, CBS); We the People, 1937-39 (Sanka Coffee, CBS); Hobby Lobby, 1938 summer show (General Foods for Jell-O, NBC Red); Al Pearce & His Gang, 1938-39 (General Foods, NBC Red); Ben Bernie & All the Lads, 1938-39 (American Tobacco, CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS). (F) Pathe News; Warner Bros. and Paramount shorts. (V) M. C. of stage units. (Member CBS announcing staff, 1930-35; currently with Young & Rubicam).
- VONN, VYOLA.** Singer, actress. (R) Texaco Town, 1937-38 (Texas Co. for
- Texaco Gasoline, CBS). (GA) Kellogg program, 1936; others. (F) Shorts. (L) Take a Chance (western company), 1934. (V) Kewpie Twins.
- VOORHEES, DON.** Musical director. (R) Cavalcade of America (E. I. du Pont de Nemours Co., CBS); Maxwell House Show Boat (General Foods Corp., NBC Red); Texaco Fire Chief (The Texas Co., CBS); Ford Summer Hour, 1939 (CBS); others. (L) Broadway Brevities of 1920, 2nd George White's Scandals, Earl Carroll's Vanities, Rain or Shine.
- VUN KANNON, CHARLES F.** Musician, WMPS, Memphis. (R) Also WJDX.
- VUN KANNON, ROBERT.** Clarinet player, WMC, Memphis.
- # W
- WSPR CONCERT TRIO, THE.** See Lloyd Stoneman, Milton Aronson, Arnold Jan-  
son.
- \***WADE, W. A.** Director. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue); Uncle Ezra (Miles Laboratories, NBC Red). (Radio director, Wade Advertising Agency).
- \***WADSWORTH, HENRY.** Actor. (R) Jane Arden (Ward Baking, NBC Blue).
- WADSWORTH LOUISE W.** Actress, KOA, Denver. (R) Also KEHE, Los Angeles; local shows including Sweethearts of Melody, 1935 (Pittsburgh Plate Glass); transcriptions. (F) Shorts.
- WAGNER, CHARLIE.** Sports announcer, WCAM, Camden. (Publicity director for sports clubs).
- WAGNER, HAROLD M.** Program director, WESG, Elmira.
- WAGNER, JACK.** Chief announcer, KHUB, Watsonville.
- WAGNER, PAUL.** Announcer, sportscaster, WPAY, Portsmouth. (R) Local shows for Kellogg Co., others.
- WAGNER, RALPH.** Sports editor, WOW, Omaha.
- WAHLBERG, JOEL F.** Announcer, WGH, Newport News. (R) Local shows for Royal Crown Cola Co., others.
- WAIN, BEA.** Singer. (R) Quaker Party, 1938-39 (Quaker Oats Co., NBC Red). (F) Shorts. (V) Appearances with Larry Clinton's Orchestra. (PR) RCA Victor, with Larry Clinton.
- WAKEFIELD, K. JACK.** Musician, KFEQ, St. Joseph. (V) Larry Rich Co., 1929-33; Hope Emerson & Joe Wallace, 1933; Hugh Skelly Revue, 1933.
- WAKEFIELD, OLIVER.** Comedian. (R) Fox Fur Trappers, 1933 (I. J. Fox, CBS); Philip Morris Program, 1935 (Philip Morris & Co., NBC Red); Chesterfield Program, 1937-38 (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS). (GA) Rudy Vallee programs, 10 times since 1933. (F) British International Pictures, Fox (British) Pictures (s, f). (L) Ziegfeld Follies, 1933-34 (f). (V) Theatre, hotel and night club appearances. (PR).
- WAKEMAN, CHARLES (Tony).** Sports commentator, WOL, Washington. (R) Sports Page (cooperative program); others. (F) Shorts.
- WALD, JOHN R.** Announcer, news commentator. (R) Richfield Reporter, 1937-39 (Richfield Oil Corp., NBC Pacific Red). Chief announcer, 1929-37, on KSTP, Minneapolis-St. Paul. (L) Stock, 1927-29.
- WALDMAN, HERMAN B.** Actor, KMOX, St. Louis. (R) Local shows including



## PROFESSIONAL RECORDS—Continued

- Kentucky Club Headlines, 1938 (Penn Tobacco Co.); transcriptions. (L) 1938.
- WALDROP, ROBERT.** Announcer. (R) John's Other Wife, 1937-39 (Louis Philippe, Edna Wallace Hopper, NBC Red).
- WALKER, BENNIE (Ben McLaughlin).** M.C., KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1928-39 (participating, NBC Red); Bennie Walker's Tillamook Kitchen, 1937-39 (Tillamook County Creamery, NBC Red); also transcriptions.
- WALKER, BILL.** Sports announcer, WIBA, Madison.
- WALKER, GORDON.** Announcer, CHAB, Moose Jaw.
- WALKER, JAMES J.** News commentator, M.C. (R) Jimmie Walker, News, 1939 (Crawford Clothes, WJZ, N. Y.); James Walker's Visiting Hour, 1939 (WMCA, N. Y.). (Former mayor of New York City).
- \*WALKER, JUNE.** (R) Johnny Presents Where Are We?, 1939 (Phillip Morris & Co., Ltd., Mutual).
- WALL, EDITH.** Actress, script writer, WWNC, Asheville.
- \*WALL, LUCILLE.** Actress. (R) Your Family & Mine, 1938-39 (Sealtest, Inc., NBC Red).
- WALL, PEGGY.** Actress (dramatic, ingenué). (R) It Can Be Done, 1936-38 (Household Finance Co., NBC Blue); The Romance of Helen Trent, 1937-38 (Edna Wallace Hopper, CBS); Monticello Party Line, 1937-38 (Caldwell's Syrup, transcriptions); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS). (L) Stock, 1935-37 (f).
- "WALLACE."** Exercise programs. (R) Get Thin to Music, 1936-37 (Bayer Aspirin, Mutual); Keep Fit to Music, 1938 (General Mills, Mutual); Keep Fit to Music, 1939 (local sponsors, Mutual). (PR) Exercise instructions via phonograph records.
- \*WALLACE, ALAN.** Producer. (R) Houseboat Hannah (P & G, NBC Red and Blue); Little Orphan Annie (Wander Co., NBC Red).
- WALLACE, GUY.** Sportscaster, announcer, WHK-WCLE, Cleveland. (R) Atlantic Family, 1934 (Atlantic Refining Co., CBS); Adventures of Gracie, 1935 (General Cigar Co., CBS); others. (F) Shorts. (L) With Eva Le Gallienne. (V) With Count Ernesto Russe.
- \*WALLACE, TOM.** Director. (R) Lifetime Revue, 1938 (W. A. Sheaffer Pen Co., Mutual); Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue). (Associated with Russel M. Seeds).
- WALLACE, WESLEY.** Assistant program director, WPTF, Raleigh. (R) Local shows for Standard Oil, Piggly Wiggly Stores, others.
- WALLACE, WILLIAM L.** Also station director and commercial manager, KOVC, Valley City. (Formerly actor, WDAY, Fargo; announcer, KVOX, Moorhead, and KFJM, Grand Forks).
- WALLEN, JANET.** Actress (comedy, character, straight), Federal Theatre Radio Division. (R) WOV, WMCA, WHN and WOR, New York. (F) Paramount, Warner Bros.; shorts. (L) Fred Stone shows, 1912-24. (V) Chester Hale, 1929-30.
- WALLENSTEIN, ALFRED FRANZ.** Musical director. (R) The Voice of Firestone, 1937-39 (Firestone Tire & Rubber Co., NBC Red). (Musical director, WOR; solo cellist, Chicago Symphony Orchestra, 1923-29; head of cello department, Chicago Musical College, 1927-29; member of New York Philharmonic Orchestra, since 1929; concert tours in Europe, North and South America).
- WALLINGTON, JAMES.** Announcer, M.C. (R) Eddie Cantor, 1936-37 (Lehn & Fink for Pebecco Toothpaste, CBS); Texaco Town, 1937-38 (Texas Co. for Texaco Gasoline, CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS); numerous others since 1930, including programs for Standard Brands, Sun Oil, Coty, Cutex (all NBC). (F) Republic, Columbia (f); shorts. (V) With own unit, 1932-36.
- WALLISER, BLAIR A.** Director, writer. (R) Devil Bird, 1933-34 (Horlick's Malted Milk, CBS); Bob Becker's Chats about Dogs, 1934-39 (John Morrell & Co. for Red Heart Dog Food, Mutual, NBC Red); Romance of Helen Trent, 1934-39 (Edna Wallace Hopper, Old English Floor Wax and others, CBS); Just Plain Bill, 1934-35 (Kolynos Toothpaste, CBS); Backstage Wife, 1935-39 (Dr. Lyon's Toothpowder, NBC Red); Curtain Time, 1938-39 (General Mills, Mutual); others, since 1930, including local shows and transcriptions.
- \*WALPOLE, HELEN.** Actress. (R) Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue).

## PROFESSIONAL RECORDS—Continued

**WALRATH, WALTER.** Program director, WICA, Ashtabula.

**WALSH, BOB.** (Also known as Bob Becker). Announcer. (R) Programs for various sponsors over WAAT, Jersey City; WNEW, and WHN, New York; WHBI, Newark; also transcriptions. (V) Theatre appearances. (Currently free lance announcer, previously director of special events, WAAT, Jersey City; program director, Wm. N. Scheer Advertising Agency).

**WALSH, GEORGE.** Announcer, sportscaster, special events announcer, WHAS, Louisville. (R) Actor, producer for NBC and CBS; also WRUF, Gainesville; local shows for General Mills, others.

\***WALSH, JOHN.** Actor. (R) Manhattan Mother, 1939 (P & G, CBS).

**WALTER, WILMER.** Actor (character leads). (R) March of Time, 1932-34 (Time Magazine, CBS); Helen Hayes in Bambi, 1935-37 (General Foods for Sanka Coffee, NBC Blue); The Gumps, 1936-37 (Corn Products Refining Co., CBS) and 1937-38 (Lehn & Fink for Pebecco Tooth Paste, CBS); Court of Human Relations, 1938 (Vadco Sales Corp., Mutual); David Harum, 1936-38 (B. T. Babbitt for Bab-O, NBC Red). (F) Goldwyn (supporting Madge Kennedy). (L) With Erlanger, E. H. Sothorn, Tom Powers and others; stock leading man, 18 years. (V) The Late Van Camp, 1915-17.

**WALTERS, JOE.** Announcer. (R) Sperry Male Chorus Parade, 1937 (Sperry Flour, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); Man to Man Sports, 1938 (Roi-Tan Cigars, CBS); Problem Clinic, 1939 (Duart Mfg. Co., CBS); I Want a Divorce, 1939 (S & W Fine Foods, CBS). (Staff announcer, KSFO, San Francisco).

**WALTHAM, LA VELL.** Program director, special events and sports announcer, KFAM, St. Cloud.

**WALTMAN, ELMER J.** Actor, KDKA, Pittsburgh. (R) Olson Rug Program, 1939; also WJAS, Pittsburgh. (V) Hal Hoyt's Revue, Ingram Hyles Revue, Hick & Work; 6 years.

**WALTON, HUGH.** Announcer, WCAU, Philadelphia.

**WALTON, JAMES.** Announcer, newscaster, WRUF, Gainesville.

**WALTON, LUKE.** Sports announcer,

WBOW, Terre Haute. (R) Various sports broadcasts for General Baking, Barbasol, General Foods.

**WALTON, SYDNEY.** Commentator, producer, announcer. (R) Hecker's Information Service, 1937-38 (Hecker Products, Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); Voice of Experience, 1938 (Lydia E. Pinkham, Mutual). (F) Paramount (commentator, pictorials); Pathe News (featured commentator); National Screen Trailers. (L) Stock, 1933; director, Vagabond Players, Baltimore Civic Opera, Johns Hopkins University Playshop. (Formerly dramatic director, WBAL, Baltimore; news commentator, WHN, New York City; announcer, WMCA, New York City and WNEW, New York City; currently with WOR).

**WALTZ, GORDON N.** Producer. (R) Armco Band, 1937-39 (American Rolling Mill Co., NBC Blue); Plantation Party, 1938-39 (Brown & Williamson Tobacco, NBC Blue). (LS) Boone County Jamboree, 1938 (International Harvester Co., WLW, Cincinnati); Vick's Open House, 1938-39 (Vick Chemical Co., WLW, Cincinnati). (Currently with WLW).

**WAMBOLT, MELVIN.** Script writer. (R) Public Hero No. 1, 1937-38 (Falstaff Brewing Corp., NBC Red); Inside Story, 1938-39 (Ralston Purina Co., CBS Pacific). Tom Mix Straight Shooters Program (Ralston Purina Co., NBC Blue).

\***WARBURTON, CHARLES.** Producer. (R) Hello Peggy (Drackett Co., NBC Red); Lowell Thomas, The Day's News (Sun Oil Co., NBC Blue).

**WARD, BEVERLY J.** Singer, pianist, KOA, Denver. (R) Local shows including Ford Rangers, 1936 (Ford Motor Co.).

**WARD, CHARLES O. (Gable).** Musician, character parts, singer, "Hoosier Hot Shots." (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1935-38 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Sis Hopkins; Way Down East; Old Homestead (f). (V) Buzzington Rube Band, later as Rustic Revellers, 10 years; theatre appearances. (PR) American Record Corp.

**WARD, PERRY.** Announcer, WKY, Oklahoma City. (R) Also KVOO, Tulsa. (L) Within the Law, 1934; Judgment Day,

## PROFESSIONAL RECORDS—Continued

- 1935; others (f). (V) Theatre appearances.
- WARDAL, TED** (Edward H. Allen). Organist, WCHV, Charlottesville. (R) Also Yankee Network; local shows for General Baking, Sherwin-Williams, others. (V) Theatre organist. (Also commercial manager).
- WARE, EDWARD.** See Deep River Boys.
- WARE, WILLIAM E.** News and sports commentator, KRLD, Dallas. (R) Also KNOW, Austin; WCAU, Philadelphia; WSYR, Syracuse. (V) Theatre appearances.
- WAREMBUD, NORMAN H.** Announcer, M.C., WLTH, New York City. (R) Programs for General Baking, Hills Bros. Co., Fischer Baking Co. and others.
- WARING, FRED M.** Orchestra leader. M.C. (R) Fred Waring and His Pennsylvanians (P. Lorillard Co., CBS, 1933-34; Ford Motor Co., NBC Blue, 1934-37; Bromo Quinine, NBC Red, 1938-39; Liggett & Myers Tobacco for Chesterfields, NBC Red, 1939). (F) Warner Bros. (s); shorts. (L) Hello Yourself, 1928-29; Rah Rah Daze, 1930; New Yorkers, 1930-31. (V) Theatre engagements, 1921-39. Records.
- \*WARING, TOM.** (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories, Inc., 1938-39, NBC Red; Liggett & Myers Tobacco for Chesterfields, 1939, NBC Red). (F) Shorts. (V) Fred Waring & His Pennsylvanians.
- \*WARK, STUART.** Director. (R) Time to Shine, 1938 (Griffin Mfg. Co., CBS). (Associated with Birmingham, Castleman & Pierce).
- WARNER, HAZEL.** Singer. (R) Woman's Magazine of the Air (participating, NBC Pacific Red); also programs for General Mills, Sperry Flour, S & W Fine Foods and others, since 1925. (V) Al Pearce & His Gang.
- WARNOW, MARK.** Musical director. (R) Your Hit Parade, 1937-39 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Jack Berch and His Boys, 1937 (Fels Co. for Fels Naphtha Soap, CBS); We, The People, 1937-39 (General Foods for Sanka Coffee, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEAF, New York City). (F) Short.
- WARREN, CHARLES C.** Special events announcer, WCOL, Columbus. (R) A & P Bandwagon (A & P Tea Co., CBS); one time shots for NBC. (F) Shorts. (L) 1924. (V) Theatre appearances.
- \*WARREN, FAY.** Actress. (R) The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).
- WARREN, GRADY.** Guitarist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.
- WARREN, HENRY G.** Actor, M.C., WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.
- WARREN, SALLY.** Singer, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.
- WARWICK, HOWARD.** Writer. (R) The Virginians and Kenrad Unsolved Mysteries, 1933-35 (Crosley Radio, Mutual); Morning in the Mountains, 1934 (Crosley Radio, Mutual); Crosley Follies, 1935 (Crosley Radio, Mutual); Macy and Her Men, 1935 (Crosley Shelvador, Mutual); You, the Unseen Jury, 1938 (Morris Plan Industrial Bank, NBC Red). (L) The Ave Maria Hour, 1935-37 (WHN, WINS, New York). (Former continuity editor WLW-WSAI, Cincinnati, 1934-39. Radio editor of Writer's Digest, 1937-38).
- \*WASEY, GAGER.** Director. (R) Hollywood Newsgirl, 1938-39 (Lydia Pinkham Medicine Co., June-September, 1938; Aurora Laboratories, January-February, 1939; Mutual). (Acting radio director, Erwin, Wasey & Co.).
- WATERHOUSE, FLORENCE.** Violinist, KHQ-KGA, Spokane.
- WATERMAN, WILLARD L.** Actor. (R) Girl Alone, 1936-37 (Kellogg Co., NBC Red); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son for Johnson's Wax, NBC Blue).
- \*WATERS, JAMES.** Script writer. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).
- WATERS, JAMES R.** Character actor. (R) Papa Jake Goldberg in The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1937-39 (Procter & Gamble for



## PROFESSIONAL RECORDS—Continued

- Oxydol, NBC Red, 1937; WHN, N. Y., 1938; CBS, 1938-39). (L) Friendly Enemies, Abie's Irish Rose, Potash & Perlmutter, The Detour, Bronx Express, It's a Boy, Jarnigan, Wonder Boy, Excursion; others (s, f). (V) Single act and one-act playlets in U. S., Canada, Great Britain, South Africa, Australia and New Zealand; theatre appearances with The Goldbergs, 1934.
- WATHEN, FRANCIS.** Musician (saxophone, clarinet, flute), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows. (L) Al Jolson's Wonder Bar; Earl Carroll's Vanities, 1932. (V) 1930-35.
- WATKINS, DICK.** Program director, special events announcer, KRGV, Weslaco.
- WATKINS, GEORGE.** Singer. (R) Member of Roy Campbell's Royalists on Time of Your Life, Oct. to Dec., 1937 (Gruen Watch Co., NBC Red). (V) Appearances with Roy Campbell's Royalists.
- WATKINS, JOHN W.** Announcer, producer, WCSC, Charleston. (R) Also WAVE, WHAS, Louisville. (L) 1925-31.
- WATSON, BOB.** Special events, sports announcer, M.C., KGNC, Amarillo. (R) Also Texas State Network.
- \*WATSON, DUKE.** (R) Houseboat Hannah (P & G, NBC Blue).
- WATSON, GEORGE M.** Announcer, M.C. (R) Double Everything, 1937-38 (Wm. Wrigley, Jr., Co., CBS). (LS) WBBM, Chicago. (F) Shorts.
- WATSON, JESSIE C.** Pianist, singer, KALB, Alexandria.
- WATSON, WILLIAM E.** Announcer, KRGV, Weslaco.
- \*WATT, KENNETH L.** Dialogue writer. (R) Second Husband, 1938 (Bayer, CBS).
- \*WATTS, GALE.** Member of Our Sereaders. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue).
- WAUGH, IRVING C., JR.** Announcer, actor, WGH, Newport News. (R) March of Time, 1937 (Time, Inc., CBS). (L) 1936-37.
- WAXMAN, STANLEY.** Dramatic actor. (R) Helen Menken in Second Husband, 1937 (Bayer Aspirin, CBS); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Famous Jury Trials, 1937 (Mennen Co., Mutual); True Story Court of Human Relations, 1937 (Macfadden Publications, NBC Red); Smoke Dreams, 1937 (La Fendrich Cigars, Mutual); 1937 Radio Show, 1937 (Health Products for Feen-a-mint, Mutual); Personal Column of the Air, 1937 (Procter & Gamble, NBC Blue); Life of Mary Sothern, 1937-38 (Hind's Honey & Almond Cream, CBS); John's Other Wife, 1938 (Affiliated Products, NBC Red); Believe It or Not, 1938 (General Foods Corp., NBC Red). (LS) WMCA, WOR, New York. (F) Shorts. (L) The Eternal Road, 1937.
- WAYNE, STUART.** See Philip G. Adams.
- WAYWARD, HENRY.** Script writer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).
- WEAKLEY, M. SCOTT.** Production manager, KROW, Oakland. (Also manager of American Royal Productions).
- WEBB, JACK.** Announcer, singer, WPG, Atlantic City. (R) Also KDKA, WJAS, Pittsburgh.
- WEBB, JANE.** Dramatic actress (juvenile). (R) Tom Mix and His Ralston Straight Shooters, 1937-39 (Ralston Purina Co., NBC Blue). (Contract actress, NBC).
- WEBB, KENNETH.** Writer, director. (R) Blackstone Plantation series, which ended 1933 (Blackstone Cigars, CBS); Bond Bread Program with Julia Sanderson & Frank Crumit, 1933-36 (General Baking, CBS); Powder Box Revue, 1934 (Hudnut Sales Co., CBS); Big Ben Dramas, 1934-36 (Western Clock Co., NBC Red); Cavalcade of America, 1935-39 (E. I. du Pont de Nemours; CBS); The Wonder Show, 1936 (Continental Baking, NBC Red); The Heart of Julia Blake, 1938 (Armstrong's Quaker Rugs, transcriptions); Believe It or Not, 1939 (Nehi Corp., CBS). (F) Director-author, 1919-30 Vitagraph, Famous-Players-Lasky, Whitman Bennett, First National, Pathe and others. (L) Author of One of the Family, 1935; The Houseboat on the Styx, 1928; Zombie, 1933; co-author of The Gay Divorcee, 1933; sketches in The Ritz Revue, The Sketch Book, Artists and Models, Who Cares. (V) Author of numerous acts, including The Rainbow Cocktail, Under the Same Moon, The Best Sellers. (President of the Radio Writers Guild; currently associated with Batten, Barton, Durstine & Osborn).
- \*WEBB, ROBERT.** Dialogue writer. (R) Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSoDoI, NBC Red).
- WEBBER, FRED.** Announcer, WFIL, Philadelphia. (R) Inside of Sports, 1938-39 (Bayuk Cigars, Inc., Mutual).

## PROFESSIONAL RECORDS—Continued

**WEBER, CARL.** Actor. (R) Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS).

**WEBER, HENRY G.** Musical director, concert orchestra leader, WGN, Chicago. (R) Curtain Time, 1938-39 (General Mills, Inc., Mutual). (L) Conductor for Chicago City Opera Co., since 1932; others.

**WEBER, MISS JERRI.** Singer, WHK-WCLE, Cleveland.

**WEBER, KARL.** Actor (romantic and character leads), narrator. (R) Story of Mary Marlin, 1937-39 (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co. for Wheat Krispies, NBC Red and Blue); Inside Story, 1939 (Ralston Purina for Shredded Ralston, NBC Blue). (F) Shorts. (L) Shakespearian repertoire, 1936 (f).

**WEBER, LEO.** Organist. (R) NBC sustaining programs; British Broadcasting Corp. programs; currently, Leo Weber at the Organ (sustaining, CBS). (V) Featured theatre organist. (Currently staff organist, CBS, New York).

**WEBER, MAREK.** Violinist, conductor. (R) Magic Key of RCA, 1937-38 (Radio Corp. of America, NBC Red); Contented Hour, 1938-39 (Carnation Milk, NBC Red). (LS) Broadcasts from Stevens Hotel, 1937-38 (WENR, WMAQ, Chicago). (L) Concert recitals in European cities. (V) Appearances in Europe. (Also recordings for H. M. V., an English company, RCA Victor, Electrola and others).

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

**WEBSTER, CHARLES.** Actor (characters, leads). (R) Palmolive Beauty Box Theatre, 1936-37 (Palmolive Soap, CBS); Life of Mary Sothorn, 1937 (Hind's Honey & Almond Cream, CBS); Behind Prison Bars, 1937 (Sloan's Liniment, NBC Blue); March of Time, 1937 (Time, Inc., NBC Blue); Cavalcade of America, 1937 (E. I. du Pont, CBS); Nash Speedshow, 1937 (Nash-Kelvinator, CBS); on Broadway, 1937-38 (Diamond Crystal Salt, NBC Blue); Big Sister, 1937-38 (Rinso, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Sprey, CBS); The

Shadow, 1937-38 (Blue Coal, Mutual); Myrt & Marge, 1938 (Super Suds, CBS); Your Hollywood Parade, 1938 (Lucky Strike Cigarettes, NBC); How to Win Friends and Influence People, 1938 (Colgate Shave Cream, NBC Red); Believe It or Not, 1938 (Huskies & Post Bran Flakes, NBC Red); roles, intermittently, on Dog Heroes (Modern Food Process Co., NBC Blue); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual); Life Can Be Beautiful, 1938-39 (P & G, CBS). (Leading actor, NBC's Radio Guild, 1930-38; impersonator of Abraham Lincoln on NBC and CBS over 300 times, George Washington over 200 times). (L) Productions by Charles Frohman, Lee Shubert and others (f). (V) Appearances with Lonnie Haskell; others.

**WEBSTER, CHARLES S.** Actor, WWJ, Detroit. (R) Green Hornet and Lone Ranger, 1938-39 (participating, Mutual); also KDKA, Pittsburgh. (F) Paramount; shorts. (L) Stock. (V) Theatre appearances.

**WEBSTER, EVELYN G.** Soprano, CKOC, Hamilton.

**WEBSTER, MAURIE.** Announcer, producer. (R) Hometown Sketches, 1937-38 (Fels Naphtha Soap, CBS); Scattergood Baines, 1937-38 (William Wrigley, Jr., Co., CBS); Hollywood in Person, 1937-38 (General Mills, CBS); Catalina Islander, 1938 (Wilmington Transportation Co., May to July, CBS; Aug. to Sept., KNX, Los Angeles). (L) The Black Flamingo, 1938; Children of the Moon, 1934; The Pied Piper, 1935; The Dark Tower, 1935. (Chief announcer and program director, KVI, Tacoma, for 4 years; currently on staff of KNX, Los Angeles).

**WEDLOCK, HUGH, JR.** Writer. (R) Jell-O Program Starring Jack Benny, 1936-37 (General Foods, NBC Red); Maxwell House Showboat, 1937-38 (General Foods, NBC Red); Jack Oakie's College, 22 weeks (R. J. Reynolds Tobacco Co., CBS); Laugh Liner, 1938 to Jan., 1939 (Wm. Wrigley, Jr., Co., CBS); Tuesday Night Party, with Dick Powell (formerly Al Jolson Show), 1938-39 (Lever Bros., CBS). Material for guest appearances of John Barrymore, Gregory Ratoff, Anna Sten, Bert Wheeler, Lupe Velez, Adolphe Menjou, Sophie Tucker, Martha Raye, Ruby Keeler, Charles Butterworth and others. (F) 20th Century-Fox, 1937. (All of the above in collaboration with Howard Snyder).

**\*WEEDE, ROBERT.** Singer. (R) NBC shows.

## PROFESSIONAL RECORDS—Continued

- \*WEEKS, BARBARA.** Actress. (R) Court of Human Relations (Vadco Sales Corp., Mutual); Her Honor, Nancy James (Kleenex, CBS).
- WEEKS, CARL, JR.** Announcer, WIBM, Jackson.
- WEEKS, DONALD H.** Actor (straight, character). (R) Skippy, 1932-36 (General Mills, NBC Red); Today's Children, 1933-38 (Pillsbury Flour Mills, NBC Red); Junior Nurse Corps, 1937-38 (Swift & Co. for Sunbrite Cleanser); others, including First Nighter and Grand Hotel (Campana Sales, NBC Red, NBC Blue). (F) Shorts. (L) Featured player. (V).
- WEEKS, JOE.** Announcer, WJR, Detroit. (R) Also KFAB, Lincoln; WFIL, Philadelphia; WGN, Chicago; WLW, Cincinnati; WOWO, Ft. Wayne; WSBT-WFAM, South Bend. (F) Shorts.
- WEELANS, LES.** Musical director, KLZ, Denver.
- WEEMS, TED.** Orchestra leader. (R) Fibber McGee & Molly, June, 1936 to May, 1937 and July, 1937 to Jan., 1938 (S. C. Johnson & Son, NBC Red); Ted Weems Orchestra, 1937-38 (Varady of Vienna Cosmetics, Mutual); Sunday Matinee, 1938 (Varady of Vienna, Mutual). (V) Theatre and hotel appearances.
- WEGMAN, EDWARD.** Announcer, singer, WSAY, Rochester. (R) Also WESG, Elmira. (F) Shorts. (V) Theatre and night club appearances.
- WEIHE, N. FREDERICK.** Producer, director. (R) Eddie Dooley's Last Minute Football News, 1938 (Liggett & Myers Tobacco for Chesterfields, NBC Red); Goodyear Farm Radio News, 1939 (Goodyear Tire & Rubber, NBC Blue); others, mainly sustaining dramatic programs. (LS) Douglas Man About Town, 1939 (Douglas Shoe Co., WJZ, New York); Names Make News, 1939 (Morris Plan Bank, WJZ, New York).
- WEILER, HARRY.** Script writer. (R) Ben Bernie and All the Lads (American Can Co., NBC Blue).
- WEINROTT, LES.** Script writer, producer. (R) Stepmother (Colgate-Palmolive-Peet Co., CBS); Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue). (Head of L. A. Weinrott and Associates, producers).
- WEINTRAUB, WILLIAM.** Musician. (R) Burns and Allen (Campbell Soup Co., CBS); Parties at Pickfair (National Ice Co., CBS). Currently staff musician, KSFO, San Francisco.
- WEISS, LOU.** Musician (piano, organ, Novachord); arranger, WICC, Bridgeport. (Hotel musical director, 1935-39).
- WEIST, DWIGHT.** Actor. (R) Cavalcade of America (E. I. du Pont de Nemours Co., CBS); Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue); Just Plain Bill and Nancy (American Home Products Corp., NBC Red); Baker's Broadcast (Standard Brands, Inc., NBC Blue); Shell Chateau (Shell Union Oil Corp., NBC Red); News of Youth (Ward Baking Co., CBS); March of Time (Servel, Inc., Time, Inc., NBC Blue); Eddy Duchin & His Orchestra (American Cigarette & Cigar Co. for Pall Mall, NBC Red). (L) Stock.
- WELCH, BOB.** Script writer, director. (R) Kate Smith programs (General Foods Corp., CBS). (Associated with Young & Rubicam, New York).
- WELCH, HOMER.** Producer, actor, sound effects, KGW-KEX, Portland. (L) Idiot's Delight, Portland Civic Theatre, 1938 (s).
- WELDON, JAMES M.** Script writer, WICC, Bridgeport. (Author of novels, magazine stories).
- WELLES, ORSON.** Writer, actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); also adaptations of Hamlet and Macbeth; Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS). (L) Producer and actor; Julius Caesar, 1937; Cradle Will Rock, 1937; Shoemaker's Holiday, 1938; Heartbreak House, 1938; others. (Also producer and actor on CBS Workshop).
- WELLINGER, CHARLES.** Pianist, composer, orchestra leader, CKOC, Hamilton.
- WELLINGTON, KATHRINE.** Commercial writer. (R) Guy Lombardo and His Orchestra, 1937-38 (General Baking Co. for Bond Bread, CBS). (LS) Top Hatters, 1937-38 (Richard Hudnut Co., KYW, Philadelphia); Beatrice Fairfax, 1938 (Silver Dust and Gold Dust Co., WOR, New York); other local shows on WCAU, Philadelphia, and transcriptions.
- WELLIVER, RALPH, JR.** Actor. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Alias Jimmy Valentine, 1938 (Larus & Bro. Co. for Edgeworth Tobacco, NBC Blue). (LS) WOR, WMCA, New York; Young Widder Jones, 1937 (Sterling

## PROFESSIONAL RECORDS—Continued

- Products, Inc., WOR); recordings. (F) Shorts.
- WELLS, BARBARA.** Announcer, continuity writer, CHAB, Moose Jaw.
- WELLS, BILLY K.** Script writer (for Lou Holtz). (R) Monday Night Show (Brewers Radio Show Association, CBS).
- \*WELLS, DICK.** Actor. (R) Court of Missing Heirs (Skelly Oil Co., CBS); Ma Perkins (Procter & Gamble, NBC Red and Blue); Kitty Keene, Inc. (P & G, NBC Red); Midstream (P & G, NBC Red); Knickerbocker Playhouse (P & G, CBS).
- WELLS, GEORGE.** Script writer. (R) Lux Radio Theatre (Lever Bros. Co., CBS).
- WELLS, LINTON.** Commentator. (R) Magic Key of RCA, 1937-38 (Radio Corporation of America, NBC Blue). (Also foreign correspondent, 26 years; Hollywood screen writer; author of several books).
- WELLS, SARA JANE.** Actress. (R) Jack Armstrong (General Mills, Inc., NBC Red); Betty & Bob (General Mills, CBS); Guiding Light (Procter & Gamble, NBC Red); Woman in White (Pillsbury Flour Mills, NBC Red). (L) Child actress, Stuart Walker's Co., 1921.
- WELLS, WARREN V.** Announcer, CHAB, Moose Jaw.
- WELSH, BILL.** Sports, news and special events announcer, KFEL, Denver.
- WELTY, GLENN.** Musical director. (R) National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); Inside Story, 1938-39 (Ralston Purina, successively CBS Pacific and NBC Blue); transcriptions.
- WELTY, ROBERT.** Singer, musician, WMT, Cedar Rapids. (R) Shell Show, 1933 (Shell Union Oil Co., CBS); also Don Lee and Iowa Broadcasting Systems. (P) Paramount. (V) Theatre appearances.
- WENDELL, BRUCE L.** Announcer, singer, WNEW, New York. (R) Local shows for General Mills, Aladdin Lamp Co., others. (F) Shorts. (L) Stock. (V) Theatre appearances. (PR) RCA Victor Co. of Canada.
- WENTWORTH, HARRY.** Casting director, FTRD. (R) Cast all productions 16 months, for Radio Division of Federal Theatre. (F) Casting director, 5 years, for Norma & Constance Talmadge Co.
- WENTWORTH, MARTHA.** Actress. (R) Park Ave. Penners, 1936-37 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); appearances on Lux Radio Theatre (Lever Bros., CBS), Hollywood Hotel (Campbell Soup, CBS), Hollywood Guild (Gulf Oil, CBS), Dr. Christian (Vaseline Products, CBS), Big Town (Rinso, CBS), Good News (Maxwell House Coffee, NBC Red), and numerous others. (L) Maytime, Love O' Mike; others, including stock.
- WENZEL, ARTHUR A.** Accordionist. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., for Alka-Seltzer, NBC Blue). (V) Theatre appearances.
- WERLING, RUPE.** M.C., special events, WIBG, Glenside. (R) Also WTNJ, Trenton; transcriptions.
- WERTZ, HOYT.** Announcer, actor, KITE, Kansas City. (R) Also KMBC, KCKN, WDAF and KCMO, Kansas City. (L) Resident Theatre productions, 1937-38 (f).
- WESELEY, PAUL.** Singer, WAIR, Winston-Salem.
- WEST, BARON.** Director of Lone Star Texans, WLAW, Lawrence. (V) Theatre appearances.
- WEST, EVERETT.** Tenor. (R) Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (L) Show of Shows (Billy Rose), 1937; Knights of Song (Schwab & Hammerstein), 1938 (f). (V) Theatre and night club appearances, 1936-39.
- WEST, JANE.** Script writer, actress. (R) The O'Neills, 1935-39 (Procter & Gamble, NBC Red, Blue, CBS); others. (V) and (L) many years. Onetime circus performer.
- WEST, JANE (Estelle Huey).** Hillbilly singer, guitarist, KFRU, Columbia. (R) Also KMOX, St. Louis. (V) Personal appearances.
- WEST, WAYNE O.** Singer, announcer, M.C., WHK-WCLE, Cleveland.
- WESTBROOK, HELEN.** Organist. (R) American Radio Warblers, 1938-39 (American Bird Products, Mutual); Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red); We, the Wives, Quiz, 1939 (Quaker Oats for Farina, Mutual); others, including WGN sustaining show. Concert organist and composer. (Currently on staff of WGN, Chicago).

## PROFESSIONAL RECORDS—Continued

- WESTBROOK, SI.** Singer, yodeler, actor, musician, KOA, Denver. (V) Purple Sage Riders & Arizona Wranglers, 1930-35.
- WESTLEY, OSGOOD.** Guitarist, singer (WLS Rangers), WLS, Chicago. (R) Uncle Ezra, 1934 (Miles Laboratories, Inc., NBC Red); National Barn Dance, 1934 (Miles Laboratories, Inc., NBC Blue); others; also WGN, WMAQ, Chicago. (V) Theatre appearances. (PR) RCA Victor.
- \*WEVER, NED.** Actor. (R) Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Her Honor, Nancy James, 1938-39 (Kleenex, CBS).
- WEYANT, RANDOLPH.** See the Songsmiths and the Songshop Quartet.
- WEYMANN, CAROL.** Singer, pianist. (R) NBC sustaining programs. (V) Night club appearances.
- WHALEN, ROD.** Announcer, producer, KWJJ, Portland. (R) Also KHQ-KGA, Spokane. (L) Stock. (V) 1933-37; theatre appearances.
- WHALEY, BERT.** Baritone. (R) Afternoon Serenade, 1937 (Pontiac Dealers of America, CBS); Bicycle Party, 1937 (Cycle Trades of America, NBC Red). (V) Chase & Latour, Laurie & Whaley, 1933-37; theatre appearances. (Featured soloist with George Hall's Orchestra, CBS sustaining program; transcriptions).
- WHEELAHAN, ED.** Announcer, singer, WSMB, New Orleans. (L) Opera company, 1935-36. (V) Durand Trio.
- WHEELER, CHET.** Sports caster, news commentator, special events announcer, KBND, Bend. (R) Football games for Associated Oil; others. (Also commercial manager).
- WHEELER, GEORGE Y., II.** Announcer, WRC-WMAL, Washington.
- WHEELER, JOHN.** Actor (character, straight, dialect). (R) Pretty Kitty Kelly (Continental Baking, CBS); Warden Lawes programs (Wm. Warner & Co. for Sloan's Liniment, NBC Blue); David Harum (B. T. Babbitt for Bab-O, NBC Red); Renfrew of the Mounted (Continental Baking, CBS); The Goldbergs (P & G, NBC Red, CBS); Myrt & Marge (Colgate-Palmolive-Peet, CBS); numerous others, since 1932. (L) 25 years in Broadway productions; 18 years with David Belasco; engagements with Jane Cowl, Ernest Truex and others.
- WHITE, AL.** Actor. (R) Good Afternoon Neighbors (Durkee Famous Foods, Inc., CBS); My Secret Ambition (Durkee Famous Foods, Inc., CBS).
- WHITE, BILLY.** Actor, tenor. (R) Sinclair Minstrels, Nov. 18, 1935 to Jan. 4, 1937 (Sinclair Refining Co., NBC Blue); Kaltenmeyer Kindergarten, Nov. 1, 1936 to Oct. 30, 1937 (Quaker Oats Co., NBC Red). (V) Theatre appearances; with own band at Chicago night club; featured soloist with Ted Fio Rito, Gus Arnheim, Bing Crosby, Jimmy Grier, Carlos Molina, and others.
- WHITE, DAVID W.** Program director. (R) Mobiloil Concert, 1925-33 (Socony-Vacuum, NBC Red); Guy Lombardo & His Orchestra, 1934-38 (General Baking Co. for Bond Bread, CBS); Believe It or Not, 1939 (Nehi Corp., CBS). (LS) Schaefer Revue, 1937-38 (F. & M. Schaefer Brewing Corp., WOR and WEAf, New York). (Currently associated with Batten, Barton, Durstine & Osborn).
- WHITE, DOYLE.** Singer, actor, KDKA, Pittsburgh. (V) White Bros., 8 years; Oklahoma Cowboys, 7 years.
- WHITE, FRED.** Actor, musician, KSAL, Salina. (L) Intermittently since 1926 (f). (V) Theatres and night clubs.
- WHITE, JACK P.** Announcer, sportscaster, WJR, Detroit. (R) Local shows for Olson Rug Co., others; transcriptions.
- WHITE, JOSEPH.** (R) Silver Masked Tenor, 1925-30 (B. F. Goodrich for Silvertown Cord Tires, WEAf, New York). (GA) Gillette, Bab-O, Maxwell House, Clicquot Club, Eveready Battery and other network programs. Currently NBC sustaining shows. (L) Concert appearances throughout U. S. and Canada. (V) Neil O'Brien Minstrels, 1920-22; circuit engagements as Silver Masked Tenor with the Silvertown Cord Orchestra. (PR) RCA Victor, Columbia, Brunswick, Perfect Records. (Composer of 20 musical compositions and songs).
- WHITE, KENNETH.** See Midland Minstrels.
- WHITE, LES.** Script writer. (R) Tim & Irene, 1937-38 (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue, March to Sept., 1938 (Royal Crown Cola, NBC Blue). (Writes in collaboration with Buddy Pierson, q.v.).
- WHITE, LEW.** Organist. (R) Travel Talks by Malcolm La Prade (Thomas Cook & Son, NBC Red); Benjamin Moore Triangle Club (Benjamin Moore

## PROFESSIONAL RECORDS—Continued

- & Co., NBC Red); Dr. Christian (Chesbrough Mfg. Co., CBS). (F) Shorts. (V) Theatres, expositions.
- WHITE, LYDIA.** Pianist, organist, director of special programs, KVOO, Tulsa.
- WHITE, PAT.** Newscaster, announcer, KWKH-KTBS, Shreveport. (R) Big Town, 1938 (Lever Bros., CBS); also KFAC, KFWB, Los Angeles.
- WHITE, ROBERT B.** Production director. (R) Dr. I. Q. (Mars, Inc., for Candy Bars, NBC Red and Blue); Henry Busse's Orchestra (Mar-O-Oil Shampoo, NBC Red); Vanette Fashion Previews (Vanette Hosiery Mills, NBC Blue); sustaining programs: Kaltenmeyer's Kindergarten (NBC Red), Romance Melodies (NBC Red), America Dances (NBC Blue), Walenstein Sinfonietta (Mutual), Way Down Home (NBC Blue); others. (LS) Morning Matinee (R. H. Macy, WOR, New York). (F) Shorts. (L) High Jinks, Red Mill (f). (Production director, NBC, Chicago).
- WHITE, ROBERT E.** Announcer, producer, actor, WBZ-WBZA, Boston.
- WHITE, TED.** Crooner. (R) Woman's Magazine of the Air, 1930-36, '38-39 (participating, NBC Pacific Red); also Coast shows, since 1930, for Sunkist Oranges, M. J. B. Coffee, Sperry Flour and Nourishine Tonic. (V) Weldon & White and Babs and Her Boys, 4 years; night club engagements.
- WHITE, VICK** (also known as **Billy Bumps**). Accordionist, comedian, KVOO Tulsa.
- WHITEHEAD, HENRY C.** Musical conductor, musician, WTAR, Norfolk. (R) NBC Music Appreciation Hour, B. A. Rolfe, 1933 (P & G, NBC Blue); others. (L) Earl Carroll's Vanities, 1932; conductor of Norfolk Symphony Orchestra, 5 years.
- WHITEMAN, PAUL.** Orchestra leader. (R) Paul Whiteman's Orchestra, 1932 (Buick Motor Car Co., NBC Red); Paul Whiteman Chieftains, 1932 (Pontiac Motor Car Co., NBC Blue); Paul Whiteman's Orchestra, 1933-35 (Kraft-Phenix Cheese Corp., NBC Red); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury Sales Corp., NBC Blue); Paul Whiteman and His Orchestra, 1937-39 (Liggett & Myers for Chesterfield Cigarettes, CBS). (F) Universal (s); 20th Century-Fox; Vitaphone shorts. (L) Three Ziegfeld Follies, Dillingham's Lucky; Billy Rose's Jumbo (s). (V) Personal appearances in theatres, night clubs and hotels throughout the country; European tour. Concerts, alone and with symphony orchestras; onetime viola player in Denver Symphony; organizer of first internationally known "jazz" band (largely responsible for introduction of "jazz" in Europe). (PR) RCA Victor.
- WHITESIDES, NEIL J.** Musician, KOIL, Omaha.
- WHITLEY, THOMAS M.** Musician, WWVA, Wheeling. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual) local shows. (V) Rohem & Richards, 1927-39.
- WHITMAN, VICTOR.** Script writer. (R) Carol Kennedy's Romance (H. J. Heinz Co., CBS).
- WHITMAN, ZAYNE.** Actor. (R) Thrills (Union Oil Co., NBC Red).
- WHITNEY, CASS WARD.** Baritone; see the Pioneer Quartet.
- WHITNEY, DIANNE.** Singer, WSPR.
- WHITNEY, MARJORIE.** Singer (**Four Notes**). (R) Transcriptions for National Biscuit and Sterling Ale, 1936-37, and local shows, as Queen of the King's Jesters. With the Four Notes: Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (V) Debut, 1935; theatre engagements with Jack Crawford's orchestra, 1934.
- WHITNEY, PHILIP.** Announcer, WSAL, Salisbury. (R) Also WJEF, Hagerstown.
- WICK, BERT.** Director, announcer, KDLR, Devils Lake.
- WICKER, IRENE.** Actress, singer. (R) The Singing Lady, 1931-38 (Kellogg Co., NBC Blue); Irene Wicker's Music Plays, 1936-39 (Kellogg Co., 1936-38, Mutual; H. J. Heinz, May to July, 1939, WOR, N. Y.); others. Specialist in children's stories and songs.
- WICKNER, IRVING.** Musician (vibra harp, guitar), WCCO, Minneapolis-St. Paul.
- WIDMER, HARRIETTE K.** Actress (Negro characters). (R) Grand Hotel, 1933-37 (Campana Sales, NBC Blue); The First Nighter, 1933-37 (Campana Sales, NBC Red); Tale of Today, 1935-38 (Princess Pat, Ltd., NBC Red); Amos 'n' Andy, 1935 (Pepsodent Co., NBC Red); Sinclair Minstrels, 1938 (Sinclair Refining Co., NBC Blue); Fibber McGee & Molly, 1937 (S. C. Johnson & Son, NBC Red); Couple Next Door, 1937 (Procter & Gamble, Mutual); Betty & Bob, 1937 (General Mills,



## PROFESSIONAL RECORDS—Continued

- CBS); Aunt Jemima in the Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue); Carters of Elm Street, since Feb., 1939 (Wander Co. for Ovaltine, NBC Red).
- WIDNEY, STAN.** Announcer, producer, WHO, Des Moines. (R) Local shows including programs for Morton Salt and Crazy Water Crystals. (L) Stock, 1919-32.
- WIEBERS, MORTON.** Commercial news, special events and sports announcer, KYOS, Merced. (R) Also KGCU, Mandan. (V) Theatre appearances. (Also engineer).
- WIENESICK, EMERALD.** Pianist, organist, KHQ-KGA, Spokane.
- WIENINGER, CARL E.** Orchestra conductor, organist, arranger, producer, musical director, KOA, Denver. (R) Also WIBA, WISJ, Madison; WIBO, Chicago.
- WIGGINS, VERONICA.** Singer. (R) As member of Moonbeams Trio: Moonbeams, 1938 (Gambarelli & Davitto, Mutual); A & P Gypsies (A & P Tea Co., NBC Red); and programs for Bayer, Hoffman Beverage, Listerine and Macfadden Publications. (GA) For General Motors, La Palina, others. (F) Singing voice for travelogues.
- WILBER, EUGENE C.** Singer, WMT, Cedar Rapids. (R) Transcriptions. (L) Stock. (PR) Decca.
- WILBER, MAX.** Singer, WMT, Cedar Rapids. (L) Stock. (V) Theatre appearances. (PR) Decca.
- WILBUR, BEN.** Announcer, WFBM, Indianapolis.
- WILBUR, BOB.** Program director, announcer, WSUN, St. Petersburg. (R) Also WCAX, Burlington; WIBX, Utica.
- WILCHER, LOUISE.** Organist, pianist. (R) Console and Keyboard, 1938 (Maidenform Brassiere Co., Mutual); Louise Wilcher at the Musette, 1939 (Winter & Co., Mutual); others, not current; transcriptions. (V) Theatre appearances. (Staff, WOR, N. Y.).
- \***WILCOX, HARLOW.** Announcer. (R) Fibber McGee & Molly (S. C. Johnson & Son, Inc., NBC Red); Attorney-at-Law, July to Aug., 1938 (S. C. Johnson & Son, NBC Red).
- WILDGENS, JOSEPH.** Singer, actor, WDAF, Kansas City. (R) Phillips Poly Follies, 1937 (Phillips Petroleum Co., CBS); local shows for National Biscuit Co., Kellogg Co., others. (L) 1933-35. (V) 1931-38.
- WILDY, LAWRENCE.** Musician, WIL, St. Louis. (R) Also KMOX, KWK, St. Louis. (V) Theatre appearances.
- \***WILEY, FLETCHER.** News commentator. (R) Fletcher Wiley (1938, Soil-Off Mfg. Co., CBS), (1938, California Prune & Apricot Growers Association, CBS), (1939, Calavo Growers of California, CBS).
- WILEY, HOWARD.** Production director. (R) Magic Key of RCA, 1935-39 (Radio Corp. of America, NBC Blue); General Electric Hour of Charm, 1936-39 (General Electric, NBC Red). (Staff member of NBC).
- WILLARD, JAMES A., JR.** Children's program, WFIL, Philadelphia. (R) Local shows for Red Heart Dog Food, General Baking, others.
- WILLCOX, WEST W.** Program and continuity director, WHOM, Jersey City. (R) Also KFLV, Rockford, as general manager; WNEW, New York, as associate program director and chief of auditions. (Also copyright director).
- WILLIAM, ROLLIE R.** Producer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS). (V) Elizabeth Brice Band, 1926-27. Currently with KMOX, St. Louis.
- WILLIAMS, ALUN.** Announcer, WMCA, New York. (R) Also Northwestern Neighbors, 1936 (Northwestern Electric Co., CBS). (F) Shorts.
- WILLIAMS, BEN.** Newscaster, actor, M.C.. WTOG, Savannah.
- WILLIAMS, C. EARL.** Announcer, KFAB, Lincoln. (R) Also WNAX, Yankton; KFEQ, St. Joseph.
- WILLIAMS, DOC.** Singer, guitarist, M.C., announcer, WWVA, Wheeling. (R) Also KQV-WJAS, Pittsburgh. (V) Theatre appearances.
- WILLIAMS, ETHELYN (Tudy).** Singer, KSFO, San Francisco. (R) Guest appearances as one of the Williams Sisters: Al Pearce & His Gang, 1935 (Pepsodent Co., NBC Red); Woodbury Program, 1935 (Andrew Jergens Co., CBS); Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red). (V) Al Pearce & His Gang, 1934: Fred Waring (as soloist), 1937-38.

## PROFESSIONAL RECORDS—Continued

- WILLIAMS, GLENN.** News, special events announcer, WESG, Elmira.
- WILLIAMS, JOHNNY.** Trap drummer (Raymond Scott Quintet). (R) Kate Smith, with own swing group (Great Atlantic & Pacific Tea Co. and General Foods, CBS); Socony Flying Red Horse Tavern (Socony-Vacuum, CBS); We, the People (General Foods, CBS); Jell-O Program Starring Jack Benny (General Foods, NBC Red); Sophie Tucker & Her Show (American Tobacco for Roi-Tan Cigars, CBS). (F) 20th Century-Fox (f). (V) Theatre appearances. (PR) Brunswick.
- WILLIAMS, LYNN R.** Announcer, KFRO, Longview.
- WILLIAMS, M. L.** Musician, WHO, Des Moines. (R) Local shows including Barnsdall Refining Co. program. V) Minstrels, 1915-33.
- WILLIAMS, MAHLON L.** Musician, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.
- WILLIAMS, MARK L.** Announcer, actor, WCMJ, Ashland.
- WILLIAMS, MILO.** Violinist, singer, WWVA, Wheeling. (R) Also KQV, WJAS, Pittsburgh. (V) Theatre appearances.
- WILLIAMS, ROGER.** Singer, KYW, Philadelphia. (V) Theatre appearances.
- WILLIAMS, TED.** Orchestra leader, pianist, CKWX, Vancouver.
- WILLIAMS, TOMMY.** Singer, musician (guitar, mandolin), WGY, Schenectady. (V) Appearances at theatres, hotels, night clubs.
- WILLIAMS, WALTER (Wally).** Announcer, producer, WEED, Rocky Mount.
- WILLIAMS, WINTHROP.** Singer, WDAF, Kansas City.
- WILLIAMSON, GREGORY.** Director, writer. (R) NBC network director, 1929-32; wrote Lucky Strike Police Dramas, 1931-32; Great Moments in Science, 1932; New York Life Dramas; For Men Only, 1938-39 (Bristol-Myers, NBC Red). (Radio director, Lennen & Mitchell, 1932; Lord & Thomas, 1932-36; Pedlar & Ryan, 1936-39).
- WILLIAMSON, MEL.** Writer, producer. (R) Calling All Cars, 1934-39 (Rio Grande Oil Co., CBS Pacific Coast). (V) Theatre appearances.
- WILLIS, FORREST L.** Announcer, singer, pianist, WOKO, Albany. (R) Also WABY, Albany. (V) 1924.
- WILLIS, OLGA.** Fashion commentator, WSPR, Springfield.
- WILLIS, THELMA C.** Popular contralto, KBST, Big Spring.
- WILLS, BOB.** Hillbilly band leader, singer, fiddler, KVOO, Tulsa. (R) Also WACO, Waco; WBAP, Ft. Worth; local shows for Crazy Water Crystals, General Mills, others. (V). (PR).
- WILLSON, JIMMIE.** Program manager, announcer, singer, WWL, New Orleans.
- WILLSON, MEREDITH.** Musical director. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Good News of 1938 and '39, 1937-39 (General Foods for Maxwell House Coffee, NBC Red). (GA) With San Francisco Symphony, 1936-37, presenting own Symphony No. 1 in F Minor. (Composer of O. O. McIntyre Suite, Song of Steel, Parade Fantastique, House of Melody, etc.; author of What Every Young Musician Should Know. Currently musical director, NBC Western Division).
- WILSON, BETH.** Singer, M. C., actress. (R) Nash Speed Show, 1937 (Nash Car Co., CBS); Grouch Club, 1938-39 (General Mills, CBS), also WMCA, New York. (L) with Pauline Lord in Launzi. (V) MacAllister Sisters, 1923-33. Also with orchestras of Enoch Light, Vincent Lopez, Ben Pollack. Currently with KFWB, Los Angeles.
- WILSON, BILL.** Assistant musical director, CJRC, Winnipeg.
- WILSON, BOB.** News commentator, WOWO-WGL, Ft. Wayne. (R) Local show for Miles Laboratories, Inc.; others.
- WILSON, CHARLES.** Song writer, KGKO, Fort Worth. (PR) Decca.
- WILSON, DAVE.** Sports announcer, production manager, KVGB, Great Bend.
- WILSON, DENNY.** See Music Maids.
- \*WILSON, DON.** Announcer. (R) Jell-O Program Starring Jack Benny, 1934-39 (General Foods Corp., NBC Red); others.
- WILSON, DON.** Musician, singer. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex Mountain Merrymakers, 1935-36 (Pinex Cough Syrup, NBC Blue). (LS) Keystone Wire & Fence Co., 1933-38; Murphy Products Co., 1936-38 (WLS,



## PROFESSIONAL RECORDS—Continued

- Chicago). (V) Tom & Don, 1933-34; Rube Tronson & His Texas Cowboys, 1934-35; The Hilltoppers, 1935-38.
- WILSON, DOUGLAS.** Tenor. (R) Vanity Fair, since Sept. 20, 1937 (Campana Sales, NBC Blue). (LS) WCFL, Chicago, 1937.
- WILSON, ED.** Sports commentator, KFBB, Great Falls.
- WILSON, ELLA.** Pianist, WORL, Boston. (V) Night club appearances.
- WILSON, FRANCIS.** Writer. (R) Dramatic writer and editor, WLW, Cincinnati, 2 years; general dramatic scripts, NBC, 4 years; currently script editor, Lord & Thomas, Inc.
- WILSON, FRANK.** Script writer. (R) Time to Shine, 1937 (Griffin Manufacturing Co., NBC Blue); Kay Kyser's College of Musical Knowledge, 1938-39 (American Tobacco Co., NBC Red); Cities Service Concert (Cities Service Co., NBC Red); Sophie Tucker & Her Show, 1938-39 (American Tobacco for Roi-Tan Cigars, CBS).
- WILSON, FRED.** Tenor, WTAM, Cleveland. (R) Also WMCA, and WOR, New York; NBC and CBS programs. (F) Shorts. (L) Student Prince, Lucky, Lace Petticoat, Sidewalks of New York; others (f). (V) Soloist, with band; Spizzy Init Melody Lane. (PR) For Columbia, Perfect, Cameo and others.
- WILSON, GEORGE E.** Production manager, KWTO-KGBX, Springfield. (V) Minstrels.
- WILSON, GRACE.** Ballad singer, WLS, Chicago. (R) Also WCFL, Chicago. (V) Single singing act, 1906-23.
- WILSON, JANE.** Soprano. (R) Fred Waring and His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red). (V) Appearances with Fred Waring, Jan. to May, 1938.
- WILSON, JOE.** Announcer, special events commentator, WRJN, Racine.
- WILSON, KATHLEEN.** Dramatic actress. (R) Claudia Barbour in One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red). NBC Pacific Coast sustaining program, National Players, 1928-31. (L) Stock and Little Theatre productions (s,f).
- WILSON, ROBERT B.** Sports commentator, announcer, M.C., WADC, Akron.
- WILSON, W. RAY.** Producer, writer, WLW, Cincinnati. (R) Also WBBM, WCFL, WGN, Chicago; local shows for Horlick's Malted Milk, Sheaffer Pen Co., others. (L) Stock, 1925-30.
- WILSON, WARD.** Impersonator, actor, announcer. (R) Royal Vagabonds, 1931-32 (Standard Brands, Inc., NBC Blue); Chats with Peggy Winthrop, 1933 (Lever Bros. Co., NBC Blue); Chase & Sanborn Program, 1933-34 (Standard Brands, Inc., NBC Red); The Adventures of Gracie, 1934 (General Cigar Co. for White Owl Cigars, CBS); Armour Program with Phil Baker, 1934 (Armour Co., NBC Blue); Town Crier, 1934 (Cream of Wheat, CBS); Life Saver Rendezvous, 1935 (Life Savers, Inc., NBC Blue); Bambi, 1936-37 (General Foods Corp. for Sanka Coffee, NBC Blue); Summer Stars, 1937 (Gulf Refining Co., CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS); others. (F) Shorts, trailers, 1932-37. (V) Single, 1932-37; Phil Baker, 1934-37.
- WILT, JAMES.** Comedy singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., others. (V) Theatre appearances.
- WILT, JAYNANNE.** Comedy singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., others. (V) Theatre appearances.
- WINCHOLL, JOHN.** Dramatic actor, announcer. (R) The Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual). (Director of Wheeling Little Theatre).
- WINCHELL, WALTER.** Commentator. (R) Walter Winchell and Orchestra, 1930 (Saks 34th St., WABC; Wise Shoes, WABC; Gerardine Hair Tonic, CBS); Lucky Strike Dance Orchestra, 1931 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Walter Winchell, 1932-39 (Andrew Jergens Co. for Jergens Lotion, NBC Blue). (F) 20th Century-Fox (s); Warner Bros. shorts. (V) Winchell & Greene in Puppy Love, 1910-20; theatre appearances, alone and with Harry Richman and Ben Bernie; original stage work as a hoover. (Columnist, King Features Syndicate; dramatic critic).
- WINKLER, BETTY.** Dramatic actress. (R) Girl Alone, 1935-36 (Kellogg Co., NBC Red); Lights Out, NBC Nite Club, 1936-37 (NBC Red); It Can Be Done, 1936-37

## PROFESSIONAL RECORDS—Continued

- (Household Finance, NBC Red); Fibber McGee & Molly, 1937-39 (S. C. Johnson & Son for Johnson Wax, NBC Red); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red); Attorney-at-Law, July to Aug., 1938 (S. C. Johnson & Son, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue). (L) Cleveland Playhouse and stock. (V).
- WINNE, BILL.** Announcer, script writer, actor, WOKO-WABY, Albany.
- WINNIE, RUSS.** Announcer, sportscaster, WTMJ, Milwaukee. (R) Shows for Socony-Vacuum, others.
- WINSLOWE, PAULA.** Actress. (R) Hollywood Hotel, 1935-37 (Campbell Soup Co., CBS); Texaco Town, 1937 (Texas Co., CBS); Vick's Open House, 1937 (Vick Chemical Co., CBS); Chase & Sanborn Program, 1937 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Silver Theatre, 1937 (International Silver, CBS); Al Jolson, 1937 (Lever Bros. for Rinso, CBS); Hollywood Mardi Gras, 1937 (Packard Motor Car Co., NBC Red); Good News of 1938, 1937 (General Foods for Maxwell House Coffee, NBC Red); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Joe E. Brown, 1938-39 (General Foods, CBS). (L) Pasadena Playhouse, 1933.
- WINSOR, ROY W.** Director. (R) Kaltenborn Edits the News, 1939 (Pure Oil Co., CBS); others, not current. (On CBS, New York, staff, 1936-37; assistant program and production manager, WCCO, Minneapolis, 1937-39; dramatic director, NBC, Chicago, Jan. to April, 1939; currently radio director, Leo Burnett Co., Inc.).
- WINTER, WILLIAM.** News commentator, special events director. WBT, Charlotte. News Analyst for Sinclair Refining, 1938; others. (Lecturer on international affairs; author of Twenty Years in Fifteen Minutes; attorney-at-law).
- WINTERS, JOAN.** Dramatic actress. (R) Backstage Wife (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red); Girl Alone (Quaker Oats, NBC Red); Road of Life (P & G for Chipso, NBC Red and CBS); Curtain Time (General Mills for Corn Kix, Mutual); others, not current. (L) Apron Strings, Louder Please, Bad Girl, An American Tragedy; others (s, f).
- WINTERS, JOHN.** Organist. (R) On Broadway (General Foods Corp., NBC Blue); Myrt & Marge (Colgate-Palmolive-Peet, CBS).
- WINTERS, RAY.** Announcer, producer. (R) Daily Information Service, 1937-38 (Hecker Products, Mutual); The Lamp-lighter, 1938 (Grossman Shoes, Mutual); Way Down East, 1938 (Sterling Products, Mutual); Kitty Keene, 1938 (Procter & Gamble, Mutual); Strongheart Pet Club, 1938 (Doyle Packing Co., Mutual). (F) Paramount News (staff voice commentator); short subjects (narrator).
- WINTERS, ROLAND.** Announcer, actor, M.C. (R) Big Town (Lever Bros. for Rinso, CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); The Shadow (Delaware, Lackawanna & Western Coal for Blue Coal, Mutual); Burns and Allen (Campbell Soup, CBS); Big Sister (Lever Bros., CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Capt. Tim Healy's Stamp Club (Kellogg Co., Mutual); sports, special events and news over Yankee Network, 6 years. (F) Shorts. (L) Dramatic stock, road companies. (V) Theatre appearances.
- WINTERS, SHIRLEY.** Singer, WMCA, New York.
- WISE, RUSSELL B.** Announcer, WTAM, Cleveland. (R) Gene & Glenn, 1931-33 (Quaker Oats Co., NBC Red); local shows. (V) Theatre appearances.
- WISMER, HARRY.** Sports commentator, interviewer, WJR, Detroit. (R) Sports for Chrysler Motors, Standard Oil, others. (F) Commentator for National League Professional Football Film, 1938.
- WITANOWSKI, EDWARD.** Announcer (Polish programs), WHOM, Jersey City.
- WITMER, WEBB L.** Announcer, WDAF, Kansas City. (R) Goodyear Farm Radio News, 1938-39 (Goodyear Tire & Rubber Co., NBC Blue); Horace Heidt, 1938 (Stewart-Warner Co., NBC Red). (L) 1931-33.
- WITWER, KATHRYN.** Singer, WGN, Chicago. (R) Uncle Ezra, 1938-39 (Miles Laboratories, Inc., NBC Red); Carnation Contented Hour, 1938 (Carnation Milk Co., NBC Red); others. (V) Theatre appearances.
- WOEHRMEYER, HILDA C.** Continuity supervisor, WOWO-WGL, Ft. Wayne.
- WOLEVER, J. JOHN, JR.** Announcer, actor, musician, M.C., KTHS, Hot Springs. (L) Stock repertoire. (V) Theatre appearances.
- WOLF, ED.** Program director. (R) Pepper Young's Family, 1936-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); Road of Life, 1936-39 (Procter & Gamble for Chipso, NBC Red and CBS). (L) Productions by Belasco, The-

## PROFESSIONAL RECORDS—Continued

- atre Guild, Selwyn & Co., Jessie Bonstelle (as director or assistant director).
- WOLF, JOHN ALLEN.** Announcer. (R) Sports commentator, 1936 (Wheaties, CBS); Dr. Allan Roy Dafoe, 1936-38 (Lehn & Fink for Lysol, CBS); Jack and Loretta, Jan. to Oct., 1937 (Kirkman's Soap, CBS); Major Bowes' Capitol Theatre Family, 1936-37 (CBS); others. (V) Member of a dance band, 1925-36; theatre master of ceremonies, 1929-35.
- WOLF, JOHNNY.** Actor. (R) Jack and Loretta (Kirkman & Son, CBS); Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).
- WOLF, JOSEPH L.** Pianist, organist, WSMB, New Orleans. (R) Also WWL, New Orleans.
- WOLF, S. WOODBRIDGE ("Woody")** Sports commentator, WCAU, Philadelphia. (R) Also WRAX, Philadelphia; local shows for Atlantic Refining Co.
- WOLFE, HOWARD.** Program director, WMMN, Fairmont. (R) Also NBC and CBS network programs as free lance. (L) At Home Abroad, White Horse Inn (f).
- WOLFE, WINIFRED.** Dramatic actress. (R) One Man's Family, since April 3, 1935 (Standard Brands for Tender Leaf Tea, NBC Red).
- WOLFF, NAT.** Script writer, producer. (R) Music From Hollywood (Liggett & Myers Tobacco Co., CBS); many others previously.
- WOLTER, EDWARD W. (Armchair Quartet).** Singer. (R) Maxwell House Showboat (General Foods, NBC Red); Cavalcade of America (E. I. du Pont de Nemours, CBS); also programs for National Carbon Co. (Eveready Flashlights, Tubes, etc.), Coca-Cola, Father John's Medicine, Sylvester Oil, Vick Chemical Co. and others. (L) Gilbert & Sullivan productions; oratorios (s). (PR) RCA Victor.
- WONS, TONY.** Inspirational speaker. (R) Camel Quarter Hour, 1932 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Camel Caravan, 1933 (Camel Cigarettes, CBS); Tony Wons with Keenan & Phillips, 1933-34 (S. C. Johnson & Son, CBS); The House by the Side of the Road, 1934-35 (S. C. Johnson & Son, NBC Red); Tony Wons and His Scrapbook, 1937-38 (Vick Chemical Co., CBS). (V) Tour of principal cities with Camel Cigarette Show, 1932-33.
- WOOD SISTERS (Jerry, Elois, Sybil).** Vocal trio, KVOO, Tulsa.
- WOOD, BARRY.** Singer. (R) Barry Wood, 1936 (Procter & Gamble for Drene Shampoo, NBC Blue). (F) Shorts. (V) Appearances with Vincent Lopez, Abe Lyman and Paul Ash.
- WOOD, BERT.** Actor, WWJ, Detroit. (R) Also CKLW, WJR, Detroit; numerous local shows since 1932.
- WOOD, CHARLOTTE.** Organist, pianist, arranger (vocal trio), KWTO-KGBX, Springfield. (L) 1936-37.
- WOOD, GARCIA.** Script writer. (R) Emily Post, 1937-38 (Florida Citrus Commission, CBS); The Right Thing to Do, 1938-39 (George W. Luft Co. for Tangee, NBC Red).
- WOOD, HARRY A.** Announcer, KYW, Philadelphia.
- WOODALL, WAITIE.** Old-time fiddler, KVOO, Tulsa.
- WOODARD, HOWARD E.** Announcer, writer, actor, WCBS, Springfield. (R) Also WTMV, East St. Louis.
- WOODBRIDGE, ROSS.** Announcer, WHEC, Rochester. (R) Also WGR, Buffalo; WSYR, Syracuse.
- WOODBURY, BY.** Musical director, KDYL, Salt Lake City. (V) Woodbury's Variety Show; tours with own orchestra.
- WOODFIELD, WILLIAM G.** Anouncer, CJGX, Yorkton.
- WOODFIN, DOROTHY C.** Actress, WBAP, Fort Worth.
- WOODFORD, A. M.** Production manager, WBAP, Ft. Worth. (R) Helen's Home, 1938-39 (Lehn & Fink, Texas Quality Network).
- WOODHOUSE & HAWKINS.** See Art McGregor and Frank Deaville.
- WOODHOUSE, C. J. (Woody).** Sports announcer, commentator, WDNC, Durham. (Also commercial manager).
- WOODHOUSE, JANE.** Commentator, WTAG, Worcester. (R) Also WORL, Boston. (L) Stock.
- WOODRUFF, FRANK.** Director. (R) Roses and Drums, 1934 (Union Central Life Insurance, NBC Blue); The Swift Program, 1935-36 (Swift & Co., NBC Red); Cutex Program, 1935 (Northam Warren Corp., NBC Blue); Shell Chateau, 1936 (Shell Oil, NBC Red); Lux Radio

## PROFESSIONAL RECORDS—Continued

- Theatre, 1936-39 (Lever Bros., CBS).  
(L) Productions for the Shuberts, Theatre Guild, A. H. Woods and others.
- WOODS, CHUCK.** Musician, M.C., WMMN, Fairmont. (F) Monogram. (V) Theatre appearances with Texas Tommy and his Pony "Baby Doll"; others.
- WOODS, DONALD.** Dramatic actor. (R) Those We Love, 1938-39 (Lamont Corliss & Co. for Pond's Creams, NBC Blue). (F) Warner Bros., M-G-M, Fox, Universal (f); shorts. (L) National Theatre Players, 1932-33; Elitch's Gardens, 1933-34 (s,f).
- WOODS, JIM.** Sports announcer, producer, KGLO, Mason City.
- WOODS, LESLEY.** Actress (ingenues, leads). (R) All 1938-39: Road of Life (P & G for Chipso, NBC Red and CBS); Jack Armstrong (General Mills for Wheaties, NBC Red); Backstage Wife R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); It Can Be Done (Household Finance Corp., CBS). (L) Love Is Not So Simple (Theatre Guild), 1936; Double Dummy, 1937; Excursion, 1937.
- \*WOODWARD, DARRYL.** See The Four Clubmen.
- WOODWARD, E. C. ("Dutch").** Announcer, M.C., KFNF, Shenandoah. (R) Blue Ribbon Melodies, 1938-39 (Omar Mills, Inc., KMMJ); various local shows on KFNF. (V) Personal appearances.
- WOODWARD, HUBERT L.** Singer (Male Quartet), WFAA, Dallas. (R) Also Dixie and Texas Quality Networks.
- WOODWARD, LE ROY.** Announcer, sports and special events commentator, WOMI, Owensboro. (R) Local show for A & P Tea Co., others.
- WOODWARD, SALLY.** Commentator on women's activities, WXYZ, Detroit.
- WOODWARD, VAN.** Continuity writer. (R) Vocal Varieties, 1938-39 (Lewis-Howe Co., NBC Red); Front Page Parade, 1939 (Richman Clothes, Mutual); also KMOX, St. Louis. (Currently associated with WLW, Cincinnati).
- WOODY, THE LONE WOLF.** Hillbilly entertainer, KFVD, Los Angeles. (V) Theatre appearances.
- WOOTEN, MACK.** Musician, WGST, Atlanta. (Theatre musician, 4 years).
- WORDEN, RALPH.** News editor, continuity editor, announcer. WGAR, Cleveland. (R) Also WHK, Cleveland; local shows for Remington-Rand, San Felice Cigars, others.
- WORKMAN, MARY, JOHN, SAM & GEORGE.** See Sunshine Sue & Rock Creek Rangers.
- WORTH, BETTY.** Actress. (R) Court of Human Relations (Vadeco Sales Corp., Mutual); True Story Court of Human Relations (Macfadden Publications, NBC Red); Kate Smith's Bandwagon (A & P Tea Co., CBS); others. (LS) WHN, New York. (F) Shorts (Warner Bros.). (L) Ziegfeld Follies, School for Virtue.
- WOUK, HERMAN.** Script writer. (R) Town Hall Tonight, since 1936 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red) in collaboration with Arnold Auerbach and Fred Allen.
- WRAGGE, ELIZABETH.** Dramatic actress. (R) Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Blue); True Story Court of Human Relations, 1933-38 (Macfadden Publications, NBC Red); Pepper Young's Family, 1935-39 (Procter & Gamble, NBC Red and Blue); other NBC programs since 1928. (L) Betsey (Ziegfeld); Mima (David Belasco); My Maryland (Shubert); The Roof (Charles Hopkins); Dead End (Norman Bel Geddes); others (f).
- WRIGHT, CECIL ("Rowdy").** Hillbilly band leader, singer, guitarist, KVOO, Tulsa. (R) Also KFRC, San Francisco; KOA, Denver; KTHS, Hot Springs; WADC, Akron; Don Lee Broadcasting System; Death Valley Days, 1932 (Pacific Coast Borax Co., NBC Blue); also guest appearances on CBS and NBC shows; transcriptions. (PR) American Record Corp.
- WRIGHT, DAVE.** Singer, KWK, St. Louis. (V) Theatre appearances with various bands.
- WRIGHT, JUDY.** Announcer, KTUC, Tucson.
- WRIGHT, KEN.** Organist, WKY, Oklahoma City. (R) Also NBC sustaining show; KMOX, St. Louis; WLS, Chicago. (V) Theatre organist.
- WRIGHT, WILLIAM H. (Bill).** Actor (comedy, character). (R) Blue Monday Jamboree, 1928-33 (various sponsors); Shell Show, 1934 (Shell Oil, NBC Red); Al Pearce & His Gang, 1935 (Pepsodent Co., NBC Red); Gang Busters, 1936-37, '39 (Colgate - Palmolive - Peet, CBS); Watch the Fun Go By, 1937 (Ford Motor

## PROFESSIONAL RECORDS—Continued

Co., CBS); Big Town, 1938-39 (Lever Bros. for Rinso, CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red); numerous others, including Rudy Vallee, Eddie Cantor, Joe Penner and Al Jolson programs. (Zeb, of Eb and Zeb, on Al Pearce programs; Cheerily, of Yahbut and Cheerily, on Al Pearce, Shell and Rudy Vallee programs). (L) Dramatic stock, 1923 (s). (V).

**WRIGHT, WYNN.** Producer. (R) Frank Buck Program, 1934 (Pepsodent Co., NBC Red); Betty & Bob, 1938-39 (General Mills, NBC Red). (L) Stock and road company; organizer and director, Detroit Repertory Theatre, 1924-30; president, the Players, Detroit, 1937-38. (Director of Drama, University of Detroit, 1922-23; dramatic director, WWJ, Detroit, 1930-34; production director, NBC, Chicago, 1934; program and production manager, WWJ, 1934-38; currently production manager, NBC, Chicago).

**WYANT, HELEN.** Organist, pianist, WHK-WCLE, Cleveland. (V) Theatre appearances with Maurice and Phil Spitalny, Rubinoff.

**WYLIE, ALLISTER.** Musical director, WIL, St. Louis. (R) Also KMOX, KWK, St. Louis. (V) Theatre appearances. (PR) Brunswick, Columbia.

**WYNN, NAN.** Singer. (R) Time to Shine, 1939 (Griffin Mfg. Co. for Griffin All-wife, CBS); also CBS sustaining programs, transcriptions. (GA) Eddy Duchin & Orchestra (Pall Mall Cigarettes, NBC Red); Monday Night Show (Brewers' Radio Show Association, CBS). (V) Champagne Cocktail, 1935. (PR) Brunswick, Vocalion.

**WYNNE, JOHN.** Actor, FTRD. (R) The Rise of the Goldbergs (Pepsodent Co., NBC Red); others, on WABC, WOR, New York. (F) Shorts. (L) Stock. (V).

## Y

**YAFFE, MAX.** Musician, KOIL, Omaha. (V) Night clubs and theatres.

**YANKEE, HELLEN.** Singer, actress, WHN, New York. (R) NBC shows for Barbasol, Vick Chemical Co., General Foods Corp.; others on WABC, New York; WLW, Cincinnati. (V) Theatre appearances. (PR) RCA Victor, others.

**YARBOROUGH, BARTON.** Actor. (R) One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snow-drift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); numerous other shows. (L) Interference (London production), 1926-27; Civic Repertory, 1927; stock, 1928-30; Henry Duffy, 1930-31 (f). (V) Theatre appearances.

**YATES, FRED.** Script writer. (R) News-time With Sam Hayes (Bank of America National Trust & Savings Association, CBS).

**YEWELL, JEAN.** Singer. (R) Sparton Triolians, 1935 (Sparton Radios, NBC Red); Matt Clemens, the Melody Master, 1935-36 (General Electric, NBC Red); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, 1935-37; theatre, night club and hotel appearances. (Currently with WNEW, New York.)

**YORK, LEE.** Entertainer, WDZ, Tuscola.

**YORKE, RUTH.** Actress. (R) Marie, the Little French Princess, 1932-35 (Angelus Rouge, CBS); Little Italy, 1933 (D. L. & W. Coal Co. for Blue Coal, CBS); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co. for Mueller's Spaghetti, NBC Blue); John's Other Wife, 1938-39 (Louis Philippe, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Your Family and Mine, 1938-39 (Sealtest, Inc., CBS). (L) Parnell, 1935; Plumes in the Dust, 1936.

**YOUNG, CARLETON G.** Actor (leads). (R) Johnny Presents, 1937 (Philip Morris & Co., CBS); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Hilltop House, 1937-39 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Second Husband, 1938-39 (Bayer Aspirin, CBS); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); others, including transcriptions. (L) Five Broadway productions, including The Man Who Reclaimed His Head, with Claude Rains and Jean Arthur.

**YOUNG, DAVE.** Sports announcer, KABC, San Antonio. (R) Baseball Highlights (Nehi Bottling Co.); San Antonio Missions Baseball Broadcasts, Texas League (General Mills and B. F. Goodrich Co.).

## PROFESSIONAL RECORDS—Continued

**YOUNG, HUGH ("Rusty").** Commentator, CJRC, Winnipeg. (R) Also WCCO, Minneapolis-St. Paul; KFSD, San Diego; WIOD, Miami. (L) Detroit Civic Theatre, 1930-31. (V).

**YOUNG, MARVIN.** Producer, writer. (R) Your Hit Parade, 1935 (Lucky Strike Cigarettes, NBC Red); Packard programs, 1936-37 (Packard Motors, NBC Red); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); Kraft Music Hall, 1936-37 (Kraft-Phenix Cheese, NBC Red); Irvin S. Cobb and His Paducah Plantation, 1936-37 (Oldsmobile, NBC Red); Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina, NBC Red); First Nighter, 1937 (Campana Sales, NBC Red); NBC Shakespearian series and others. (F) Various companies, as assistant director and director, 1921-29. (L) Three years, writing, directing, acting, in Pacific Coast productions. (Assistant program manager, Western Division of NBC).

**YOUNG, ROBERT G.** Actor. (R) Good News, 1937-39 (General Foods for Maxwell House Coffee, NBC Red). (F) Currently under contract to M-G-M; also productions for RKO, United Artists-20th Century, United Artists-Reliance, Gaumont-British (f).

**YOUNG, RUSS.** Announcer, producer, director. (R) Bachelor's Children, 1935-39 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, 1936-39, and Mutual, 1935-38); We Are Four, 1935-37 (Libby, Ne-Neill & Libby, Mutual).

**YOUNG, VICTOR.** Orchestra leader. (R) Rinso Program Starring Al Jolson, 1936 to June, 1938 (Lever Bros. Co., CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS). (F) Composer, musical director for Paramount.

**YOUNG, VIRGINIA.** Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).

**YOUNG, WEYMOUTH ("Tubby")** Musician (string bass, piano), actor, singer, KVOO, Tulsa.

**YOUNGBLOOD, DOUG.** Announcer, WRBL, Columbus. (R) Also WFOR, Hattiesburg.

**YOUNGMAN, HENRY.** Comedian, M.C. (R) Kate Smith's Bandwagon (General Foods Corp., CBS); Monday Night Show (Brewers' Radio Show Assn., CBS). (V) Theatre and night club engagements.

**YOUTZY, CHARLES R., JR.** Entertainer, WMT, Cedar Rapids. (V).

## Z

**ZACHARY, GEORGE.** Musical and dramatic director. (R) Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co., CBS). (Director, CBS music department).

**ZACHER, EUGENE G., JR.** Arranger, assistant conductor, pianist, WHAM, Rochester. (R) Arranger and pianist for Le Brun Sisters (CBS).

**ZAPPALA, CLOTILDE.** Coloratura soprano, WAAB-WNAC, Boston. (R) Also Yankee Network.

**ZELA, BOB.** Musician, WMT, Cedar Rapids. (V) Theatre appearances.

**ZEPP, ARTHUR T.** Pianist, organist, KFPY, Spokane.

**ZERBE, LAWSON.** Actor. (R) Fleischmann Hour, 1937 (Standard Brands for Fleischmann's Yeast, NBC Red); We, The People, 1937-38 (General Foods for Sanka Coffee, CBS); Hello Peggy, 1937-38 (Drackett Co. for Drano, NBC Red); Road of Life, 1937-38 (Procter & Gamble

for Chipso, NBC Red); David Harum, 1938 (B. T. Babbitt Co. for Bab-O, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); others.

**ZERBST, MARJORIE.** Musician, KUJ, Walla Walla.

**ZIMMERMAN, LOU.** Singer, director, actor, announcer, arranger, conductor, WHK-WCLE, Cleveland. (R) Also WTAM, Cleveland. (V) Theatre appearances. (Also studio director).

**ZINK, ALBERT G.** Announcer, WGY, Schenectady. (R) Local show for Socony-Vacuum.

**\*ZOR, LASSIE.** Announcer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

**ZUIDEULD, JACK W.** Announcer, WKZO, Kalamazoo. (R) Also WKBZ, Muskegon; local show for Household Finance Corp., others.

**ZWYGART, FRANK W.** See Rex Davis.



## ARTISTS BUREAUS

In this list are those bureaus acting as agencies or representatives for artists. Not included are the artist bureaus maintained by radio stations as captive subsidiaries from which to draw talent for their programs. These latter may be found under the individual station information.

- NORMAN ALEXANDROFF ARTISTS BUREAU**, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.
- CHARLES H. ALLEN**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- SHERRY ALLEN**. See Remington Productions.
- ARMAND—L'ESTELLE**, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.
- ARTISTS & AUTHORS CORPORATION OF AMERICA**, 8555 Sunset Blvd., Hollywood, Calif.
- ARTISTS MANAGEMENT, INC.**, 17 East 45th St., New York, N. Y.
- ASSOCIATED ARTISTS, LTD.**, 8627 Sunset Blvd., West Los Angeles, Calif.
- ASSOCIATED BROADCASTING CO., LTD.**, Hermant Bldg., Toronto, Ont., Canada.
- BALDWIN RECORDING STUDIOS, INC.**, 17 West 46th St., New York, N. Y.
- BACHELOR ENTERPRISES, INC.**, RKO Bldg., New York, N. Y.
- WALTER BACHELOR CORP.**, 8782 Sunset Blvd., Hollywood, Calif.
- M. S. BENTHAM**, 1564 Broadway, New York, N. Y.
- BERG & ALLENBERG, INC.**, 9484 Wilshire Blvd., Beverly Hills, Calif.
- STANLEY BERGERMAN, INC.**, 9165 Sunset Blvd., Hollywood, Calif.
- HERMAN BERNIE, INC.**, 25 Central Park West, New York, N. Y.
- HARRY BESTRY**, 1501 Broadway, New York, N. Y.
- BEYER & MacARTHUR**, 1680 N. Vine St., Hollywood, Calif.
- JOSEPH BLOOM**, 19 West 44th St., New York, N. Y.
- BRISCOE & GOLDSMITH, INC.**, 522 Fifth Ave., New York, N. Y.
- BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC.**, 818 S. Kingshighway Blvd., St. Louis, Mo.
- CHAMBERLAIN BROWN**, 145 West 45th St., New York, N. Y.
- BRUCE CHAPMAN CO.**, 145 West 41st St., New York, N. Y.
- CLEVELAND B. CHASE, INC.**, 424 Madison Ave., New York, N. Y.
- LESLIE CLUCAS**, 333 N. Michigan Ave., Chicago, Ill.
- RUTH COLLIER, INC.**, 8584 Sunset Blvd., Hollywood, Calif.
- COLUMBIA ARTISTS, INC.**, Columbia Broadcasting System, Inc., 485 Madison Ave., New York, N. Y.
- COLUMBIA CONCERTS CORP.**, 113 West 57th St., New York, N. Y.
- NEIL C. CONKLIN**, 75 East Wacker Drive, Chicago, Ill.
- CONSOLIDATED RADIO ARTISTS, INC.**, RCA Bldg., 30 Rockefeller Plaza, New York, N. Y.
- COOLEY & ULLMAN AGENCY**, 9111 Sunset Blvd., Beverly Hills, Calif.
- BENJAMIN DAVID**, 18 East 48th St., New York, N. Y.
- DOLAN & DOANE, INC.**, 8905 Sunset Blvd., Hollywood, Calif.
- DOMINION BROADCASTING CO.**, 4 Albert St., Toronto, Ont., Canada.
- GUS C. EDWARDS**, Wrigley Bldg., Chicago, Ill.
- W. M. ELLSWORTH**, 75 E. Wacker Drive, Chicago, Ill.
- EVANS & SALTER, INC.**, Division of Columbia Concerts Corp. (q.v.).
- F. & M. STAGESHOWS, INC.**, RCA Bldg., 30 Rockefeller Plaza, New York, N. Y.
- FIELD, MOSES & JONES, INC.**, 730 Fifth Ave., New York, N. Y.

## ARTISTS BUREAUS—Continued

- FREDDIE FRALICK MANAGEMENT**, 204 S. Beverly Drive, Beverly Hills, Calif.
- GEORGE FRANK, INC.**, 1626 N. Vine St., Hollywood, Calif.
- GALE, INC.**, 48 West 48th St., New York, N. Y.
- GEORGE & MOODY AGENCY**, 9006 Sunset Blvd., Hollywood, Calif.
- WILLIAM GERMANNT**, 521 Fifth Avenue, New York, N. Y.
- CLARK H. GETTS, INC.**, Waldorf Astoria Hotel, New York, N. Y.
- LEW GOLDER AGENCY**, 9122 Sunset Blvd., Hollywood, Calif.
- NAT GOLDSTONE AGENCY**, 9121 Sunset Blvd., Hollywood, Calif.
- GORDONI & LEE**, Hotel Crillon, Chicago, Ill.
- MARK HANNA**, 654 Madison Avenue, New York, N. Y.
- HARRIS & STEELE, INC.**, 320 West 78th St., New York, N. Y.
- HAWKS-VOLCK CORP.**, California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif.
- LELAND HAYWARD, INC.**, 654 Madison Ave., New York, N. Y.
- WALTER HERZBRUN AGENCY**, 8983 Sunset Blvd., Los Angeles, Calif.
- HESSE & McCAFFREY**, 501 Madison Ave., New York, N. Y.
- HIKSON - O'DONNELL ADVERTISING, INC.**, 555 S. Flower St., Los Angeles, Calif.
- CONSTANCE HOPE ASSOCIATES, INC.**, 29 West 57th St., New York, N. Y.
- LOU IRWIN, INC.**, 9134 Sunset Blvd., Hollywood, Calif.
- JESSE L. KAUFMAN, INC.**, 22 West 48th St., New York, N. Y.
- AL KINGSTON, INC., AGENCY**, 9120 Sunset Blvd., Hollywood, Calif.
- JACK LAVIN**, Park Central Hotel, Seventh Ave. and 56th St., New York, N. Y.
- LEADING ATTRACTIONS, INC.**, 515 Madison Ave., New York, N. Y.
- WILLIAM C. LENGEL-LITERARY ASSOCIATES**, 654 Madison Ave., New York, N. Y.
- M. C. LEEVE AGENCY**, 1300 N. Crescent Heights Blvd., Hollywood, Calif.
- W. BIGGIE LEVIN AGENCY**, 612 N. Michigan Ave., Chicago, Ill.
- MORT LEWIS**, 39 Fifth Ave., New York, N. Y.
- HAROLD LEYTON, INC.**, 9172 Sunset Blvd., Los Angeles, Calif.
- LICHTIG & ENGLANDER**, 8776 Sunset Blvd., Hollywood, Calif.
- BEN B. LIPSET**, 1350 Broadway, New York, N. Y.
- A. & S. LYONS, INC.**, 515 Madison Ave., New York, N. Y.
- JACK MANDEL**, 1564 Broadway, New York, N. Y.
- GENE MANN AGENCY**, 8949 Sunset Blvd., Hollywood, Calif.
- ZEPP0 MARX, INC.**, 8732 Sunset Blvd., West Hollywood, Calif.
- METRO ARTIST BUREAU**, 1650 Broadway, New York, N. Y.
- MIDDLETON-SACKIN**, 9006 Sunset Blvd., West Hollywood, Calif.
- MILLS ARTISTS, INC.**, 1619 Broadway, New York, N. Y.
- MONTER-GRAY, INC., AGENCY**, 8736 Sunset Blvd., Hollywood, Calif.
- RAYMOND R. MORGAN CO.**, 6362 Hollywood Blvd., Hollywood, Calif.
- WILLIAM MORRIS AGENCY, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- LEO MORRISON, INC.**, 204 South Beverly Drive, Beverly Hills, Calif.
- SIDNEY P. MORSE**, 162 N. State St., Chicago, Ill.
- MUSIC CORPORATION OF AMERICA**, 745 Fifth Ave., New York, N. Y.
- NBC ARTISTS SERVICE**, National Broadcasting Co., Inc., RCA Building, 30 Rockefeller Plaza, New York, N. Y.
- NORTH & FLAUM**, 1564 Broadway, New York, N. Y.
- LILIAN OKUN, INC.**, 1501 Broadway, New York, N. Y.
- RODNEY PANTAGES, INC.**, 6233 Hollywood Blvd., Hollywood, Calif.



## ARTISTS BUREAUS—Continued

- DONNA PARKER PRODUCTIONS**, 540 N. Michigan Ave., Chicago, Ill.
- PHILIPS-ROBERTS, INC.**, 565 Fifth Ave. New York, N. Y.
- RADIANT PRODUCTIONS, INC.**, 2 Lafayette St., New York, N. Y.
- RADIO ORCHESTRA CORPORATION**, 1619 Broadway, New York, N. Y.
- RADIO PROGRAMME PRODUCERS**, Keefer Bldg., Montreal, Que., Canada.
- REBECCA & SILTON CO., INC.**, 6605 Hollywood Blvd., Hollywood, Calif.
- REMINGTON PRODUCTIONS**, 1585 Broadway, New York, N. Y.
- ROCKE PRODUCTIONS, INC.**, RKO Bldg., 1270 Sixth Ave., New York, N. Y.
- ROCKWELL-O'KEEFE, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- HARRY A. ROMM, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- THE ROTH AGENCY**, 1619 Broadway, New York, N. Y.
- AD SCHULBERG-SAM JAFFE, INC.**, 8555 Sunset Blvd., Hollywood, Calif.
- SELVIAIR BROADCASTING SYSTEM, INC.**, 75 East Wacker Drive, Chicago, Ill.
- MYRON SELZNICK & CO., INC.**, 9700 Wilshire Blvd., Beverly Hills, Calif.
- MAX SHAGRIN AGENCY**, Equitable Bldg., Hollywood, Calif.
- LOUIS SHURR**, 1501 Broadway, New York, N. Y.
- THE SMALL CO.**, 8272 Sunset Blvd., Hollywood, Calif.
- KEN SOBLE ARTISTS BUREAU**, Her-mant Bldg., Toronto, Ont., Canada.
- DOUGLAS F. STORER**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- H. N. SWANSON, INC.**, 8523 Sunset Blvd., Hollywood, Calif.
- TRANSRAY RECORDING & PRODUCTION CO.**, 10-18 McCaul St., Toronto, Ont., Canada.
- UNITED BROADCASTING CO.**, 134 N. LaSalle St., Chicago, Ill.
- RUDY VALLEE ORCHESTRA UNITS CORP.**, 9 Rockefeller Plaza, New York, N. Y.
- A. GEORGE VOLCK, INC.**, California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif.
- WLS ARTISTS BUREAU**, 1230 W. Washington Blvd., Chicago, Ill.
- WOR ARTISTS BUREAU**, 1440 Broadway, New York, N. Y.
- MILTON WEINBERG**, 325 W. Eighth St., Los Angeles, Calif.
- L. A. WEINROTT & ASSOCIATES**, 75 East Wacker Drive, Chicago.
- ROGER WHITE**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- WILSON, POWELL & HAYWARD, INC.**, 444 Madison Ave., New York, N. Y.
- LEONARD F. WINSTON**, 34 West 33rd St., New York, N. Y.
- WOLF ASSOCIATES, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y.
- WOODS RECORDING STUDIOS**, 54 W. Randolph St., Chicago, Ill.
- DOROTHY WORTHINGTON**, 17 East 55th St., New York, N. Y.
- BEN YOST, INC.**, Pennsylvania Hotel, New York, N. Y.

## PROGRAM PRODUCERS

This list includes those independent firms building programs, either wholly or in part, for agencies and their clients. Procedure usually is that an agency hiring one of these firms "farms" its production out, so to speak, for a fee agreed upon.

- ADVERTISERS BROADCASTING CO.**, 205 East 42nd St., New York, N. Y.
- AEROGRAM CORP.**, 1611 Cosmo Street, Hollywood, Calif.

## PROGRAM PRODUCERS—Continued

**NORMAN ALEXANDROFF & CO.,** Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.

**SHERRY ALLEN.** See Remington Productions.

**AMERICAN ROYAL PRODUCTIONS,** 1622 Harrison St., Oakland, Calif.

**ARMAND-L'ESTELLE,** Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.

**ASSOCIATED BROADCASTING CO., LTD.,** Hermant Bldg., Toronto, Ont., Canada.

**ASSOCIATED RADIO WRITERS, INC.,** 137 Newbury St., Boston Mass.

**BALDWIN RECORDING STUDIOS, INC.,** 17 West 46th St., New York, N. Y.

**DAVID S. BALLOU PRODUCTIONS,** 5827 Gregory Ave., Hollywood, Calif.

**WALTER BATCHELOR CORP.,** 8782 Sunset Blvd., Hollywood, Calif.

**JOSEPH BLOOM,** 19 West 44th St., New York, N. Y.

**BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC.,** 818 S. Kingshighway Blvd., St. Louis, Mo.

**KENNETH BURTON,** 117 West 12th Street, New York, N. Y.

**CANADIAN BROADCAST CO.,** 1231 St. Catherine St., W., Montreal, Que., Canada.

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- FIELDS BROTHERS, Q.S.**, Equitable Bldg., Hollywood, Calif.
- GENERAL BROADCASTING SYSTEM, INC.**, 500 Buhl Bldg., Detroit, Mich.
- GORDONI & LEE**, Hotel Crillon, Chicago, Ill.
- GROMBACH PRODUCTIONS, INC.**, Steinway Building, 113 W. 57th St., New York, N. Y.
- SAM HAMMER RADIO PRODUCTIONS**, 2 West 45th St., New York, N. Y.
- TED HAMMERSTEIN**, 1564 Broadway, New York, N. Y.
- HARRIS & STEELE, INC.**, 320 West 78th St., New York, N. Y.
- HARVEY & HOWE, INC.**, 919 N. Michigan Ave., Chicago, Ill.
- HEFFELFINGER RADIO FEATURES** (division of Heffelfinger Publications), 522 Fifth Ave., New York, N. Y.
- INTERNATIONAL RADIO PRODUCTIONS** (division of International Radio Sales), 20 East 57th St., New York, N. Y.
- INTERSTATE ADVERTISING AGENCY, INC.**, 1008 Marshall Bldg., Cleveland, O.
- ARCHIE JOSEPHSON**, 6624 Romaine St., Hollywood, Calif.
- KASPER-GORDON STUDIOS, INC.**, 140 Boylston St., Boston, Mass.
- JESSE L. KAUFMAN, INC.**, 22 West 48th St., New York, N. Y.
- KING FEATURES SYNDICATE, INC.**, 235 E. 45th St., New York, N. Y.
- LANGLOIS & WENTWORTH, INC.**, 420 Madison Ave., New York, N. Y.
- LEADING ATTRACTIONS, INC.**, 515 Madison Ave., New York, N. Y.
- MORT LEWIS**, 39 Fifth Ave., New York, N. Y.
- PHILLIPS H. LORD, INC.**, 501 Madison Ave., New York, N. Y.
- R. U. McINTOSH & ASSOCIATES, INC.**, 10558 Camarillo St., N. Hollywood, Calif.
- C. P. MacGREGOR**, 729 S. Western Ave., Hollywood, Calif.
- HARRY MARTIN ENTERPRISES**, 360 N. Michigan Ave., Chicago, Ill.
- EDITH MEISER & THOMAS H. McKNIGHT**, 17 East 49th St., New York, N. Y.
- METRO ARTISTS BUREAU**, 1650 Broadway, New York, N. Y.
- METROPOLITAN BROADCASTING SERVICE, LTD.**, Hermant Bldg., Toronto, Ont., Canada.
- MID-WEST RECORDINGS, INC.**, 4835 Minnetonka Blvd., St. Louis Park, Minn.
- GEORGE MILLER PRODUCTIONS, INC.**, Birmingham, Mich.
- RAYMOND R. MORGAN CO.**, 6362 Hollywood Blvd., Hollywood, Calif.
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